



Switchgear Managers Brought Up-To-Date on International Network

Visitors from the Switchgear Equipment Business Division came to Bethesda the first part of July to discuss opportunities for continuing business ventures with our division.

During the past year, Switchgear's entire data processing load has been systematically transferred from a local computer at Switchgear's Folcroft headquarters to GE's MARK III remote computing network. "The success of the Switchgear project proves that large-scale network facilities management can provide business and industry with increased control of data processing at substantial dollar savings," reported **George Feeney**, Vice President and General Manager of our division.

In a meeting to discuss some of the international aspects of our activities with Switchgear, **Dr. Feeney**, **Ray Marshall**, General Manager of our Systems

Department, and **Paul Wexler**, manager of marketing programs operation, met with Switchgear personnel. Dale Frey, manager of Switchgear's Finance Operation; Robert Johnson, manager of information systems at Switchgear; and Russell Rose, manager of financial planning and analysis in the Power Systems Management Business Department of Switchgear, represented Folcroft management.

The success of the computer facilities management project with Switchgear assured a cooperative tone for this meeting. "This meeting was in the midst of their heaviest data processing work load," commented **Ray Marshall**. "Everything at Folcroft was going so well they could come to Bethesda to discuss a growing future for both divisions." □

100% of Pension at 62, Yes- But Also at 63, 64, and 65

Yes, you get 100% of your earned pension at age 62 under the improvements in the GE Pension Plan. But don't forget that you also get 100% at age 63, at age 64 and at age 65. And of course the 100% means a bigger pension at each year above 62.

That's because you not only have no reduction in pension because of early retirement, but each year of service adds more earned pension to the total you've accumulated.

Here's how the new schedule of pension reduction for early retirement compares with the old schedule.

If you think of your pension in terms of 100, under either the career or minimum formula, you can quickly see how your pension will be improved at every age above 60 by the new schedule for retirement.

Age	Before July 1	Effective July 1
65	100%	100%
64	97.6	100
63	95.2	100
62	92.8	100
61	90.4	94
60	88.0	88

Of course, the 100% of earned pension at 62 and beyond, and only 6% reduction at 61, is only half the story:

Even without the new reduction schedule, pensions of many employees would increase significantly under the improved schedule of minimums with the new \$9.50 top as compared to the old top of \$7.50. In addition, the pay increases will automatically move many people into still higher minimum brackets. □



Left to right: Russell Rose, Dale Frey, Robert Johnson, and George Feeney appear pleased with the success of their meeting.

Summer Employees Increase Knowledge of GE

A special orientation program was conducted in Bethesda on June 28 for 22 college students employed in the division's Summer Internship and Technology Achievement Programs. An overview of the General Electric Company — its history, organization structure and employee benefits — was presented to help this audience understand the division's history and daily operations. This understanding, it is felt, will enable each of the program participants to perform his or her job with a greater appreciation of how that job affects our business goals and objectives.

Leonard Black, manager of equal opportunity/minority relations, sponsored the session. **Jyl Gill**, coordinator of the summer internship program, handled the logistics, including the luncheon which was served after the presentations.

Len Black welcomed the audience and introduced the speakers: **Barbara Oliver**, manager of communication and community relations; **Joanne Thyken**, specialist, marketing communication; **Paul Beaudry**, representative, salaried relations practices; and **George Feeney**, Vice President and Division General Manager.

Barbara introduced the audience to General Electric's history, growth and organization structure. Joanne then gave a thorough and comprehensive description of each division component and explained the responsibilities assigned to each department and operation.

Paul's overview of General Electric employee benefits created new awareness of the company's effort to provide "added values, over and beyond the paycheck" for eligible employees.

George Feeney's relaxed and informative discussion gave this audience an opportunity to learn of the division's economic posture, its "exciting mission," and the personal opportunities offered to these students.

Dr. Feeney told the audience, "This is a very fast growing business, it is very profitable and we have a tremendously exciting mission."

"We must challenge our competition



George Feeney answers a question from a summer intern.

in serving the customers — we must meet the needs of our customers and we must be successful," he said. "There are significant personal opportunities for those of you in this group. Five years from now our business will have undergone major changes — it'll be unrecognizable but it will still be a place with great opportunities for hard working, competent and dedicated individuals."

Ending his presentation with that prediction of the division's future, Dr. Feeney then replied to questions from the students.

A luncheon concluded the orientation session. The 22 students were joined at lunch by employees who are serving as job coaches and the managers to whom they report. The lively discussions heard at each table attested to the successful effectiveness of this special program. □

Employees and Relatives Benefit from Group Blood Bank Membership

Most headquarters employees are very familiar with the American Red Cross Group Blood Bank Program which assures them that the total blood needs of their families will be covered by the American Red Cross through Group membership. In order to establish the Group Bank, employees must deposit 20 units of blood for every 100 employees at headquarters and this quota must be met within

a twelve month period. Fortunately, many employees realize the importance of the Blood Bank and have cooperated by making regular donations throughout the year. These regular donations have proved very valuable for employees and their relatives when blood is required.

Alta Davis, facilities management operation secretary, received word that her father in Texas needed blood. Alta called the blood bank chairman, **Barbara Oliver**, and asked if the GE donations in Bethesda could help her father in Texas. With her name, her father's name and address and his relationship to Alta, the Red Cross in Bethesda notified the Red Cross in Texas that the blood would be replaced out of the bank of General Electric donations in Bethesda.

Employees in other division locations who are interested in Group Blood Bank coverage should contact the local chapter of the American Red Cross for details. Participation in the Group Blood Bank Program not only provides coverage of employees and their families but makes blood available for emergencies in hospitals in your community. □

JUNE SERVICE AWARDS

25 Years

Jack Griffin	Watertown
Larry Wolfe	Bethesda

20 Years

Joe Steel	Bethesda
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15 Years

John Meyer	Bethesda
Jim Palmer	Bethesda
Paul Wexler	Bethesda

10 Years

Delbert Ball	Seattle
Bob Haderl	Houston
Jim Hiemenz	Bethesda
Fred Nichols	Bethesda

5 Years

Karyl Andolina	Bethesda
Joe Domonkos	East Orange
John Dublanica	Watertown
Judy Jehn	New York
Bill Moore	Encino
Dottie Tumolo	Bala Cynwyd
Grace Wedekind	Schenectady
Paula Zak	East Orange

MEET A CO-WORKER

Howard Robinson recently transferred from GE's Aircraft Engine Group in Evidale, Ohio to our Systems Department as manager of procurement. Howard reports to the manager of network planning, and is responsible for purchasing, equipment logistics, contracts, and leases.



A graduate of General Electric's manufacturing training program, Howard has held assignments at the

Lamp Division at Cleveland, the Missile and Space Department at Philadelphia and King of Prussia Penna., and Computer Equipment in Phoenix, Arizona.

Howard is a native of Cleveland, and a 1963 graduate of Case Institute of Technology. □

Multum in Parvo

You simply can't go back to what was once successful with any certainty that it will succeed again.

Arnold Gingrich

Benefits Improvements Explained in Communiport Presentation

A communiport presentation, "Your Employee Benefits," was shipped to zone offices last week, to open a new method of communicating employee benefits. The slide/tape package is in its own traveling case, including script, tape, slides, and instructions, to make it easy to circulate to offices within each zone.

Jim Medley, audio/visual communications specialist in the Marketing Operation, produced the show; the voice was **Paul Beaudry**, salaried relations and practices representative. This presentation of 50 minutes is the Relations Operation's method of publicizing the outstanding values of General Electric's benefits programs. □



Jim Medley, left, Judy Karpowich, employee relations clerk, and Paul Beaudry prepare the self-contained communiport benefits presentation for mailing to field offices.

GE Donates Erie Canal Lands To Public for Recreation

Approximately 38 acres of historic Erie Canal lands owned by GE's Schenectady, New York plant since 1918 were recently given to the town of Rotterdam, N.Y. for public recreational use.

The property stretches for three and a half miles along the canal and consists of four segments, including parts of the old towpath and one of the remaining canal bridges.

In announcing the decision, the company expressed the hope that the GE gift of land would advance plans for development of a public hiking and bicycling path along the entire length of the Mohawk River in Schenectady County. □

Wexler Marks 15 Years With GE, Assumes New Position



Paul Wexler, left, receives congratulations from Jim Castle for his fifteen years' service with General Electric.

June 28 was an eventful day for **Paul L. Wexler**. On that day Paul was appointed manager of marketing programs in the Information Services Marketing Operation. He had been manager of the international operation. In addition to the promotion, **Jim Castle** presented Paul with his GE 15-year service pin.

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After receiving his bachelor of industrial engineering degree from Georgia Tech, Paul started his General Electric career at the Instrument Department in Lynn, Mass. He transferred to the Special Devices Department in Syracuse, New York, and in 1963 went to the Apollo Support Department in Daytona Beach and later Cape Kennedy, Florida.

Paul joined this division in November, 1967 in Bethesda, as manager of capacity planning. He was manager of European Operations in London during most of 1971, and returned to Bethesda as market manager, international, later becoming manager of the international operation. □

Travel Association Features GE Time-Sharing

"Pacific Travel News", official publication of the Pacific Area Travel Association, announced in an article June 1 that the Pacific Area Travel Association "is now capable of delivering basic travel information to its members in Europe, Canada, Japan and throughout the U.S. via local telephone lines, utilizing General Electric's time-sharing."

Steve Butterfield, marketing representative in the San Francisco branch, gave a terminal demonstration for travel association members who attended a Marketing Research and Development Council meeting in San Francisco recently. □

NEWS-SHARE MAILING LIST CORRECTION:

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7735 Old Georgetown Rd.
Bethesda, Maryland 20014

Manager

Office

Street

City

State

UP THE LADDER



Dennis Casazza has been named zone support manager for the Eastern Zone. Dennis joined our division in September, 1968 as a sales representative in northern New Jersey. He later became manager of that branch office. He then transferred to the Schenectady Engineering Department for one year. Dennis returned to Information Services in late 1972 as account manager for the World Trade Project and held that position until his recent promotion.



Melanie Bouer has been named account manager for the Encino branch in the Pacific Zone. She received her B.S. in accounting from San Diego State. Melanie was employed as a programmer and, later, a systems analyst, before joining General Electric in Encino as an account representative in 1969. She was senior account representative prior to receiving her new assignment as account manager.

Harlan Dodge has been named senior specialist, marketing plans, in the Marketing Operation. Harlan had been account representative and senior account representative in the Cincinnati branch since 1970. He joined this division in 1969 in Dayton, Ohio, after completing a year with General Electric's Aircraft Engine Group in Evendale, Ohio.



Have a question or a gripe?
How about a comment? An idea?

WRITE IT DOWN AND SEND IT IN.

NEWS-SHARE OFFICE
7735 Old Georgetown Road
Bethesda, Maryland 20014



NEWS-SHARE



News-Share is published weekly by the General Electric Company, Information Services Business Division for the benefit and information of employees. Articles and photographs may be submitted to: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Barbara B. Oliver **Manager, Communication and Community Relations**
Esther Fanfani **Specialist, Communication**



GE Benefits Grow Through The Years

The special June 1973 edition of *General Electric News* featured an explanation of the new company pay and benefit package. *News-Share* interviewed division employees to get their opinion of the new benefits package. Employees with many year's service are able to compare the latest benefit improvements with previous revisions. **Tom Grieves** and **Doris Frantantuono** have seen many benefit and pay changes since they first joined General Electric during World War II.

Tom Grieves will celebrate 30 years of company service this year. "How do you like the new pension rates?" *News-Share* asked Tom. "They don't suit me — it isn't full pay," he replied. However, Tom became more positive and said he is impressed by the fact that early retirees now have full medical coverage until they reach 65, when Medicare takes over. "Another good thing in this settlement," Tom said, "is the fact that the maximum on medical payments was raised. I hope I



Doris Frantantuono and Tom Grieves compare opinions of GE benefit changes over the years.

don't ever get sick enough to use the old maximum but, in this day and age, it might be possible to go over the old \$100,000 limit — now that limit has been increased to \$250,000."

When queried about the new early retirement option, Tom said, "If I retire early, good as it sounds, I'll take a loss. Early retirement means fewer years of salary to figure into my pension. I'll lose money for the rest of my life if I retire early." This can't be too bad, judging from his plans to take early retirement. Then, too, Tom pointed out that the GE pension isn't designed to be a livable income by itself — GE has been putting money into Social Security for Tom as well as into the GE pension fund, which is intended to supplement the pension. "I won't have as much money in retirement as I have been earning, of course, but I must confess it will be a livable income when you take social security and GE's pension together."

The change in the length of service required for vacation will benefit 387 division employees who will receive two and a half days' additional vacation in 1974. Another 21 division employees will earn an additional week next year which they did not have under the former vacation plan.

Tom and Doris did not express interest in the new vacation package, as they both earned five weeks' vacation by working thirty years. Doris volunteered that "the five week vacation will come to those with 25 years of service next year — it took me 30 years to get there!" She obviously felt it was a good change and was only sorry it wasn't given five years ago. Doris also said "These improvements are the best I can remember in the years I've been with the company." She added, "I've always hoped they would review the pension again." □

Castle Serves on Government East/West Trade Committee

The U.S. Department of Commerce extended an invitation to **James C. Castle**, Manager of the Information Services Marketing Operation, to join a special Technical Advisory Committee on Computer Systems. Dr. Castle accepted the invitation and is now an active member of the committee, which was formed to advise and assist the Office of Export Control in the Bureau of East-West Trade on questions involving computer technical matters, world-wide availability and the actual utilization of production and technology.



The letter of invitation said, "Service on the Committee will be recognized as your unique contribution to this important aspect of the Department of Commerce operations, and no alternate may attend a Committee meeting on your behalf. Extensive use will be made of your talent, knowledge, and experience. . ."

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

Dr. Castle, commenting on this new, government-sponsored international project, said, "I look forward to participating in the meetings and contributing, where possible, to the important policy decisions being made in the Department of Commerce." Dr. Castle's participation on this committee will add another facet to his experience in the international arena. □

Credit Line

Ronald Pushee and **Richard Gariepy** of the internal accounts branch in Schenectady recently completed the requirements for master's degrees in operations research at Union College in Schenectady. Enrolled in Union's graduate evening division, and with the help of GE's Tuition Refund Program, they were awarded their master's degrees this June.

Ron Pushee joined GE as an apprentice in 1961 with the Meter Department. After earning his bachelor's degree in mechanical engineering from the University of New Hampshire, Ron joined the Manufacturing Management Program. While on this program he held assignments in Morrison, Ill.; Valley Forge, Penna.; and Schenectady, N.Y. Ron is currently a senior technical represen-

tative and has been with this division since 1969.

Dick Gariepy came to our division as an account representative in February, 1973, from the Engineered Cast Products Department in Schenectady. Dick joined the Manufacturing Management Program after receiving a bachelor's degree in electrical



Lee Denny (right), congratulates Dick Gariepy (center) and Ron Pushee upon receipt of their master's degrees.

engineering from Northeastern University. While on this program he held assignments in Burlington, Vt.; Wilmington, N.C.; and Schenectady, N.Y.

Lee Denny, manager of the internal accounts branch, reports "Ron and Dick are hardworking employees, and we congratulate them on the receipt of their master's degrees." □

Division Hosts GE Booth at National Urban League Conference in Washington

"The Unfinished Second Reconstruction," the Urban League's annual national conference, will be held in Washington, D.C. from July 22-25. There will be over 200 major industrial exhibits at the conference.

At the General Electric exhibit booth, "Progress for People," there will be drawings twice a day for GE appliances to be awarded visitors to the booth. Summer Interns from the Information Services Business Division will be at the booth from 9-5 each day of the conference. □

1973 S&S PRICES

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

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

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

The stock price and the fund unit price for each month of 1973 are as follows:

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$71.827	\$39.727
February	68.493	38.041
March	66.125	37.621
April	62.613	35.990
May	59.403	34.874
June	58.452	34.375

Technical Services Adds Eight Graduates to Zones

A second class in the technical services operation has successfully completed a year of work/training assignments in Bethesda. A graduation dinner was held in their honor with **Gary Mueller**, manager of the technical services operation, presenting their certificates. **James C. Castle**, Manager of the Marketing Operation, and **Dr.**

George J. Feeney, Vice President and Division General Manager also attended the dinner.

The graduates are returning to their homes as they finish projects on which they are working, after a year of technical services work in Bethesda. The graduates, and their field assignments, are: □



Robert Caton
Southern Zone



John Gilmore
Eastern Zone



Andrew Miller
Northeast Zone



Wayne Mueller
Southern Zone



James Rossini
Southwest Zone



Kent Soffel
Pacific Zone



Torkild Vennesland
Northeast Zone



William Wright
Pacific Zone

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VII, No. 23

Bethesda, Maryland

July 27, 1973

GE Sales and Profits Up in 1973's First Six Months

Both GE sales and profits for the second quarter of 1973 climbed 13% in the second quarter of 1973. For the full first half of the year, however, profits trailed sales with sales up 14% and profits up 12%. Profit on each sales dollar in the first half of the year was 4.6 cents as compared to 4.7 cents for the same period last year.

These were significant facts in the company's report for the second quarter and first six months of 1973.

In announcing the second quarter results, Reginald H. Jones, GE Board Chairman, said earnings of the General Electric Company were \$137.3 million or 75 cents a share in the second quarter of 1973. This is an increase of 13% over the \$121.5 million or 67 cents a share reported in the same quarter of 1972.

Sales in the second quarter of this year also were a record \$2,887 million compared with \$2,556 million in the second quarter of 1972, which also represents an increase of 13%

For the first six months of 1973, net earnings were \$251.7 million or \$1.38 per share, compared with \$225.0 million or \$1.24 per share in the first half of 1972, an increase of 12%

Sales in the first six months of 1973 were \$5,434 million, 14% higher than the \$4,774 million in the same period of 1972.

In commenting on results in the second quarter, Mr. Jones said that the company's gains continued to be broadly based. "Shipments of most goods exhibited the pattern of growth shown earlier in the year. Specifically, consumer durables were above prior levels, benefiting from the continued

(continued on page 2)

Jackie Gleason Will "Star" in GE TV Commercials this Fall

Comedian Jackie Gleason will make his debut in TV commercials this fall when he appears on behalf of the General Electric 1974 line of television receivers. These commercials will be featured in GE TV spots on NCAA College Football, NFL Monday Night Pro Football, and during three Monogram specials late this summer: "Bighorn," "Conquista," and "Land of the Small."

Jackie will star in one of the two prime time fall specials sponsored by the Television Receiver and Audio Products Departments — "General Electric Presents. . . The Great Entertainers." The program to be shown on CBS in October marks Jackie's return to television comedy spec-

taculars after a three-year retirement.

Since our 1974 line of television receivers will be called "GE Television, The Great Entertainer" in national advertising, it is fitting that it will be promoted by the comedian who has long been considered one of the nation's great entertainers. □

Telephone Directory Going to Press

Facilities Services requests that all corrections, additions, and deletions for the division telephone directory be submitted by August 3. All information must be submitted in written form.

Please send all changes to:

Facilities Services
7735 Old Georgetown Road
Bethesda, Maryland 20014

General Products Course Holds Session in New Training Facility

The classroom of the new headquarters training facility was officially opened by Dr. George Feeny, Vice President and Division General Manager, for the final meeting of a General Products Course held for experienced new employees July 9-13. In the past few months three classes have been held for new employees to familiarize them with the products, organization and policies of our division.



Students at the third General Product Course practiced at the terminals in the new training facility. Left to right: John Harper, Max Robinson, Jim Ronk, and John Welch.

The stream of questions directed to Dr. Feeny in the final meeting were testimony to the success of this course in presenting an overview of our business.

Attending the General Products Course were:

Edward Barrows
Charles Benton
Penn Cobb

Bethesda
Columbus, O.
Nashville,
Tenn.

Stephen Cook
Charles Fowler
Daniel Fritz
John Harper
Jerrold Horvath
Marsha Jacobs
Alan Kantor
Michael Kilpatrick

Chicago
Atlanta
Bethesda
Philadelphia
Central Zone
Philadelphia
New York
Houston

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strength in contract or builder-oriented markets; deliveries of industrial capital goods reflected the growth in overall plant and equipment spending reported throughout the domestic economy; and shipments of capital equipment to electric utilities

showed further increases.

"Also, our international businesses maintained their steady growth, and the financial impact of currency devaluation continued to be insignificant.

"In view of depressed stock market

condition's, we departed from our program of regular disposition of holdings in Honeywell shares and made only minimal sales in the past quarter," Mr. Jones added. □

GENERAL ELECTRIC COMPANY

1973 Second-quarter and First-half Financial Summary

Dollar amounts in millions; per-share amounts in dollars; unaudited

	Second Quarter Ended June 30		Six Months Ended June 30	
	1973	1972	1973	1972
Sales of products and services to customers	\$2 886.9	\$2 555.7	\$5 434.3	\$4 773.7
Other income	49.1	53.4	95.5	91.4
Costs:	2 936.0	2 609.1	5 529.8	4 865.1
Employee compensation, materials and all other costs, except those listed below	2 664.4	2 376.7	5 033.1	4 434.3
Interest and other financial charges	29.3	26.4	56.5	50.2
Provision for income taxes	104.2	83.8	186.2	154.8
Earnings before interest of other shareowners	2 797.9	2 486.9	5 275.8	4 639.3
Interest of other shareowners in net results of affiliates	138.1	122.2	254.0	225.8
Net earnings applicable to common stock	(0.8)	(0.7)	(2.3)	(0.8)
Earnings per common share	<u>\$ 137.3</u>	<u>\$ 121.5</u>	<u>\$ 251.7</u>	<u>\$ 225.0</u>
Dividends declared per common share	\$ 0.75	\$ 0.67	\$ 1.38	\$ 1.24
Earnings as a percentage of sales	0.35	0.35	0.70	0.70
	4.8%	4.8%	4.6%	4.7%

Average number of shares outstanding for the first six months of 1973 and 1972 were 182 131 000 and 182 075 000, respectively.

FROM OUR MAIL...



(Periodically, NEWS-SHARE publishes forms on which our readers are invited to submit questions, comments, etc., for publication. When NEWS-SHARE receives these forms, an authoritative source is asked to respond. All responses will be published as they are received.)

QUESTION: "Why not include a mapped outline of the Sales Zones on a page in the next issue of ISBD's telephone directory?"

Facilities services is responsible for the production and distribution of the

division's telephone directory. **Jim Jordan**, manager of facilities services, responded:

"We are making substantial changes in the forthcoming issue of the directory. Anything more to be added at this time would slow down the distribution date of the new edition. We will, however, consider implementing this suggestion when we issue subsequent directories." □

If you have a question or comment, use form on back page.

Georgia Hodges has moved up to secretary, Advanced Facilities Project, from secretary, credit and collection in Bethesda.



Robert Huber has moved up from specialist, sales analysis and administration, to manager of sales analysis.



Marilyn (MacDonald) Friend, formerly senior technical representative in Boston, is now project manager for technical services there.



Ronald Fellows is now project manager for technical services in the Pacific zone. He was formerly a customer applications specialist.



Kathryn Tate, formerly a secretary in field support, is now secretary for the manager of electric utility industry sales in Bethesda.



LADDER

THE

UP

Roger Wilberg has been promoted to project manager for technical services in the Central Zone. Roger was a senior technical representative in the Central Zone.



Richard Meadows has been promoted as a computer operator in the Bethesda NDP.



Ann Cummings has been promoted to secretary, Strategic Planning Operation. She was secretary, electric utility sales in Bethesda.



Ken Kral is now manager of East Central Zone support. He was a specialist in Bethesda's field support.



John Melnyk, Sr. has been promoted to account manager in Los Angeles from his former position of account representative.



Patricia Clark, formerly secretary in systems analysis and deployment, is now secretary in the Legal Operation, Bethesda.





Sage to Manage Division's Far East Operation

On July 27, **Dr. George J. Feeney**, Vice President and Information Services Business Division General Manager, announced that **Paul W. Sage** has been selected to manage the division's newly created Information Services Operation-Far East. Mr. Sage will assume this new assignment on September 1 and will maintain principal offices in Tokyo, Japan.

Commercial time-sharing service became a reality in Japan in November 1971 when Dentsu Time-Sharing Service, an authorized licensee of our division, introduced Mark I time-sharing to representatives of 180 of Japan's largest firms. Our division signed the Mark I licensing agreement with Dentsu in July 1971. The division's revenue growth in Japan

since that time has been quite encouraging. Commenting on this growth, Dr. Feeney says, "We must capitalize on the lead we have."

The information processing industry has exceptionally high visibility in Japan and, as a result, it is necessary to integrate all planning and activities with our distributor, the Japanese government, and quasi government agencies.

The economy of Japan is said to be the fastest growing in the world. "Japan and the Far East represent the division's largest revenue opportunity. The Information Services Operation-Far East will provide local management of our activities in this market," Mr. Sage reports. □

Audio Systems and Components Available Under Purchase Plan

The list of audio systems and components eligible for employee courtesy discounts has been broadened to include new stereo systems and components recently announced by GE's Audio Electronics Products Department.

The newly eligible products can be purchased from local retail dealers. Employees may then apply for the discount through Personnel Accounting, as they do for major appliances and other items on the Employee Courtesy Discount Schedule.

The major audio systems additions to the employee courtesy discount listing include such items as a new four chan-

nel 8 track stereo tape player and tuner, a stereo phonograph component and tuner, matched speaker systems, and 34 additional related items.

To recognize the changing consumer usages of these audio sound systems, the purchase frequency provisions of the Employee Product Purchase Plan have been changed. Employees will now be eligible for discounts on purchases of up to three audio systems which include complete units with radio, tape and/or phonograph capability, and up to three components which may be used in conjunction with the systems in a 24-month period. In addition, each employee may make use of one of his allowable purchases under the plan as a gift to a member of his or her immediate family. □

Ray Bullock Receives 25-Year Service Award



Dr. George Feeney, right, congratulates Ray Bullock on the 25th anniversary of his employment with the company and presents him with his service award.

Raymond W. Bullock, manager of the Folcroft operation, completed 25 years' service with General Electric on August 2. In recognition of his long service and contributions to the company, **Dr. George Feeney**, Vice President and Division General Manager, presented Ray with a service award.

Ray began his GE career in 1948 in the Business Training Program at Schenectady's Relations and Utilities Department. In 1956 he moved to the Aircraft Nuclear Propulsion Department as specialist in business practices and later became manager of systems and data processing. He was named manager of data processing in the Large Jet Engine Department in 1960. Two years later Ray became manager of information processing at the Switchgear Department, and in 1968 he was promoted to manager of the in-

(continued)

formation systems operation in the Medium Voltage Switchgear Department. He transferred to our division as manager of the Folcroft operation in December 1971. In this capacity he has been responsible for support of the division's project to transfer the Switchgear work load to Brook Park via remote terminals.

Financial Application Gains Acceptance in Marketplace

A new financial application, the Financial Analysis Language (FAL), has been successfully marketed with division customers in the San Francisco area. **Paul Morey**, senior account representative in the San Francisco branch, developed this application to answer his customers' needs for a language providing financial analysts with the ability to analyze data, perform calculations and make projections on an interactive basis. Paul organized a major marketing campaign in San



Paul Morey responds to one of many customer inquiries after the FAL seminars.

News-Share is published weekly by the General Electric Company, Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Barbara B. Oliver: Manager, Communication and Community Relations
Esther Fanfani: Specialist, Communication

Francisco to increase customers' use of FAL.

James C. Castle, Manager of the Marketing Operation, says FAL "enables us to offer what we firmly believe is one of the most cost-effective analytical languages for financial applications currently available."

Paul's marketing campaign started with mailings to 500 financial executives. The material described FAL and future seminars that would be conducted on the Financial Analysis Language. Paul says the first FAL seminar "generated a lot of business and we have sold several applications." The second FAL seminar was recently completed. **Frank Robertson**, Pacific zone manager, reports that "Paul represented General Electric and our division in an outstanding manner. He presented information to assist the financial community with their applications."

Dick Whitehurst, manager of the San Francisco branch, assessing these seminars, commented, "It is obvious that the attendees are extremely impressed with Paul's understanding of their needs, and with FAL's capabilities." □

JULY SERVICE AWARDS

25 Years

Leo Ramer Bethesda

15 years

James Mason Philadelphia

10 years

Robert DiPietro Folcroft
Donald Dunmire Brook Park
Barbara Oliver Bethesda
James Parkhurst Milwaukee

5 years

Leonard Cherelli Watertown
Dennis Gilstrap Oklahoma City
Edson Gorsuch Bethesda
Ethel Johnson Bethesda
James Mayette Brook Park
James Pappas Brook Park
Edward Truex Bethesda

Florida Branch Receives Second Quarter Electric Utility Sales Trophy

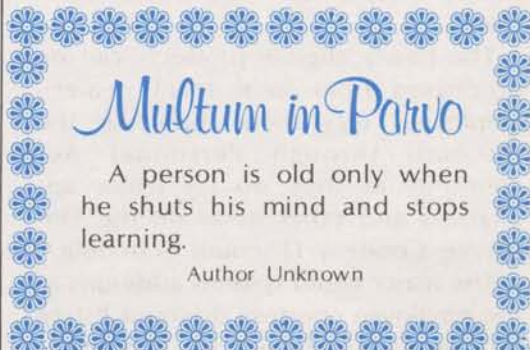
Jim Lowry, manager of the Florida branch, recently received the second quarter trophy in Electric Utility sales for his branch. Before his recent appointment in Florida, Jim was in the Carolinas branch and was instrumental for that branch receiving the award for the first quarter.

During the second quarter, the Florida branch produced excellent results with four major electric utilities. Also, working with the Electric Utility Engineering Operation (EUEO) in Schenectady, they received a commitment for implementation of the first 200-bus load flow program for electric power to be run on Mark III.

Rudy Baldor, Chuck Seibold, Joe Ripkin, and Ernie Sigrist, of the Florida branch, were among the key contributors to the success leading to the award. □



Jim Lowry is beaming as he accepts the quarterly award from Ken MacDonald, manager of electric utility industry sales.



Multum in Parvo

 A person is old only when he shuts his mind and stops learning.

 Author Unknown



Special Sales Contest, Campaign Alpha, Won by Rocky Mountain Branch

Campaign Alpha, a concentrated effort by the Division's Sales Department for new contracts, officially ended June 30. The Rocky Mountain branch, located in Denver, won first place. The second place winner was the Chicago branch, with Cleveland earning third and Seattle fourth place.

First prize means that every employee of the Rocky Mountain branch receives a seven day trip, for two, to Spain and Portugal. The trip is planned for early October.

Employees in the Chicago, Cleveland and Seattle branches received catalog "points" which can be redeemed for various products. A catalog, from which the winners pick their prizes, has major appliances, furniture, camping and sport equipment, musical in-

struments, clothing — practically anything a winner would dream of buying. The Chicago branch, in second place, won "points" equal to \$500 worth of merchandise; the Cleveland branch, in third place, received the equivalent of \$250; and the Seattle branch, in fourth place, won \$100 worth of points — for each employee in each of the branches.

Darlene Santarelli, secretary in the Chicago branch, is having trouble deciding what to buy. **Greg Horodeck** of the zone support office is the only winner in Chicago who has made his decision — he bought camping gear. According to Darlene, the rest of the winners change their minds daily, sometimes with help from their spouses. "Fortunately," she says, "we

(continued)



First place winners in Denver's Rocky Mountain branch look over travel folders for their trip to Spain and Portugal. Front row, left to right: Al Garcia (standing), Ron Nutter, B.J. Clingan, Helen Wood, and Hank Struve (standing). Back row, left to right: Loyal Huddleston, Phil Hollis, and Susan Larsen. Not pictured are Norma Frinch of the Phoenix branch and Ellen Kilpatrick of the zone staff, who assisted in achieving first place in the contest and will also make the trip to Spain and Portugal.

Notice: New Pension Plan Reporting Requirements Under Disclosure Act

The U.S. Department of Labor has recently revised its regulations under the Federal Welfare and Pension Plans Disclosure Act to require that all pension plan administrators file with the Labor Department revised Description of Plan Forms D-1S and notify those covered under pension plans of the right to examine copies of the plan descriptions and the annual reports. Plan participants and beneficiaries also have the right, upon written request, to receive copies of plan descriptions and summaries of the latest annual reports.

Participants and beneficiaries of the General Electric Pension Plan may examine copies of the new Plan Description (Forms D-1 and D-1S) and the latest Annual Report (Form D-2) on regular working days between 10:00 a.m. and 4:00 p.m. at the Employee Benefits operation, 10th floor, 570 Lexington Avenue, New York City. These reports may also be examined at the public document room of the Office of Labor Management and Welfare-Pension Reports, U.S. Department of Labor, Washington, D.C. and copies of all required filings may be obtained from that Office.

Participants and beneficiaries may also obtain a copy of the D-1 and D-1S forms and a summary of the latest Annual Report of the GE Pension Plan by written request to Mr. E. S. Willis, Manager of Employee Benefits, General Electric Company, 570 Lexington Avenue, New York, New York, 10022. Copies will be furnished within 30 days.

The summary of the annual report of the General Electric Pension Plan has been published in Company newspapers and posted on bulletin boards for many years. Pension Plan participants are routinely provided with a copy of the Plan which includes a summary of its basic features. □

(continued)

have until the end of the year to make the purchases."

Jim Spencer, manager of the Cleveland branch, thought the campaign was good. He mentioned with understandable pride that Cleveland "signed 16 of the 80 new contracts in the country." He commended in particular **Fred Hofmann**, "who was a tremendous project leader for the campaign," and **Charles Benton**, who signed two contracts the last afternoon of the contest.

Don Bishop, manager of the Seattle branch, says "This contest fit into our branch objectives very well. Coming in fourth gave us a taste of success. We intend to come out closer to the top in a competitive campaign the Pacific Zone is undertaking." □

Recreation Association Needs Information on Employee Team Sports

The Division Recreation Association must have written notice of the existence of athletic teams in order to obtain insurance coverage. Notification of the existence of baseball, bowling, basketball or other leagues in which groups of division employees participate must be sent to:

Ron McKinney, Recreation Association
Room 1713
7735 Old Georgetown Road
Bethesda, Maryland 20014

This written notice is necessary for all teams in the division — in field locations and at headquarters. □

Burlingame, D'Arcangelo Named to New Corporate Posts

General Electric announced last week that John F. Burlingame has been named Vice President and Group Executive of the International and Canadian Group. At the same time, it was announced that the Board of Directors has elected Mark J. D'Arcangelo as Vice President of Corporate Employee Relations, succeeding Mr. Burlingame. Both appointments were effective immediately.

Mr. Burlingame, who has held numerous key positions in both operations and corporate staff work since joining General Electric in 1946, has been a GE vice president since 1969 and head of Corporate Employee Relations since 1970. In his new position he will have over-all responsibility for the Company's operations in Europe, the Far East and Latin America,

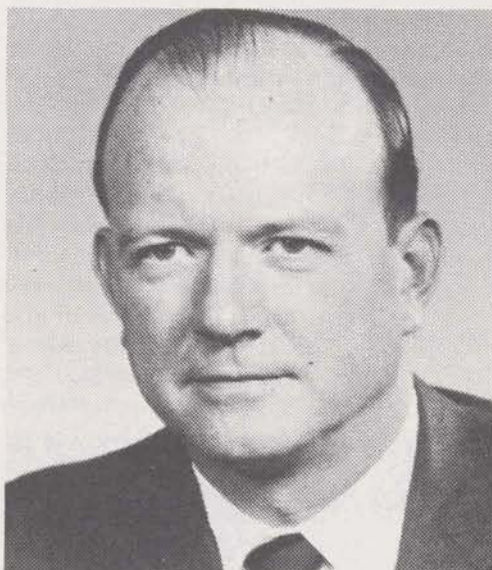


Mark J. D'Arcangelo

as well as for the International Sales Division.

Mr. D'Arcangelo, who began his GE career in employee relations in 1952, comes to his new assignment from the Company's Lamp Business Division where he managed the Large Lamp Department and more recently had headed the division's strategic planning operation. In his new position he will have over all responsibility for union relations and for other employee relations work, including compensation and benefits, safety, equal opportunity/minority relations, personnel research and planning, and employee relations practices and consulting.

Both Mr. Burlingame and Mr. D'Arcangelo will maintain offices at General Electric's corporate headquarters, 570 Lexington Avenue, New York City. □



John F. Burlingame

QUESTION: An employee who participates in the S&S Plan receives bonds which are purchased with the **Company's** proportionate payment. The employee cashes the bonds at their present value. What portion of the amount he received for the bonds does the employee have to report as income for the respective year? If bonds are purchased with the **employee's share**, it is part of the income reported on his annual W-2. Does the employee have to report the amount of interest accrued at the time the bonds are cashed?

Art Cleary, manager of personnel accounting, responded:

The S & SP payout form lists the taxable income for the year of the payout. This figure is composed of the Company's proportionate payment (never before taxed), plus the earnings of your own money (interest on bonds or dividends earned during the holding period). Taxable income should be reported as earnings in the year the payout is received, whether or not the securities are subsequently sold. Bonds purchased with your share are part of income previously reported, and therefore are not re-taxed. Interest, however, has not been previously taxed and should be reported when the bonds are sold. □

FROM OUR MAIL...



Johnson Describes Folcroft Function at Technology Seminar

Robert L. Johnson, manager of information systems, Switchgear Equipment Business Division, was the speaker at a recent Technology Seminar held for Bethesda employees by the Technology Operation. During the past year, Switchgear's entire data processing load has been transferred from a local computer at Switchgear's Folcroft headquarters to GE's Mark III remote computing network.

Mr. Johnson described the engineering documentation system at Folcroft in detail. This system processes requisition engineering in-puts through structure tables, producing drawing number lists, circuit plots, from/to wiring instructions, and other factory paper.



He described the need to collect data from a wide variety of special terminals — such as badge readers. Folcroft plans to collect this information via mini-computers onto magnetic tapes for subsequent batched entry into Mark III.

The Technology Operation has held seminars for Bethesda employees on product features such as high-speed service, HISAM, computer technology in Europe, and Folcroft's conversion from in-house data processing to Mark III replacement.

Harold R. Moore, manager of Technology's language systems and coordinator of the seminars, has planned future seminars on the Financial Analysis Language, low-speed terminals, and shared file systems. □

LADDER

THE

UP



Peter Swanson has moved up from senior computer operator in Teaneck to operations specialist.



Walter J. Dubiel, formerly a computer operator, is now senior computer operator in Teaneck.



Noreen DeFeo has moved up to customer service validation clerk from validation clerk in Teaneck.



Dennis Stanavitch advanced from senior computer operator to operations specialist in Teaneck.



David Lloyd, a senior computer operator, has been promoted to operations specialist in Teaneck.

S&SP Authorization Forms Out — Time to Consider Values in Retirement Option

With S&SP Authorization Forms for the 1974 payout now distributed, it's time for Savings and Security Program participants to give special consideration to the Retirement Option of the S&S Program.

If the taxable income of your 1973 payout was higher than you liked, you should consider use of the retirement option which can result in lower taxable income for your next payout under current tax regulations. In addition, under S&S Program improvements effective in 1976, the option can help provide you with still greater extra retirement income than in the past.

What is the Retirement Option? Under S&SP the participant may save up to 7% of pay in several investment areas — U.S. savings bonds, GE stock, or a special mutual fund. The company makes a matching investment to the individual's account of 50% of the participant's own investment. The total is held for the specified three-year holding period and paid out. Or — under the retirement option — the company matching payment and income credits can be held in trust until retirement and paid out when annual income and taxes may be lower.

Beginning in 1976, a participant who leaves as a result of retirement can be put into the retirement option. But to have the greatest possible amount in the option by retirement, an individual should begin now. It should be remembered, too, that beginning in 1974, if you're eligible for more than three weeks of vacation, you can take three weeks and "bank" your remaining vacation pay in the S&SP retirement option — even though you don't participate in S&SP.

If you are not now in the S&SP retirement option, you can use your recently received authorization form to take advantage of it. The authorization form is in two parts. Part I provides each participant with a summary of securities and cash available for delivery in 1974. It shows how the individual's securities were registered in the last payout and whether or not the retirement option has been chosen. Part II of the form, which provides information to the Employee Savings Operation, is for use in case an individual wishes to change the registration or address of securities

from that used in the 1973 payout, or change his or her election on use of the retirement option. If no changes are to be made, securities will be registered and delivered as in the past.

Stephen J. Lucas, manager of the Employee Savings Operation in Schenectady, emphasizes that new government regulations require that some individuals expecting a 1974 payout must complete and return the authorization form even though no registration or retirement option choices are changed. For individuals who wish to have U.S. savings bonds registered in names of individuals other than themselves, the social security number of the individual designated as owner, or first co-owner, of the bond must be provided by returning the authorization form. If that individual is a minor and has no social security number, a number must be obtained from the local Social Security Office. □

Credit Line

Patrick Emmons, technical representative in the Dallas branch, has been selected as an Effective Presentation instructor for General Electric in the Dallas area.



Pat joined our division in April 1972. As a student in the Effective Presentation course offered in Dallas early this year, he was chosen the outstanding speaker of two EP classes.

Two successful graduates of his first EP course held recently were **Judy Havard** of the Dallas branch and **Bill Marshall** of the Southwest zone staff.

JULY S & SP Prices

MONTH	Stock Price	Fund Unit Price
January	\$71.827	\$39.727
February	68.493	38.041
March	66.125	37.621
April	62.613	35.990
May	59.403	34.874
June	58.452	34.375
July	60.113	35.568

Division to Implement Employee Development Studies Program

Eugene S. Taft, manager of employee development and compensation, announced the distribution this week of booklets outlining the courses being offered at headquarters under the Employee Development Studies Program. This program provides an opportunity for employees to further their development by pursuing a curriculum which can increase their contribution to our business.

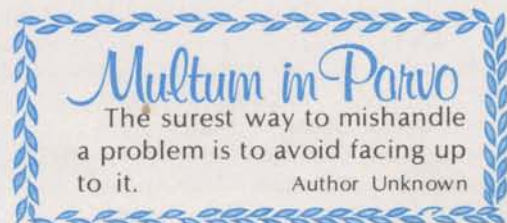
Employees in field locations who are interested in these courses may find them available in General Electric components in their area. Where GE courses are not available to division employees, local colleges may have courses which can be approved for credit under the Program, and also for tuition refund.

The courses offered in Bethesda during the coming academic year will include:

- Problem Solving and Decision Making
- Introduction to Computers
- Programming in BASIC
- Foreground-Background Interface
- Introduction to Marketing
- Effective Teaching
- Effective Reading
- Effective Presentation
- Effective Writing
- Effective Listening
- Introduction to Accounting
- Operating Costs, Budgets and Measurements

These classes will meet Tuesdays or Thursdays from 6:00 to 8:00 p.m. and will run from three to fifteen weeks, depending upon the course.

A course registration form signed by the prospective student's section manager must be filled out and forwarded to the program coordinator, E. S. Taft, after the student has discussed plans with his or her manager. Details of the curriculum and schedule will be given in the booklet being distributed this week. □





Plan Fall Studies Now for GE Tuition Refund

If you plan to take advantage of GE's educational benefits for the fall session of school, it's time to discuss with your manager the courses he would endorse for the Individual Development Program's tuition refund.

General Electric's Individual Development Program for nonexempt employees is tailored to fit individual needs. It offers flexible benefits in the form of tuition refunds for satisfactory completion of approved job-related or career-oriented courses. The refund includes payment of up to \$400 in the calendar year to cover tuition and compulsory fees.

You may apply for tuition refund benefits if you are a full time nonexempt employee with six months service or more. Courses which may be approved are those related to maintaining and improving your skill in performing your job, or contributing to your general career development within the company. Courses may be taken:

- to obtain a high school diploma or equivalent
- to update your technology;
- to develop your career in the company;
- to prepare for openings management expects to occur in the future;
- to study college level programs related to your career opportunities in the company.

To participate in the tuition refund provisions of the Program, you must obtain written approval from your immediate manager and your section manager before enrollment in a course. The Tuition Refund Application Form may be obtained from the Relations Operation in Bethesda, and should be returned to them after it is completed. It is important that you submit your

request to your manager as far in advance of the course registration date as possible.

Following completion of a course for which you have received advance management approval, you should present to personnel accounting a receipt of payment and evidence of satisfactory completion of the course. You will receive a refund from the company for the tuition and compulsory fees, up to \$400 in a calendar year.

Participation in the program does not guarantee or imply that management has made a commitment of a promotion. However, it certainly will enhance your chances to be considered for advancement in the future.

Watertown's Fred Bickford, production control clerk, and Wayne Carney, production coordinator, started work on their B.S. degrees during the 1972-73 academic year under the Individual Development Program. They attended night school at Merrimack College, taking a course in accounting.

Wayne commented on the Individual Development Program, "It's great, as long as you pass and get your money!"

Barbara Kotzer, secretary in the central New York branch office, has completed her fourth course under the Program studying psychology and business. She has taken two courses each semester. Many other nonexempt employees throughout the Division have used the Individual Development Program, to avail themselves of this opportunity to increase their potential.

Worlock Marks 30 Years Service with Company



Ray Marshall, left, asked Carl Worlock about his years with General Electric before presenting Carl with his 30-year pin.

Carl Worlock, manager of equipment, logistics and contracts, recently attained his thirtieth year with General Electric.

Carl joined General Electric on August 11, 1943 after attending Syracuse University. His first nine years were in Finance with the Commercial and Government Department.

In June 1952, he transferred to the Heavy Military Electronics Department in Syracuse where he served as supervisor of product service. He was responsible for the over all administration function for the worldwide support program, involved in contracts with the Department of Defense.

Carl left Heavy Military in November 1958 and joined the Computer Department in Phoenix. There he served in such positions as senior contract administrator, manager of product service administration, and specialist in equipment and contracts.

In June 1968, Carl transferred to our division as manager of equipment, logistics and contracts.

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In a surprise meeting with Carl and his co-workers the day before the anniversary, **Ray Marshall**, General Manager of the division's Systems Department, presented Carl with a 30 year pin in recognition of his long service with General Electric. □

Restoration of Service Credit Liberalized

Employees who left the company after ten years' service and later returned to General Electric will benefit greatly from a new provision which became effective July 1, 1973. This provision allows restoration of service and pension credits, whether the employee has vested rights or not.

If these changes could apply to you, call Paul Beaudry, 8*273-4756 for details on how you can qualify.

New Government Regulations Apply to S&SP Retirement Option, as well as Pension Plan

"Since the Retirement Option feature of General Electric's Savings and Security Program has some aspects of a pension plan, it falls under the recently revised regulations of the Federal Welfare and Pension Plans Disclosure Act," according to E. S. Willis, manager of GE Employee Benefits. The revised regulations require that pension plan administrators file appropriate Descriptions of the Plan and Annual Reports

with the U.S. Labor Department and notify participants of their right to examine copies and request plan descriptions and annual report summaries.

Mr. Willis points out that, like GE Pension Plan participants, those participating in the S&S Programs, including its Retirement Option feature, may examine copies of the Plan Description (Forms D-1 and D-1S) and the latest Annual Report (Form D-2) on regular working days between 10:00 a.m. and 4:00 p.m. at the Employee Benefits operation, 10th floor, 570 Lexington Avenue, New York City. These reports may also be examined at the public document room of the Office of Labor Management and Welfare-Pension Reports, U.S. Department of Labor, Washington, D.C. and copies of all required filings may be obtained from that office. •

Participants and beneficiaries may also obtain a copy of the D-1 and D-1S forms and of the latest Annual Report of the GE S&S Program by written request to Mr. E. S. Willis, Manager of Employee Benefits, General Electric Company, 570 Lexington Avenue, New York, New York 10022. Copies will be furnished within 30 days.

Mr. Willis said that "S&SP participants are routinely provided with a copy of the Plan which includes a description of the Retirement Option." He also noted that in keeping with the Company's practice of fully informing employees on employee benefits that "Each participant receives an annual S&SP report showing his own and the company credits in S&SP including the amount, if any, invested in the Retirement Option Account plus the

Program's Prospectus, with its financial details." An individual report to participants of their savings in the S&SP is also found in the current Personal Share Statement. □

GE to Train Managers for OIC Throughout the Country

GE has designed and will fund a new course for directors of Opportunities Industrialization Centers at GE's Management Development Institute in Crotonville, New York.

Making the joint announcement at the Philadelphia headquarters of the self-help motivational OIC were Reginald H. Jones, General Electric's chairman of the board, and Dr. Leon Sullivan, OIC's founder and chairman of the board.

OIC was founded in 1963 in Philadelphia by Dr. Sullivan as a self-development program to train disadvantaged people in industrial and other skills.

In announcing General Electric's participation, Mr. Jones pointed out that three courses for OIC candidates will be conducted this year and if the anticipated results are obtained, then "we propose to go ahead with three more classes in 1974."

"We are most pleased to be able to offer this program," Mr. Jones commented. "We in GE have been associated closely with Dr. Sullivan and OIC since it began 10 years ago. He has done a remarkable job in attitudinal and motivational work as well as skills training. What we're proposing here goes beyond money to the point of giving something of ourselves." □

UP THE LADDER



Paul E. Turcotte has moved up from senior technical representative to technical manager of the Boston branch.



Stephen A. Marmion, formerly a senior account representative in Houston, is now a specialist in field service in Bethesda.



Nancy Johnson has been promoted to account manager in telephone industry sales in the Central Zone. She was formerly a senior account representative in Los Angeles.



David C. Corbin has advanced to senior technical services specialist in the Boston branch, where he was formerly a senior technical representative.



Castle Named General Manager of Sales Department, Wexler to Head Marketing Operation

George J. Feeney, Vice President and division General Manager, has announced that effective September 1, **James C. Castle** is appointed General Manager of the Information Services Sales Department with responsibility for all sales activities in the division. Concurrent with this appointment, **Paul L. Wexler** is named Manager of the Information Services Marketing Operation. In his new position, Mr. Wexler is responsible for all marketing activities in the division.

Dr. Castle joined General Electric in 1961 as an engineer with the Spacecraft Department at Valley Forge. He was manager of system software development for the Manned Orbiting Laboratory Department just prior to



Paul L. Wexler

Mr. Wexler joined General Electric in 1958 on the Corporate Manufacturing Training Program, and later held various assignments in aerospace and defense components of General Electric.

Prior to his present appointment, Mr. Wexler has held management positions within the division since 1967, with responsibility for Network Deployment, European Operations, International Marketing, and Marketing Programs. □



James C. Castle

joining this division in Bethesda in 1968. He has held positions in the division as manager of engineering, and Manager of the Information Services Marketing Operation since joining the division.

National Training Council Formed to Coordinate Training Efforts

A National Training Council to maximize the division's training activities was held last week in Bethesda. Representatives from each zone in the field sales organization attended the one day meeting.

The participants discussed the training council's objectives and organization.

Zone representatives gave reports on the status of training in their zones, and their future training needs. There was lively discussion of educational standards, training of instructors, and duplication in effort when classes are developed on a local basis.

The attendees were an impressive group of people — experienced and knowledgeable in our product and in training. Attending were:

Dianne Michonski, technical representative, northeast zone;

Bill McClary, senior account representative, northeast zone;

Jerry Reitz, zone support manager, eastern zone;

Judy Kramm, zone training coordinator, eastern zone;

Ken Kral, zone support manager, east central zone;

Denis Senko, senior technical representative, east central zone;

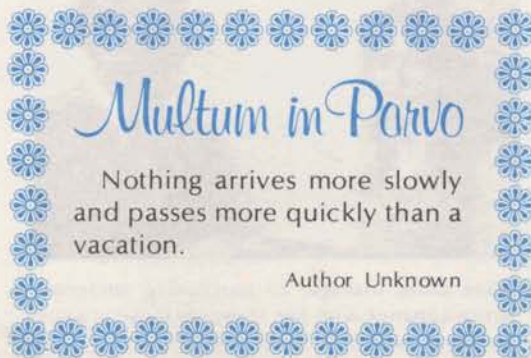
Jennie Munder, senior technical representative, central zone;

Mary Ellen Kranz, technical representative, southern zone;

Frank Gargallo, technical representative, southern zone;

Ellen Kilpatrick, senior technical representative, southwestern zone;

Diane Johnson, senior technical representative, southwestern zone;



Multum in Parvo

Nothing arrives more slowly
and passes more quickly than a
vacation.

Author Unknown

(continued)

Gil Case, zone training representative, Pacific zone.

Walt Cotton, system specialist in product support, and **Dex Nilsson**, manager of documentation, were

guests for the meeting. **Linguere Stith**, a summer intern in the training program, assisted **Ed Wetzel**, technical training specialist, in hosting this initial National Training council meeting. □



The National Training Council posed for the photographer during a break in their one-day meeting. Left to right: Linguere Stith, Mary Ellen Kranz, Denis Senko, Jennie Munder, Ellen Kilpatrick, Walt Cotton, Diane Johnson, Frank Gargallo, Gil Case, Dianne Michonski, Judy Kramm, Bill McClary, and Ed Wetzel. Not pictured are Jerry Reitz, Ken Kral, and Dex Nilsson.

International Trade Branch Established in New York City

The eastern zone has established an international trade branch in New York with responsibility for markets such as the World Trade Association, international carriers with headquarters in New York City, the Port of New York and New Jersey Authority, and the World Trade Center and its tenants.



Dennis Casazza, formerly zone support manager in the eastern zone, has been named manager of the new branch. The branch is presently located with the New York industrial and New York financial branches at 110 East 59th Street, New York City.

Dennis reports the new branch has "progressed rapidly since its establishment August 1, and we are putting together a strong team to assure growth in this market." □

GE Foundation Aids Guidance Counselors

Grants of \$180,000 from the General Electric Foundation provided fellowships for approximately 200 secondary school guidance counselors who attended summer programs this year at four universities. The programs were designed to improve the quality of career guidance, particularly for non-college-bound and minority youth.

The six-week sessions took place at Boston University, Indiana University, the University of Louisville, and the University of South Carolina, and each program included opportunities for laboratory experience in industry to help strengthen the counselors' acquaintance with the world of work.

During the past decade, the General Electric Foundation, a pioneer of in-service programs for teachers, has centered its support of summer programs around guidance counseling. More than 1400 counselors have attended such programs to date.

The grants were part of a more than \$3,720,000 educational support package sponsored in 1973 by the General Electric Company and the

General Electric Foundation, an independent trust established by the Company in 1952. □

15 Years With Company Cited

Janice Urbanek was awarded her 15-year bracelet recently at a coffee break in the purchasing offices at headquarters. The highlight of the ceremony was an anniversary cake with a three-inch GE monogram in blue and white icing.

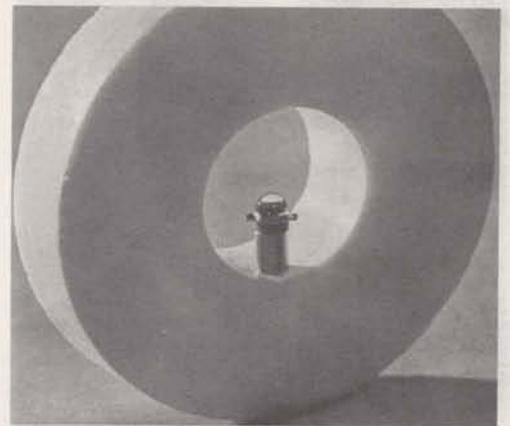
Janice joined General Electric immediately after high school graduation as a secretary in the Specialty Control Department in Waynesboro, Virginia. She transferred to this division in 1967 when information services was a new department in the General Electric



Frank Evan, manager of purchasing, presented Janice Urbanek with her 15 year bracelet at a coffee break with her co-workers.

Company.

Janice was promoted early in 1973 to buyer of commodities and services in the procurement subsection of the Systems Department. □



HELP... The tiny new GE solid state lamp in the picture is surrounded, not by a gigantic wheel, but by a candy Life-Saver. The new SSL-65 infrared light emitting diode is the world's smallest solid state lamp, and will be used in photosensing applications such as paper tape and retail merchandise price tag readers. The tiny unit is 1/20th of an inch in diameter and 1/8th of an inch long. The tiny lamp was developed by GE's Miniature Lamp Products Department." □



College-Industry Clusters Aid Equal Opportunity Commitment

The College-Industry Cluster is an undertaking by concerned industries to improve the ability of minority college graduates to compete for private sector jobs and to move up to higher positions of professional and executive responsibility. To achieve this goal, 500 companies are now working with 65 colleges throughout the country. The Information Services Business Division has been working with several clusters since 1969.

Through the Howard University Cluster, the division has supported the graduate study program in computer science, and has made a grant to that department at Howard University. The General Electric Foundation has made grants to the university which will be used by Howard to increase the number and quality of black Americans enrolled, and to improve all aspects of

the school's program designed to assist in their successful retention through graduation.

Howard University students have been employed by our division during the summer in positions suited to their disciplines. The income earned in this summer work has been instrumental in allowing some students to continue their education. The technical content of their summer jobs has enabled the students to understand the necessity for technical education and to gain an understanding of the industrial environment.

Len Black, manager of equal opportunity and minority relations, recently attended a corporate meeting of General Electric participants in various college clusters. This meeting stressed the continued use of the

(continued)

Financial Management Program Starts for 16 Area Students

On August 30 a new Financial Management Program course began with sixteen students from Appliance Park-East, Major Appliance, Aerospace Program Relations Division, and Information Services Business Division.

Leo Ramer, manager of this division's Finance Operation, welcomed the students and introduced them to the faculty: **Max Harris**, manager of accounting operations; **Frank Ittner**, manager of investment accounting; and **John Meyer**, program coordinator. **Frank Gibbins**, manager of salaried employee relations, led an orientation session for the first meeting.



Leo Ramer addressed the new class of the Financial Management Program.

The Financial Management Program consists of five semesters of college-level studies in the next two and a half years. The courses are in Principles of Accounting, Management Accounting I and II, Auditing and Taxes, and Information Systems. □

August Service Awards

30 Years

Carlton Worlock Bethesda

25 Years

Raymond Bullock Folcroft
Martin Drabek Brook Park
Everett McCleary Bethesda

20 Years

Joseph Adams Brook Park

15 Years

Panos Galidas Bethesda
Addison McGarrity Dallas
Janice Urbanek Bethesda

10 Years

Thomas McNeill Folcroft
Norman Otis Bethesda
Roderick Smith Bethesda

Ralph Stotz Bethesda

5 Years

John Canning Atlanta
Robert Caton Bethesda
Floyd Deandrade East Orange
Evelyn Jozwiak Pittsburgh
Gary Martin Bethesda
Gerald Paulsen Bethesda
James Rossini Bethesda
Dennis Stanavitch Teaneck
Jon Weston Bethesda
Seymour Witcoff Bethesda
John Wood Schenectady

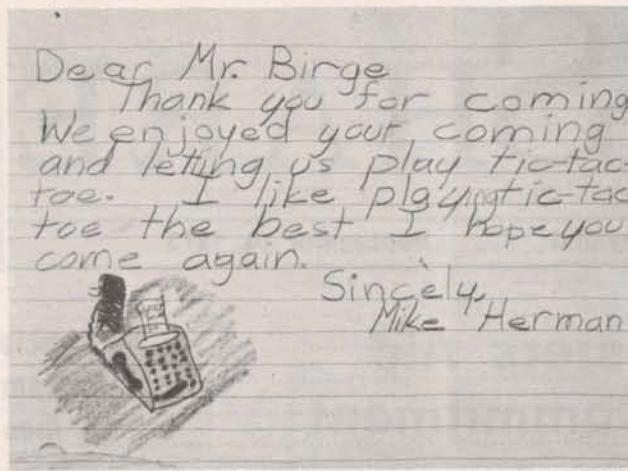
5 Years

(Inadvertently omitted from June awards)
San Wenck Bethesda

Youthful Users Thank Visiting Lecturer

The illustrated notes shown here were written by second grade students at Lathrup Elementary School in Southfield, Michigan. **Ernest Birge**, sales account representative in the Detroit branch office, took an Execuport to his son's class and let the students "use the computer."

Ernest says these letters are: "just to show you that all our users aren't overly sophisticated. Notice especially the new design of Execuport!" □



(continued)

cluster concept to maintain our commitment to equal opportunity, through such activities as our Summer Intern Program, by working to strengthen engineering and engineering technology studies at black institutions, and by use of the cluster institutions in recruiting new employees. □

MEET A GO-WORKER

Helen Mace started her General Electric career after she finished high school in Syracuse, New York, in 1962. From the Defense Electronics Division in Syracuse, she joined the Information Systems Marketing Department in Los Angeles in 1965, and transferred to our division's Western regional office in January, 1970.

Cheerful and helpful in her duties as secretary to the Pacific zone manager, Helen is kept busy with dictation, typing, telephones, terminal work, and reports.

Helen's free time is devoted to skiing, sewing, swimming, and guitar

playing. "I love California," said Helen last week, "and will probably appreciate it more after a trip back east next week." □



Multum in Parvo

People who shirk responsibility may really be shunning success.

Author Unknown

August S & SP Prices

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$71.827	\$39.727
February	68.493	38.041
March	66.125	37.621
April	62.613	35.990
May	59.403	34.875
June	58.452	34.375
July	60.113	35.568
August	59.973	35.930

NEWS-SHARE



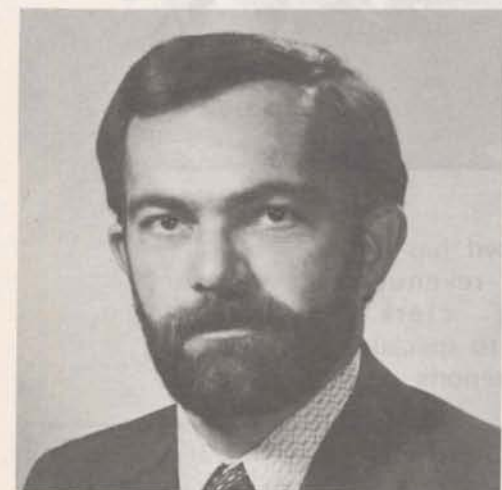
INFORMATION SERVICES BUSINESS DIVISION

News-Share is published weekly by the General Electric Company, Information Services Business Division for the benefit and information of employees. Articles and photographs may be submitted to: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Norman B. Barth Manager, Relations Operation
Esther Fanfani Specialist, Communication



First Alaska Office Opened in Anchorage



Michael Monroe

Full time activity in Anchorage began for Information Services Business Division in mid-June of this year when **Michael Monroe** undertook a temporary assignment there to establish an office and identify and develop on-line computer applications for current customers and key prospects. Preliminary sales and survey trips had been made by **Don Bishop**, branch manager, and **Randy Myers**, of the Seattle branch.

Don Bishop says, "Randy Myers did the preliminary spade work, making several trips to Anchorage between September and March. He signed RCA Alaska Communications as the first major Alaskan customer in March, when he and **Bill Moore**, Encino Utilities branch manager, held a training session and survey in Anchorage. The planned Alaska pipe line has created renewed interest in Alaska in the business community. Our office in Alaska has great potential."

Mick Monroe transferred from the

Santa Barbara satellite office effective June 1. By June 18 he had located housing for his family and office space shared with other GE sales components in Anchorage. Mick is extremely enthusiastic about Alaska and eager to make a success of his branch office.

Frank Robertson, manager of the Pacific Zone, remarks: "I am confident that we have the right man in the right place at the right time — Mick is kind of a special guy." □

25 Years of Service Observed

James C. Wylie, senior systems specialist in the Technology Operation, completed 25 years' service with General Electric on September 1. In recognition of his long service and contributions to the company, **Robert R. Hench**, Manager of the Technology Operation presented Jim with a service

(continued)



Joseph R. Schmid, left, and Robert R. Hench, right, talk with Jim Wylie about his 25 years' service with General Electric.

MEET A CO-WORKER



David M. Cooper joined our division in late July as manager of marketing communications operations. Dave came to Bethesda from the General Purpose Control Products Department in Bloomington, Illinois, where he was manager of marketing communications. He had previously been manager of advertising and sales promotion in the Information Systems Equipment Division, Phoenix, Arizona; and account supervisor in the Advertising and Sales Promotion Department, Schenectady.

Dave came to Bethesda during the planning stages of the sales zone meetings held in September. He supported the marketing programs staff with a variety of communication tools which assisted the effectiveness of the meetings. He was particularly pleased with the reception of the films shown at the sales meeting, which were completed to professional standards in less than three weeks. □

Multum in Parvo

The secret of achievement is to not let what you're doing get to you before you get to it.

Anonymous

UP THE LADDER



Annette Keeping, formerly a secretary in the Strategic Planning Operation, has moved up to employee relations clerk in Bethesda.



Agnes Leidenfrost has been promoted to specialist in accounts receivable. Agnes was accounts receivable clerk in Bethesda.



(continued)

award.

Jim began his General Electric career in 1948 as an engineering assistant in Project Hermes, Missile and Space Department. Since then he has held positions in the Turbine Department, Medium AC Motor Department, the General Engineering Laboratory, the Information Processing Department in Schenectady. He joined this division in Bethesda in March, 1966. From 1966 to 1972 Jim was in the Programming Services Operation. Since 1972 he has been with the applications development operation. □

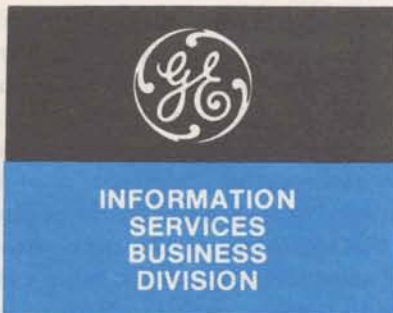


Harold Boyd has moved up from revenue accounting clerk in Bethesda, to specialist in customer reports.

Information Services Technology Operation

Robert R. Hench, Manager

Communication Systems	Manager	Robert D. McCalley
User Systems	Manager	F. Don Montgomery
Application Systems	Manager	Joseph R. Schmid
Data Management Systems	Manager	Harold R. Moore
Language Systems	Manager	Robert H. Penny
Systems Definition	Manager	David F. Foster
Foreground Systems	Manager	Lee E. Anderson
Foreground Operating Systems	Manager	Howard W. Anderson
Mark III/Utilities	Manager	Jon D. Weston
Background Systems	Manager	James A. Porter
GCOS Background Systems	Manager	David J. O'Connor
IBM/OS Background Systems	Manager	John W. Watson
Technology Systems	Manager	Aksel Olesen
Communication Systems		
Hardware	Manager	Gerald A. Gay
Central Systems Hardware	Manager	James L. Myracle
Development Facility	Manager	Thomas E. Taylor
Project Office	Manager	Ralph P. Stotz
Systems Engineering	Manager	William F. Marshall
Systems Integration		
Engineering	Manager	J. Smith Keene



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Norman B. Barth: Manager, Relations Operation
Esther Fanfani: Specialist, Communication

WIB 638

CAROL K 572



Management Awards Presented to Fourteen Employees of Sales Department

Management Awards of \$500 each were made to fourteen members of the Sales Department during the "Kickoff '74" zone meetings held in mid-September. These awards are made to employees who show unusual leadership, ingenuity or accomplishment,

management application.

Mary Ellen Kranz, senior technical representative in the Carolinas branch, rewrote two or three key programs to make them more cost effective for Duke Power Company.

Bob Fondiller, account represen-



Charles Seibold



Mary Ellen Kranz



Bob Fondiller

beyond the normal expectations of their regular assignment.

Charles Seibold, technical representative in the Florida branch, was praised by Florida Power for his assistance in their utilization of Mark III background for their project

tive in Chicago, was instrumental in working with two of the midwest's largest companies in developing landmark applications which have significant potential for our business.

Mick Monroe, who was senior account representative in Santa Barbara,

(continued)



Mick Monroe



Jon Couch



Bob Hadele

GE Theater Returns, "Strong Dramatic Entertainment"

Those of you who have been with the company for a dozen years or more will remember the GE Theater on TV. Those of you with a lot less service need to know that GE had a popular show on the tube, featuring as host, the now-Governor of California, Ronald Reagan.

Why bring it up now? Well, the GE Theater is coming back this year on the CBS Television Network for some 90-minute dramas filmed on location. The premier production is December 18, from 9:30 to 11:00 p.m., and it is titled, "I Heard An Owl Call My Name." It will be produced by Tomorrow Entertainment, Inc., a subsidiary of the General Electric Company.

The film, shot on the rugged coast of British Columbia, stars Tom Courteney as an Anglican priest who has been sent to a remote Canadian Indian village by his Bishop, Dean Jagger. The priest doesn't know he has only a short time to live, but the realization dawns on him in the company of the Indians who show him that both life and death are beautiful and ugly. The "owl" in the title, is the Indian's angel of death.

"The new GE Theater will emphasize strong dramatic entertainment," says David W. Burke, GE's manager of public relations programs. He adds, "We hope to illuminate through drama, contemporary events and help bring a better understanding of our times."

The GE Theater replaces the GE

(continued)



Frances Jackson



Dean Steiner



Al Friedman

(continued)

California, before transferring to open the Anchorage office, worked with Continental Telephone to insure significant value from General Electric, and kept their management informed of the value we contributed.

Jon Couch, account representative in Richmond, Virginia, was commended for his excellent job in coordinating zone training with professional sales courses. He will complete the training of all zone personnel by October 1.

Bob Hadeler, project manager in Houston, Texas, was selected for his outstanding work in the technical services operation.

Frances Jackson, technical representative in Pittsburgh, Pennsylvania, was recognized for her dedication and interest in giving customer's full value. Letters were received from Packard Electric, Allegheny General Hospital, and A.T. & T commending her for outstanding work.

Dean Steiner and **Al Friedman**, account representatives in telephone industry sales, were praised by the New York Telephone Company "for assistance which not only saved a considerable number of man-hours and connect charges, but also shortened

the lead time for implementation by over two weeks."

Peter Fuentes, technical representative in Phoenix, Arizona, worked 75-80 hours a week for six weeks to meet our commitment to convert an application at Hughes to a more efficient system. The customer wrote: "Pete's contribution to Hughes far exceeds anything we have ever seen. Pete has gone beyond his normal duties to service our company."

Jerry Stone, technical representative in Houston, Texas, exceeded the limits of his technical representative job in service to his customer, Dresser Atlas. He creatively used all of our strengths to provide exceptional value to his customer.

Dave Comroe, account representative in the New Jersey branch, was credited by Tenneco Chemicals for the smooth-running order entry system used by the Foam and Plastics Division of Tenneco. Their letter praising Dave said: "he has worked on all the problems of the new system and ironed them out almost single-handed. Since June 1 he has been the force behind the system."

Bill McClary, senior account representative in Schenectady, New

York, was commended by General Electric's Installation and Service Engineering Operation for his care and effort to guarantee a smooth transition of files from Mark Delta to Mark III. The customer wrote: "We could not have been more satisfied with the results."

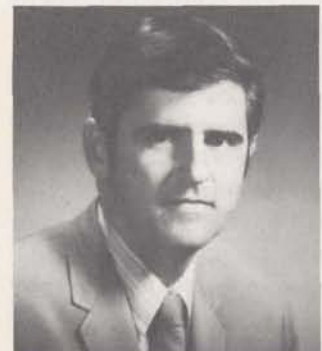
Paul Marier, senior systems analyst in Watertown, Massachusetts, made an outstanding contribution to the success of the Medinet conversion of all Medinet customers to the new Mark III application service. □



Bill McClary



Paul Marier



Peter Fuentes



Jerry Stone



Dave Comroe

Medical Claims Speeded By Correct Form Completion

If payment on a medical claim seems slow, it is usually because the claim form has not been filled out properly. To insure prompt payment:

Answer the first eight questions.

1. Your signature, pay number, and social security number must appear on the form.
2. Your home address must be given.
3. Receipts for drugs must include

the date, prescription number, doctor's name, and the amount. Cash register tapes are not considered prescription receipts.

- All doctor, lab, and emergency room bills must include the date of service, diagnosis (you may write this in), and a breakdown of charges. A "balance forward" is not considered a bill.
- Unless a hospital bill is marked paid, or your cancelled check is included, hospital bills will be paid directly to the hospital without employee authorization.
- Send your claims to the insurance clerk as you receive your bills (throughout the year), so you will remember the diagnosis. This also helps the insurance clerk in her work.

- Each claim form covers one dependent. Another form must be filed for a second dependent claim. □

Have a question or a gripe?
How about a comment? An idea?
WRITE IT DOWN AND SEND IT IN.

NEWS-SHARE OFFICE
7735 Old Georgetown Road
Bethesda, Maryland 20014



(continued)

GE THEATER

Monogram Series of documentaries seen during the last four seasons. That series included such award-winning shows as "Wolfmen," "Lost World," and "Hollywood, The Dream Factory." "I Heard The Owl Call My Name" was adapted from Margaret Craven's book by screenwriter Jerry Di Pego. Roger Grimbel is the Executive Producer and Darryl Duke the Producer-Director. □

Kepner-Tregoe Course Opens Fall Study Program

The first fall course of the division's Employee Development Studies Program, Kepner-Tregoe's "Problem Solving and Decision Making", was held in Bethesda September 24-28. This course has been widely used in General Electric components for a number of years.

The efficient use of information is taught with the textbook "The Rational Manager",

which shows the logic of using analytical procedures in making decisions. The course was enthusiastically received by the twenty division employees who spent the week solving the problems of the "APEX Company".

Frank Gibbins, manager of salaried employee relations, has conducted the course many times throughout General Electric, and was instructor in the Bethesda session. □



The class posed for a photo at a simulated management meeting, left to right: Phyllis Cohen, Jim Rossini, Roger Wilberg, Will Gilly, Frank Evan, John Meyer, Ed Harrington, Tom Taylor, Henri Monnier, Larry Mauceri, Bill Hewlett, Steve Marmion, Fred Howard, Jim Palmer, Doris MacDonald, Charles Ray, Judy Biauice, John Southan, Kayode Bright, Jim Johnston.

MEET A CO-WORKER



Bruce Hunter joined the Division Legal Operation as attorney on September 4. After graduation from Albany Law School last June, Bruce passed his bar exam in July. Having spent his 1972 summer vacation as a Colorado River boatman, he returned for one trip as a boatman this August before joining the Information Services Legal Operation after Labor Day. Four days after his arrival in Bethesda, he plunged into learning about field sales when he traveled to the "Kick-off '74" zone meetings.

Bruce has found the nation's capital an interesting place to live. "When you find yourself watching a polo game in the shadow of the Washington Monument," Bruce said, "sight seeing has a new appeal." □

Information Services Systems Department

Raymond W. Marshall, Manager

Supercenter Operations

- Foreground Operations
- Background Operations
- Facilities and Equipment
- Teaneck Network Computer Center
- Watertown Network Computer Center
- Folcroft Network Computer Center
- Special Projects

Manager

- Manager
- Manager
- Manager
- Manager
- Manager
- Manager
- Manager

Albert F. Jones

- E. David Simshauser
- Joseph D. Takitch
- I. Wayne Rice
- Alfred J. Orlup
- Colin M. Adamson
- Louis J. Ciccone
- Raymond E. Bullock

Network Operations

- Communications Planning
- Network Communications

Manager

- Manager
- Manager

Richard J. Lewis

- John P. Wallis
- Ralph H. Taylor

Quality Assurance

- Network Integration
- Availability Assurance
- Service Measurement

Manager

- Manager
- Manager
- Manager

Zigmund Quastler

- Verkuel N. Eubanks
- William R. Bacon
- Alan E. Paul

Network Planning

- Systems Analysis and Deployment
- Purchasing and Logistics
- Facilities

Manager

- Manager
- Manager
- Manager

Howard L. Teaford

- William F. Brill
- Howard E. Robinson
- Robert W. Ulichny



UP THE LADDER

Stephen A. Marmion has been promoted from senior account representative in the Houston branch office, to specialist in field service, Bethesda.

NEWS-SHARE



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Norman B. Barth **Manager, Relations Operation**
Esther Fanfani **Specialist, Communication**

Multum in Parvo
 Be willing to have it so. Acceptance of what has happened is the first step to overcoming the consequences of any misfortune. William James



Sage Honored by Friends

Paul Sage, back this week from Japan, was honored at a surprise party given by over one hundred of his many friends at Bethesda. Paul and his wife, Lillian, are moving to Tokyo, where Paul has already assumed his new position as manager of the Information Services Operation in the Far East.

At the surprise party, **Ken MacDonald**, manager of electric utility sales, and **Mac McCleary**, manager of General Electric accounts, briefly described in verse and song some highlights of the Sage career in Sales. Called to the microphone for a rebuttal, Paul said the mitigating factor in his years in Bethesda was the nature of



Paul Sage receives gifts from his former secretaries, Elaine Bunch (left) and Janice Urbaneck.



The M & M Comedy Team, in a command performance at the surprise party for Paul Sage, play to a full house in Bethesda. Well known in the sales organization, they are otherwise known as Ken MacDonald (at the piano), and "Mac" McCleary.

the people and the nature of the business. He expressed his firm belief in the importance of the Far East in our business, and ended with a simple "Thank you very much for perhaps the happiest years of my life."

During 1970 and 1971 Paul made six trips to Japan, arranging for the licensing agreement between Dentsu and our division. He began to study Japanese during those visits and has become very interested in the language and the culture of Japan. He speaks enthusiastically of the people and the country.

George Feeney, Vice President and Division General Manager, emphasized Paul's contribution to the Sales Department, and discussed the significant opportunity for growth of Mark III in Japan and the entire Far East.

Information Services Sales Department

James C. Castle, General Manager

Sales Support Operation

Sales Administration
Sales Service

Manager

Manager
Manager

John M. Griffin

Sally A. Smith
Thomas L. Joehl

Technical Services Operation

Headquarters Projects
Business Systems Projects
TSO Accounting & Logistics
Pacific Zone TSO
Northeast Zone TSO
Central Zone TSO
Southern Zone TSO
Eastern Zone TSO
Southwestern Zone TSO
East Central Zone TSO

Manager

Manager
Manager
Manager
Manager
Manager
Manager
Manager
Manager
Manager
Manager

Gerhard O. Mueller

Robert A. Simmons
Lawrence S. Wolfe
Lawrence W. Snively
John F. Chadderdon
Robert K. Choate
Robert W. Guillette
Addison L. McGarrity
Nathan Kramer
William G. Cafiero
Will A. Gilly

Central Zone

Zone Support
Chicago Branch
Detroit Branch
St. Louis Branch
Milwaukee Branch
Indianapolis Branch

Manager

Manager
Manager
Manager
Manager
Manager
Manager

Bruce K. Barnard

Robert E. Evanoff
Bruce J. Frisch
Ronald V. Rasmussen
James A. Muhlenkamp
James E. Parkhurst

East Central Zone

Zone Support
Cincinnati Branch
Capital Commercial Branch
Cleveland Branch
Philadelphia Branch
Pittsburgh Branch

Manager

Manager
Manager
Manager
Manager
Manager
Manager

Edward F. Scully

Kenneth F. Kral
James B. Quayle
Robert B. Manning
Allen U. Nuss
James L. Mason
Robert J. McGregor

Eastern Zone

Zone Support
New York Financial Branch
New York Industrial Branch
MAP Services
International Trade Branch
New Jersey Branch

Manager

Acting Manager
Manager
Manager
Manager
Manager
Manager

Roger T. Hobbs

Jerome R. Reitz
Donald E. Sweet
John B. Timmons
Felix Y. Dupont
Dennis A. Casazza
Michael J. Emmi

Northeast Zone

Zone Support
Internal Accounts Branch
Boston Branch
Central New York Branch
Eastern New York Branch
Southern New England Branch

Manager

Manager
Manager
Manager
Manager
Manager

Clarence C. Selin

Alexander V. Parker
Leland A. Denny
James N. Carro
Richard E. True
Stanley W. Brucker
Newton T. Gleason

Pacific Zone

Zone Support
Encino/Utilities Branch
Seattle Branch
San Francisco Branch
Los Angeles Branch

Manager

Acting Manager
Manager
Manager
Manager
Manager

Frank H. Robertson

Ronald F. Simon
William P. Moore
Donald G. Bishop
James W. Spencer
James P. Schuster

Southern Zone

Zone Support
Atlanta Branch
Carolinas Branch
Florida Branch

Manager

Manager
Manager
Manager
Manager

Charles W. Porter

B. Harvey Henson
John J. Canning
Mary Ellen Kranz
Jimmie R. Lowry

Southwest Zone

Zone Support
Houston Branch
Dallas Branch
Rocky Mountain Branch
Arizona Branch
Tulsa Branch

Manager

Manager
Manager
Manager
Manager
Manager
Manager

Marvin F. Lewis

Edmund C. Wingert
W. Lee Schweiger
Michael Schermer
Henry D. Struve
Richard D. Vincent
James J. Kessler

Federal Government Sales

Federal Sales Support
Western Area

Manager

Manager
Manager

William C. Thorne

William D. Muller
John A. Cuney

Telephone Industry Sales

Manager

Thomas F. Vinci

Electric Utility Sales

Manager

Kenneth G. MacDonald

General Electric Accounts

Manager

Everett L. McCleary

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. 7 No. 34

Bethesda, Maryland

October 26, 1973

Griffin, Streight, to Manage Sales Support, International

John M. Griffin, recently named manager of sales support at headquarters, has been with General Electric since 1948. He began with the six months Business Training Course in the Industry Control Department in Schenectady, and moved on to Industrial Heating in Schenectady and Shelbyville, North Carolina where he held various positions in marketing and sales. In February, 1966 Jack was named manager of the Phoenix Information Processing Center, and has been with our division since as manager of the southern California district, manager of the western region, manager of the eastern region, and immediately prior to this assign-

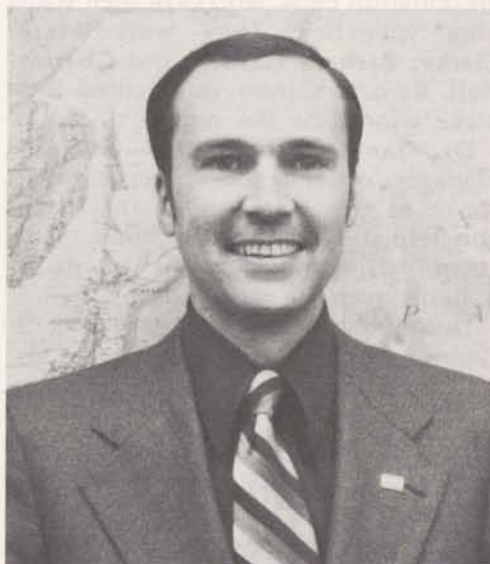


John M. Griffin

ment, manager of the northeast region.

Robert F. Streight, now manager of the international operation in Marketing, joined General Electric-Medinet in 1967 as a design engineer. Bob then became a sales representative in the Boston branch, becoming branch manager in Boston in 1969. After being manager of the southern California district until late 1971, he

was promoted to Central Zone manager that year. His new assignment as manager of the international operation has brought him to headquarters. □



Robert F. Streight

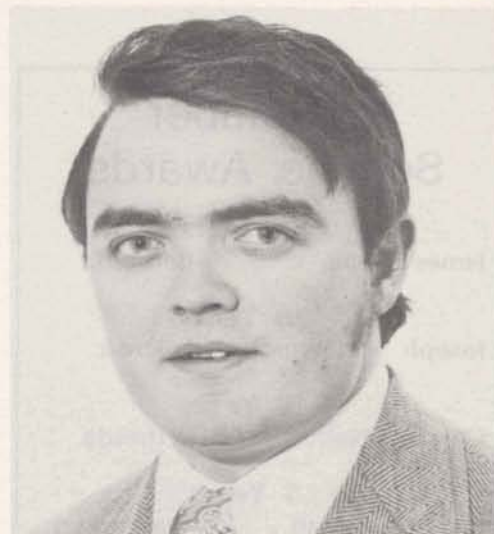
Employee Information System to Aid in Salary Review

The Employee Information System will be utilized in November for the Annual Salary Review. This system, listing all employees by organization, will be maintained and updated from information received on the Change in Status (F-2) form, and the employee time cards. With current information, the Employee Information System will be extremely useful in salary reviews, compensation planning, and personnel action.

Employees can assist in keeping the system current and useful by checking their time cards regularly, to be sure their immediate manager or supervisor's name is printed on the card. If the wrong name is listed, print or type the correct name on the time card.

Selin, Barnard, Promoted to Northeast, Central Managers

Clarence Selin has been promoted from the Los Angeles branch manager's position to manager of the Northeast Zone. Clarence began his General Electric career as a member of the GE Marketing Management Program in 1969 at division headquarters. He was in datanet software services in Bethesda until late 1971, when he was named manager of the sales office in Long Beach, California. Named manager of the Los Angeles branch office the first of this year, Clarence moved up to zone manager in Watertown, Massachusetts in mid-September.



Clarence Selin

Bruce Barnard, newly appointed manager of the Central Zone, also began working for General Electric as a participant in the Marketing Management Program in Bethesda, in 1967. While on the Marketing Management Program Bruce was also employed by the Housewares Division, but finished the program in Bethesda as a sales trainee. Bruce

(continued)



Bruce Barnard

opened an office in Baltimore, and was named branch manager less than a year later. The branch was enlarged to include Maryland, Virginia, and the District of Columbia, with Bruce remaining manager until late 1971. He was then appointed manager of the New York financial branch, where he remained until his recent promotion to zone manager. □

Final Banquet Held for Field Development Class

The Field Representative Development Program recently hosted a banquet at the end of the initial training period in Bethesda, before the trainees report to their assigned branch offices for on-the-job training in sales.

Jim Doyle, instructor of the Effective Presentation course offered as part of the Bethesda training, and master of ceremonies for the evening, introduced the finalists in the Effective Presentation class, who gave their winning speeches. They were **Mary Clarke**, **Barbara Garner**, and **Charles Hall**. Barbara Garner was named first place winner by the judges.

Dr. James C. Castle, General Manager of the Sales Department, spoke to the members of the class, congratulating them on their successful completion of the intensive training over the past month.

During the evening, Fred Black, of General Electric's corporate Equal Op-

portunity/Minority Relations office, paid a surprise visit to the banquet. Mr. Black complimented Dr. Castle, the program coordinators, and the training staff for the successful implementation of "one of the finest training programs I have seen in the General Electric company." □



Barbara Garner

Drabek Marks 25 Years with GE



Martin Drabek (left) receives 25 year pin from Ray Marshall.

Martin Drabek, expediter on the national service desk, was recently awarded his 25 year service pin in Brook Park by **Ray Marshall**, General Manager of the Systems Department.

Marty began his General Electric career at the Finance and Service Operation in 1948, and was employed by that component for sixteen years.

In February, 1965, he came to work

at the Information Services Department as the second computer operator for the information processing center in Cleveland. Since then he has moved up to senior computer operator, supervisor of computer operations, specialist in administration, security officer for his region, and most recently, expediter on the national service desk.

Ray Marshall; **Al Jones**, manager of supercenter operations (who brought Marty into our business); **Mel Szot**, manager of the customer service; and **Bob Couts**, manager of the national service desk and Marty's manager, honored him at lunch on his 25th anniversary with the company. □

September Service Awards

25 Years

James Wylie Bethesda

20 Years

Joseph McDermott Folcroft

15 Years

Charles Nabors Bethesda

5 Years

Richard Adrian	Watertown
Oren Baker	East Orange
Kenneth Barnes	Bethesda
Dennis Casazza	New York
Frank Cornell	Brook Park
David Foster	Bethesda
Lawrence Garvin	Bethesda
Robert Goldstein	Palo Alto
Harry Haraseyko	Bethesda
Walter Riznychok	Teaneck
Cletus Spehr	St. Louis
Edward Taylor	Cleveland
John Wilder	Shreveport
Gabriel Yateem	Teaneck

Multum in Parvo

A boss gets mediocre results from good talents. A leader translates a maximum of each person's ability into useful service.

Norman G. Shidle



New Salary Management Plan Implemented

A new salary management plan for non-exempt personnel has been announced by division management.

Scheduled to become effective November 12, the new plan will blend the current non-exempt and company-wide exempt salary structure, establishing eight new levels to replace the present position levels 1 through 4.

This new concept, called the Integrated Salary Management Plan, is being implemented only in this division. In addition to other unique aspects, the plan incorporates one salary structure for all employees. According to Norm Barth, Manager of the division's Relations Operation, "It is the first such plan in the company, and its successful implementation in our division could lead to other General Electric locations adopting this unusual concept."

Division management initiated the changeover to recognize that all employees play a vital role in the continued success of our business. The plan is designed to reward professional attitude and efforts with appropriate compensation and to provide similar treatment for all employees.

Under the new plan, all eligible employees will be included in the same system for salary planning, performance appraisal, and procedures for documenting career goals and interests. To the extent possible, differences in practices and benefits will be eliminated.

To distinguish between the relative worth of different positions, the new salary structure is a series of salary

ranges broad enough to provide recognition and reward for individual performance. Managers will be given guidelines to assist them in administering the plan, which has the flexibility to measure contribution and establish salary decisions for an individual rather than by occupational group.

"Employees in the Information Services Business Division are proud of their world leadership in our industry," Barth noted, "and now we can take pride in this new concept of employee relations which our management has enthusiastically agreed to undertake."

The following series of questions and answers is provided to further explain the rationale behind the new Integrated Salary Management Plan. Further questions should be directed to the employee's manager or to News-Share.

Q. Who is affected by this new plan?

A. The individuals most directly affected by this plan are employees who are currently in salary grades 3 through 12. These grades will be converted to levels, as indicated in the box below.

Grades 11 and 12	to Level 4
Grade 10	to Level 3
Grade 9	to Level 2
Grades 7 and 8	to Level 1
Grade 6	to Level A
Grade 5	to Level B
Grade 4	to Level C
Grade 3	to Level D

(continued page 2)

Australia Added to Network

Australia is now the fourth continent to receive MARK III service, according to announcements made this week by GE Information Services, Honeywell Pty. Ltd., Australia and Honeywell NIS Mission in London.

Honeywell Pty. Ltd., a totally owned subsidiary of Honeywell, will be the authorized distributor for GE MARK III services in Australia. Initially, the Sydney and Melbourne areas will be served. Computer power will be provided to Australia via one of the longest links in the General Electric worldwide network: from the Ohio Supercenter to the Jamesburg, California ground station, to an INTELSAT Pacific satellite, and then to the Moree, Australia ground station.

Computer time-sharing services first came to Australia in 1968 when General Electric's affiliated company, Australian General Electric, established MARK I service in Sydney. Software and technical assistance was provided under license from GE. Shortly thereafter, in 1969, a second MARK I system was installed. In the latter part of 1970, Honeywell purchased GE's computer manufacturing operations and their off-shore computer activities, which included the time-sharing business in Australia.

A staff of 24 people presently serve the Sydney and Melbourne markets with MARK I and Honeywell 1648 on-line services. There will be a gradual phasing over of these other services as MARK III service develops.

Bringing MARK III to Australia was accomplished through the combined efforts of three companies: General Electric's Information Services, Honeywell Pty. Ltd. in Australia, and the Honeywell NIS Mission staff in

(continued page 3)

(continued)

Q. What about overtime pay?

A. Employees in position levels D through 4 will be paid overtime for all time worked in excess of the normal workday or workweek. Employees in level 5 and above will be paid overtime in accordance with the recently revised and combined overtime policy instruction with due regard for the casual time worked provision of the policy instruction. All employees should become familiar with the provisions of this newly revised policy instruction through their manager.

Q. Under the new plan, how frequently will employees be paid?

A. All employees will be paid every two weeks. Graded employees who are presently paid weekly will receive a one-week pay check on November 16 for days worked November 5-9, and the first two week pay check will be issued November 21, for days worked November 12 to November 23 (Thanksgiving holiday causes an early pay-day).

Q. Will there still be two rates, one for participants in the Savings and Security Program, and a higher one for non-participants?

A. The new salary rates are based on the non-participant rate. In fact, those

employees affected by this change will receive an automatic salary adjustment to bring them up to the former non-participant rate. Additionally, those employees who have not been participants in the Savings and Security Program may now become participants of the program at their current rate of pay.

Q. What happens to the cost of living increase due November 26, 1973?

A. The \$2 a week cost-of-living increase which would have been effective November 26 has been included in the new division salary structure and will automatically be passed on two weeks early, effective November 12.

Q. What about future general and cost-of-living adjustments?

A. Future salary adjustments will be based on individual performance, but cost-of-living adjustments will be considered by managers during salary planning. Adjustments will not be automatically granted.

Q. What happens when the General Electric salary structure changes?

A. Salary will not change, but the new salary structure will give the employee an opportunity to achieve a higher rate

of pay, depending upon his or her performance appraisal.

Q. Under the old salary plan, an employee was locked in when he or she reached the top of a grade. What happens now?

A. After a year at the top of grade, an employee is eligible for consideration for a merit increase, based on a current performance appraisal.

Q. How often will an employee receive a performance appraisal?

A. Normally, a new employee will be given a performance appraisal after six months on the job. Annual appraisals are planned for all employees.

Q. Is there any way of knowing when an employee can expect the next salary increase?

A. Salary increases will not be automatic, and will be based on individual performance on the job. The time interval will vary for each employee — it is a merit salary plan.

Q. Is this a fixed salary structure?

A. This structure will be adjusted periodically, based on market value, company surveys, and other statistical indices. □

MEET A GO-WORKER

Lucy Ragozzino, secretary in the northeast zone office and a native of Medford, Massachusetts, joined General Electric in March 1968 as executive secretary to the general manager of Medinet.

She has started her sixth year with General Electric, she says, "sitting in the same office with the same furniture — the only thing that has changed are the bosses!" Lucy has just welcomed



Clarence Selin, the new manager in the northeast zone, after **John Griffin** was appointed manager of sales support at headquarters.

Swimming, reading, flower arranging, gardening, and travel keep Lucy from having any spare time. Of her gardening she says, "I brought a pet rose in to work today." She is a gardener who encourages growth by talking to the plants. As for travel, she never plans her trips ahead of time, but "does whatever comes along," which has included a recent trip to Hawaii and several European tours.

Jack Griffin describes Lucy as "one of the most cooperative and congenial people in the whole northeast zone — and you can probably expand beyond that." □

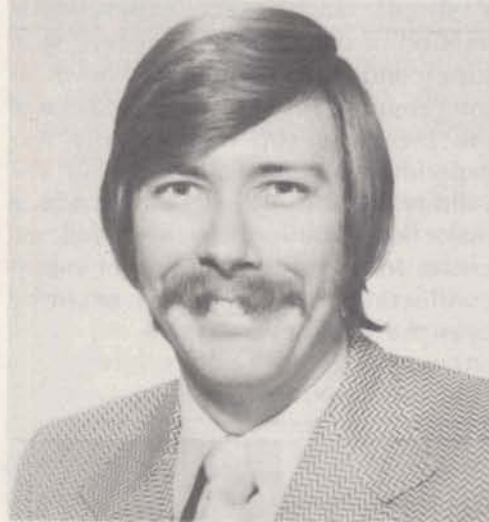
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London. It all started when, at the request of Honeywell, **Colin Church** (our manager of international market planning), Ray Whiteside (Australian manager of HIS Data Services) and Tony Kench (NIS Mission staff), collaborated in an on-site business study and business plan. Since that time they have been working together to effect the entry of Australia to the MARK III international network.

Although Australia is geographically as large as the United States, it has only 13 million people and a gross national product of \$43 billion. Its industry is concentrated in the Sidney-Melbourne area. The Australian economy is growing at approximately 6% per year and its political environment is considered stable.

There are over 500 American companies operating within Australia, of which 35 are already MARK III users internationally. Now, with the addition of Australia to the network, the international companies will be able to increase their efficiency and cut costs.

"MARK III service," according to Church, "passes data to and from 'down under' in two microseconds. Plane travel over that distance takes twenty-four hours!"



Bob Rogers, of the Florida branch, has been assigned as manager, Information Services Australia Operation. Bob joined our division in Florida in 1969, moving up from customer application specialist to senior marketing representative in Hollywood, Florida. He leaves for Australia the end of October to open an office in Edgecliff, Australia. □

LADDER

THE

UP



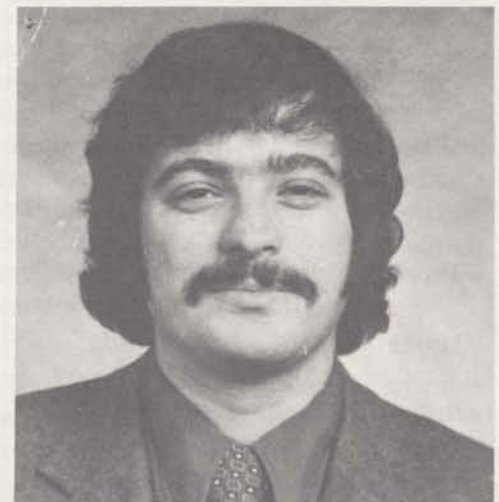
Michael Farsaci, formerly account representative in the Central New York branch office, is now senior account representative there.



Margaret McCue has been named senior technical services specialist in the Houston branch office. She was a technical representative in Houston.



Larry G. Baird, senior account representative in Oklahoma City, is now account manager there.



Alan Zucchini has been promoted to senior account representative in the Central New York branch office, where he had been an account representative.

(continued)

(continued)

LADDER

THE

UP

Gary Martin has moved from his special assignment in Sales, Bethesda, to account manager for the Carolinas Branch in Charlotte, North Carolina.



James Kearney, facilities maintenance technician in Teaneck, has been promoted to specialist in facilities. □

GE Scientist Wins Nobel Prize

Dr. Ivar Giaever, a physicist at the General Electric Research and Development Center in Schenectady, New York, has been awarded the Nobel Prize. "I'm proud and happy to

acknowledge the receipt of the Nobel Prize by Dr. Giaever," GE Board Chairman Reginald H. Jones said at the GE Share Owners meeting in Chicago, "for experimental discoveries regarding tunnelling phenomena in semiconductors. He shares the award with another American and a British scientist."

Dr. Giaever joined the GE Research and Development Center in 1958, and began pioneering investigations of electronic phenomena that led to new discoveries in the understanding of electron "tunnelling." His work in this field has now become one of the foundations of the study of super-

conductivity. (Superconductors are a class of metals and alloys that have zero electrical resistance and unique magnetic properties at very low temperatures.)

In his studies, Dr. Giaever produced a simple and direct experimental method of detecting and measuring in superconductors a quantity known as the "energy-gap", a principal feature of the theory of superconductivity. His experiments helped to establish the validity of the theory, and made a major contribution to the rapid increase in the understanding of superconducting behavior that has occurred over the past several years. □

OCTOBER SERVICE AWARDS

30 Years

Thomas Grieves Bethesda

20 Years

James Miracle Bethesda

10 Years

Robert Penny Bethesda

5 Years

Gilbert Case Pacific Zone

Dorothy Gold Bethesda

Lawrence Murphy Capital Commercial

Torkild Vennesland Northeast Zone

John Voss Brook Park

NEWS-SHARE



INFORMATION SERVICES BUSINESS DIVISION

News-Share is published weekly by the General Electric Company, Information Services Business Division for the benefit and information of employees. Articles and photographs may be submitted to: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Hugh B. Calkin Manager, Advertising and Sales Promotion
Esther Fanfani Specialist, Communication



Dr. Feeney Speaks at AMA Conference

Dr. George J. Feeney, Vice President and Division General Manager, was a keynote luncheon speaker at the American Management Association conference this week in New York.

The conference, "Advanced Auditing, Controls and Security", was sponsored by AMA and Computer Audit Systems, Inc., to discuss control programs which will enable business, industry, and government to secure more meaningful and accurate security information, and to enable users of computer based operations to reduce the high costs typically involved.

Dr. Feeney's address on November 6 was on computer security and integrity. He suggested to the conference "that the places to look for innovation and leadership in data control and security management are the computer service organizations. . . they would not stay in business very long if they couldn't protect the privacy and integrity of their customers' files and programs."

Dr. Feeney mentioned that "the nature of the timesharing business has required serious attention to the problems of security and integrity, and the broad customer base has made extensive research and development financially feasible.

"There are six important areas in security management: physical security, file protection, personnel procedures, access management, administrative controls, and system surveillance." He detailed the means by which our division controls security in those six areas, and added, "the best data security is obviously that provided by an independent third party, with no personal stake in the material he is protecting — but with considerable

stake in the fact that he can protect it.

"Many of our customers share this feeling. Hundreds of major national and international firms by-pass their in-house systems for financial planning, financial consolidation, on-line inventory control, executive payrolls, and other equally private information." Dr. Feeney continued, "I do not mean to imply that in-house data processing departments are not security conscious. Most are. But I think it is obvious that adequate security of very sensitive data is disproportionately expensive for all but the very largest services and in-house installations."

Other keynote speakers during the three-day conference were Howard J. Samuels of the New York City Off Track Betting Corporation, and John Stark, Executive Director of the Joint Economics Committee of the U.S. Congress, who discussed use of the computer in government policy functions. Seminars were conducted on how to evaluate and select audit packages, auditing on-line, real-time systems, computer security, and EDP auditing techniques. □

LONG WEEKEND HOLIDAY

Thanksgiving November 22 and 23



Electric Utility Sales Seminar:

30 Field Representatives Inspired to Continue Growth of Revenue

Thirty field representatives who have responsibility for electric utility customers met in October for an electric utility industry seminar in Bethesda, where new and old methods were studied for increasing utility revenue.

George Feeney, Vice President and Division General Manager, urged participants "to learn as much as you can from some of GE's finest electric utility experts, represented here by Dr. Kirchmayer and his associates from EUEO. . . and I know that many of you have become very knowledgeable in the utility business."



Egan Skinner (left), account representative from Charlotte, listens to a discussion between Stokes White of Duke Power and Bill Moore (right) of Los Angeles.

Five managers from Electric Utility Engineering Operation in Schenectady reviewed the engineering programs available on MARK III for the electric utility industry. Dr. Leon Kirchmayer, manager of the system planning and control section of EUEO, gave an overview of his organization. Jim Tombras, district manager of Power Transmission Sales, described how his sales

(continued on page 2)

(continued from front page)

organization works with utilities.

One of the highlights of the workshop was a discussion of the successful work management program in use at Duke Power Company. Stokes White, of Duke Power, designed the system and presented a detailed description of the various programs on the system.



Larry McNeil (left), of Philadelphia, discusses applications with Dr. Kirchmayer, while Carl Fiorenza (background) of Cleveland runs a financial modelling program on the terminal.

Dr. Feeney complimented participants on their good work in revenue growth in electric utilities, and assured those who had not been part of that growth in 1973 that "the surface hasn't even been scratched yet. I am personally interested in the electric utility business and want to see it continue its successful contribution to the division."

Peter Bloomfield, of El Monte, California, said of the seminar, "It was even better than the first seminar in March of this year. We all came away from the meeting very encouraged, very optimistic, and eager to go out and sell." □



Seated at the terminal, John Adams of Atlanta runs a load flow example on the terminal as Ralph Bice of electric utility industry sales and Dave Klapper, EUEO, look on. In the background, Chuck Galloway of EUEO, Don White of Dallas (back to camera) and Dr. Kirchmayer compare notes on the workshop.

ANOTHER GE BENEFIT:

Vacation Banking Forms To Be Distributed

Approximately 120,000 GE people are eligible for the new vacation banking benefit of the GE job package which goes into effect in 1974. If you're one of those eligible, you're probably asking yourself: "How do I take advantage of vacation banking? What are the details?"

Under the new vacation banking benefit, if you are eligible for more than three weeks of vacation during a given vacation year, you can elect to bank one or more full days of vacation in excess of three weeks vacation. If you choose to bank some days, you will work during the banked vacation days and be paid normally. The vacation pay for the banked days will be credited to your Retirement Option account under the Savings and Security Program.

If you're not participating in the Retirement Option, or in S&SP, an account will be opened for you. The banked amount will be invested in one of the three securities which can be chosen — U.S. Savings Bonds, GE Stock, or the S&S Program Mutual Fund.

A number of special explanatory

publications plus vacation banking election forms will be distributed beginning next week to all eligible employees.

One thing you need to consider right now: Election forms stating your decision to bank a specific number of vacation days must be turned in by November 30 prior to the year you want to use the new banking benefit. That means you must complete and turn in the election form by this November 30 if you want to bank any of your vacation in 1974.

All 120,000 eligible employees will receive election forms which must be completed and turned in to personnel accounting by November 30 in order to use the new vacation banking arrangement. Those who don't want to bank any vacation need take no action but should become familiar with the details of the plan by reading the other material which is being distributed.

Employees with less than 14 years of continuous service who are Savings and Security Plan participants will receive a copy of the amendment to S&SP which details the changes made earlier this year. □

N.Y. Industrial Branch Receives Third Quarter Electric Utility Sales Trophy

John Timmons (right), manager of the New York Industrial branch, recently accepted the third quarter trophy for electric utility sales in his branch. The key contributor in electric utility sales in that branch was Al Sisto (left), who has recently been promoted to project manager for electric utilities.



Eight New Branch Managers Named

*During the last two months new branch managers have been appointed in our Sales Department. Some of them have moved from one branch to another, some have gone to field locations from headquarters, and some have been promoted from account, or sales representatives, to branch managers. **Jim Castle**, General Manager of the Sales Department, says, "Team performance of the branches is the key to our '74 success. The recently appointed branch managers have proven themselves. They get results and have the ability to lead and motivate others to greater achievement."*

Robert B. Manning has been named manager of the Capital Commercial branch of the East Central zone. Bob began his General Electric career in 1966 as sales assistant in the General Purpose Control Department in Bloomington, Illinois, and later at the Outdoor Lighting Department in Hendersonville, North Carolina, where he was layout engineer. Bob was with Agency and Distributor Sales in Washington, D.C. immediately before he joined our division in 1968 as sales representative in Atlanta, then manager of the Atlanta branch office. In 1973, Bob moved to Bethesda as Project III manager.

Jim Spencer, new manager of the San Francisco branch, has worked for General Electric and this division since 1969, when he became a salesman to the financial industry in New York. Jim was sent to London for two years to develop relationships with Honeywell

and to train their sales force. Jim returned to headquarters in 1972, and shortly afterward was named manager of the Cleveland branch, where he remained until his recent promotion.



Robert B. Manning



Jim Spencer

Allen Nuss, promoted to manager of the Cleveland branch in September, has most recently been Project I manager at headquarters. Allen started working for General Electric in Huntsville, Alabama as programmer analyst in 1965, and joined our division in Teaneck in 1966 as a senior customer applications specialist. He came to headquarters in 1967 as a senior specialist in market development, and was later manager of market development, product planning, product service, and manager of training.



Allen Nuss



Jim Schuster

Jim Schuster, now Los Angeles branch manager, joined General Electric in 1965 at Bay St. Louis, Mississippi as a specialist in data reduction. At his next GE assignment he was a specialist in configuration accounting for Apollo Support in Cocoa Beach, Florida. Jim joined our division in 1969 as a sales representative in Greensboro, North Carolina, becoming manager of that branch two years later. He was promoted to manager of the Carolinas branch, and from that position has moved up to Los Angeles branch manager.

(continued on page 4)

Workshop for Branch Managers Held in Bethesda



A fast-paced schedule kept branch managers busy in Bethesda November 4-7 at a workshop on successful branch practices and identification of areas for future needs. Some of the managers are shown above during a discussion with Jack Griffin and Sally Smith on administration procedures for sales support.

Mary Ellen Kranz, recently promoted to manager of the Carolinas branch, joined Information Services in 1969 as a customer applications specialist in Teaneck. After three years there, she transferred to the Carolinas branch as a technical representative. Before starting to work for General Electric, Mary Ellen taught high school math for three years, and was a programmer for Bell Telephone Labs. Her promotion to manager of the Carolinas branch was effective October 15.

Donald E. Sweet, newly appointed manager of the New York financial branch, started working for General Electric in our division in 1972 as an account representative in the New York financial branch. Don was a senior marketing representative for Honeywell Information Systems prior to joining General Electric.



Mary Ellen Kranz



Don Sweet

Michael Emmi, recently promoted to manager of the New Jersey branch began his General Electric career as advertising and sales promotion specialist in Agency and Distributor Sales in New York. Mike joined our



Mike Emmi



Dick Burke

division in 1969 as a sales representative in the Detroit branch. He was named manager of the Indianapolis branch in 1972, where he remained until his appointment to the New Jersey branch.

Richard E. Burke has been appointed manager of the Indianapolis branch in the Central Zone. Dick has been with our division since June, 1969 as marketing and account representative in Baltimore, Maryland. Before joining General Electric, he was a salesman for Friden, Inc. for ten years in Oklahoma City, Harrisburg, Pennsylvania, and Ithaca, New York. □

Information Services Marketing Operation

Paul L. Wexler, Manager

National Service Operation

Customer Assistance & Expediting
Validations and Billing
Customer Adjustments
Product Support

Manager
Manager
Manager
Manager

Melvin F. Szot

Robert E. Coutts
Joseph Adams
Wallace E. Bailey
William R. Hewlett

International Operation

International Market
Planning
International Market
Support
Eastern Europe Project
Consultant
European Operation

Manager
Manager
Manager
Manager
Manager
Manager

Robert F. Streight

Colin B. Church
Allan G. Boynton
Michael H. Myers
Robert H. Knight
Hugh S. Jackson

National Training Operation

Acting
Manager

Paul L. Wexler

Marketing Communications

Advertising & Sales
Promotion
Documentation
Special Services

Manager
Manager
Manager
Manager

David M. Cooper

Hugh B. Calkin
J. Dexter Nilsson
Edson B. Gorsuch

Service Programs

Service Requirements
Competitive Analysis &
Pricing
Applications Planning
Service Plans
Forecasting and Analysis

Manager
Manager
Manager
Manager
Manager

F. Dennis Mulford

Edward H. Truex
— — —
Leonard M. Hendricks
William C. Noble
Robert E. Huber

Medinet Applications Product Section

Medinet Technology
Medinet Marketing
Medinet Operations

Manager
Manager
Manager

Alan J. Ezzell

Edward F. Raeke III
Arthur B. Sims
Edward I. McPherson



INFORMATION SERVICES BUSINESS DIVISION

News-Share is published weekly by the General Electric Company; Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Hugh B. Calkin
Manager,
Advertising and Sales Promotion

Esther Fanfani
Specialist, Communication

NEWS-SHARE

Vol. VII, No. 37

Bethesda, Maryland

November 16, 1973



INFORMATION
SERVICES
BUSINESS
DIVISION

GE Responds to Energy Crisis

GENERAL  ELECTRIC
COMPANY

November 12, 1973

Dear Fellow Employees:

In his recent speech the President stated that the current fuel shortage is the most acute experienced by the nation since World War II. This assessment is in agreement with the views of other government leaders. As a result, business and industry, as well as individual Americans, are being urged to institute the strongest fuel conservation measures possible. I'm sure I had your full support when I indicated that the General Electric Company would respond fully. We have pledged to meet conservation targets outlined by federal and state governments.

To do this, of course, will require the cooperation and understanding of every one of us in General Electric. Our approach will be to initiate and support the local energy conservation programs which will be tailored to fuel use and supply situations which prevail at specific locations. These local programs will be the key to the success of our total GE effort.

I can assure you that the situation is serious. In fact, the fuel shortage is going to become even more critical in the months ahead. As a result, we cannot afford to continue "business as usual", and there is no doubt that conserving energy actually means conserving jobs. The fact is that every ounce of fuel used unnecessarily is one less ounce available to keep production lines moving -- and employees working.

This is a major challenge facing all of American industry today. Despite everything all of us do to conserve fuel, some businesses may experience disruptions in normal production operations, including the need to alter work schedules. This is because fuel allocations may not be sufficient to meet needs or because critically needed suppliers may have their production curtailed as a result of the fuel shortage. Hopefully, at General Electric, our joint effort will minimize such situations.

There are many actions that we as individual employees can take right now which will help conserve energy and keep plants operating. Some of these will be published in your plant paper, and I hope you will have additional ideas of your own. Most important, however, I want to share with you my conviction that if each of us gives his or her full support to the local fuel conservation program we should be able to meet and overcome the present crisis with a minimum of disruption.

Sincerely,

Chairman of the Board

*See box on page 4 for what you can do now to conserve energy.

News of Note

AS RELEASED BY GE
CORPORATE COMMUNICATIONS--

Honeywell, Inc. and General Electric announced November 12 an agreement in principle for Honeywell to acquire for cash a segment of GE's Process Control Computer Business.

The two companies are currently negotiating a definitive agreement. The transaction is subject to appropriate government approvals.

Honeywell will acquire the assets of GE's Process Control Product Section located in Phoenix, Arizona, that relate to the manufacture and sale of software and hardware under the GE-PAC 4000 series trademark for control of industrial processes. Honeywell will also obtain non-exclusive license rights to manufacture and sell a related data transmission system known as GE-TAC. GE will continue to market process control computers when they are part of a GE packaged automation system, such as nuclear steam supply systems, steel mill drive systems, and machine tool controls.

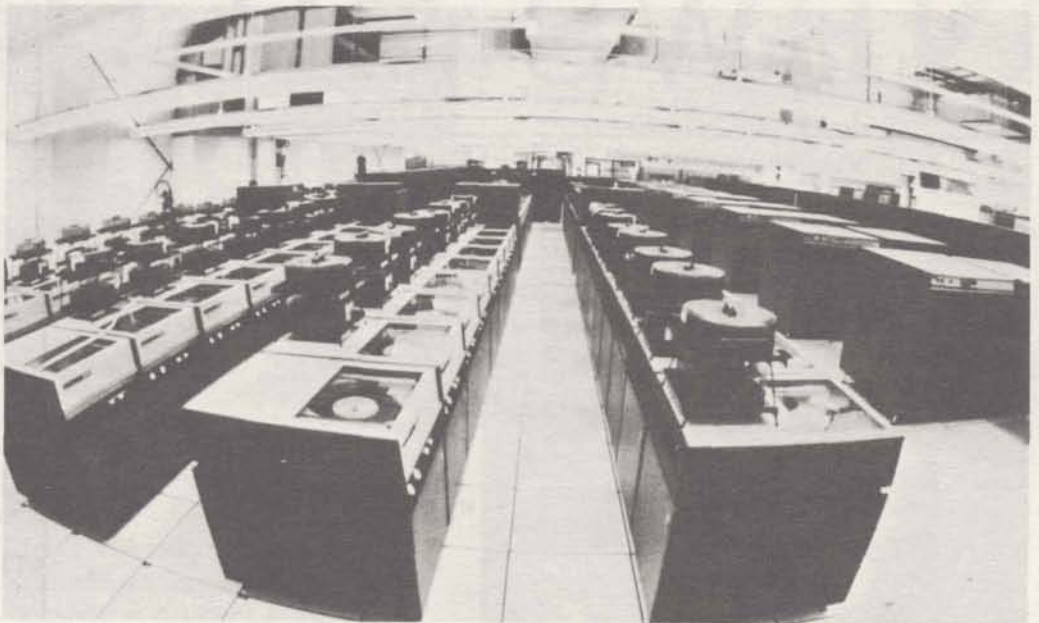
AS NOTED IN THE
CALIFORNIA PRESS--

Tymshare has announced an agreement in principle with Unilever, Ltd. of U.K. to form a jointly owned company to provide time sharing services in the United Kingdom and Ireland.

WATCH FOR SUPER INFO--

..for ongoing news about the new Maryland Center.

GE Investor Features ISBD



A wide-angle picture captures a part of the division's vast Supercenter which serves a wide range of customers worldwide.

The GE Investor, a quarterly publication sent to all General Electric shareholders and the financial community, will feature the Information Services Business Division in its Winter 1973 edition. This issue of the GE Investor will also be distributed to readers of LEADER.

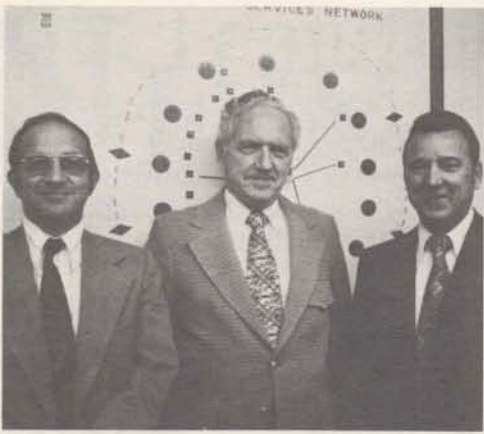
The article begins with a history of computers, describing the past when "every company...worth its salt ought to have one or two (computers)...", and the present trend away from this "do it yourself" computing. There is a brief background on the Ohio Supercenter, with pictures, and mention of the planned Maryland Supercenter. The article closes with mention of Dr. Feeney's belief that "a turnaround is underway...to place this business, by the end of the century, among the world's largest industries. And with the largest processing capacity and the most extensive network already in place, General Electric is positioned to maintain its leadership."

The division also received publicity at the General Electric shareholders meeting in Chicago October 24. There Herman L. Weiss, Vice Chairman of the Board and Executive Officer, and Chairman of the Special Systems and Products Group's Executive Board, described our business. A part of the

Supercenter film, so well received in the September zone meetings, was shown during his short outline of Information Services. Over 700 shareholders, directors of General Electric, retired directors, and executives, attended the Chicago meeting. □

OCTOBER S & SP Prices

Month	Stock Price	Fund Unit Price
January	\$71.827	\$39.727
February	\$68.493	\$38.041
March	\$66.125	\$37.621
April	\$62.613	\$35.990
May	\$59.403	\$34.874
June	\$58.452	\$34.375
July	\$60.113	\$35.568
August	\$59.973	\$35.930
September	\$60.408	\$36.217
October	\$66.114	\$36.572



Grieves Receives 30 Year Award

To mark his thirtieth year with the company, Tom Grieves (center), posed for a picture with Howard Robinson (left), manager of procurement, and Frank Evan (right), manager of purchasing. Tom started work for General Electric in 1943 in Schenectady's Carbon Products and later in Industry Control. In 1948 he joined the purchasing department in Schenectady, and he has been in purchasing components for the past 25 years in Schenectady, Philadelphia, Daytona Beach, and Bethesda. Tom came to this division in January 1967, and set up the purchasing operation for the new information services component in Bethesda. □

More on Vacation Banking...

As a result of distribution delays, the 1974 vacation banking election deadline has been extended from November 30 to December 17, 1973. This extension will give eligible employees adequate time this year for consideration of this important decision.

Letters addressed to participants stated that examples were attached — these example sheets are now available through Employee Relations, 8*273-4756.

More on New Salary Plan

Two-Week Pay Period Starts November 21

The new salary management plan became effective November 12, and has been described in *News-Share* November 2. Some questions asked of the Relations Operation may be of interest to employees affected by the new salary management plan.

Question: Are all employees exempt now?

Answer: There is a law called the Fair Labor Standards Act. Employees covered by this law are referred to as "non-exempt". Those not covered by the law are "exempt" from its provisions. These are legal terms. The employees recently affected by this new salary plan are not exempt from this law. This means they are not exempt from over-time pay. We will continue to abide by the law, but will no longer refer to employees as exempt or non-exempt — terms which have no meaning in our business. All of us are now referred to as "salaried."

Question: What do the three columns on the salary structure card mean, and how does an employee tell which figure refers to his or her salary?

Answer: No one figure on the salary card will necessarily be the exact salary of an employee. The structure consists of a number of position levels, each

with a salary range from position rate values to maximum rate value. An employee just starting a job will normally be paid at the lower end of the range. After some time on the job, with fully satisfactory performance, the pay should be around the mid-value for the geographic area in which that employee works. This figure may be somewhat higher or lower than the mid-value shown on the card. With exceptional performance on a sustained basis as measured against other employees doing similar work, the salary may be in the upper portion of the range, toward the maximum. Specific details must be discussed with your manager.

Question: How are time cards filled out?

Answer: Write "worked" across the card, sign the card and turn it in to your manager. If overtime is worked, the specific hours and day worked should be shown on the card.

(continued on back)

MEET A GO-WORKER

Ralph Bice, from Schenectady's Electric Utility Automation, has been



named electric utility applications manager in the Sales Department's electric utility sales.

Ralph came to General Electric in 1955 on the Advanced Engineering Program in several General Electric components. In 1960 he went to the Drive Systems Product Department in Roanoke, Virginia, where he remained for eleven years. "I was in Roanoke for so long that my family considers Virginia home. We think we'll like it here, if we ever get settled in our new home.

Ralph is a graduate of the University of Alabama. In his new job with this division he is dealing with the same people he worked with in Schenectady. □

(continued)

Question: How is time off reported on the time card — doctor's appointments, for instance?

Answer: If less than half a day, the manager may simply approve the time card without specific notation. If more than half a day, the time must be shown and specifically approved, since it will be deducted from the employees absence allowance.

Question: How may employees figure their new annual pay?

Answer: Take the non-participant S&S Program rate for your geographic area from the old blue salary card, add \$2 for the cost of living increase granted November 12, and multiply by 52.1667.

Question: What dates are pay days?

Answer: Present non-exempt employees will receive a one-week pay check November 16 (the last deferred pay), a two-week pay check on Wednesday, November 21, before the Thanksgiving Holiday; and two-week pay checks thereafter on December 7, 21, and January 4. The check on January 4 will be considered 1974 income and will not be included in the W-2 form which states 1973 earnings. □

People on the move . . .



Charles T. Marshall, formerly a computer operator in Brook Park, has moved up to senior computer operator.



Glen J. Eubank, computer operator in Brook Park, has been promoted to senior computer operator.



Robert J. Schulte has moved up from tape librarian in Brook Park to computer operator trainee.



Gregory V. Kappa is now a senior computer operator. He was a computer operator in Brook Park.

What You can do Now to Conserve Energy

- Don't use space heaters to warm up an area.
- Don't use space heaters to warm up an area.
- Turn off lights when they're not in use.
- Turn off electric typewriters when they're not in use.
- Shut off machines when not in use.
- Avoid wasting hot water.
- Keep windows and outside doors closed.
- Use car pools to get to and from work.
- Dress in clothing that will keep you warm in buildings that will be a few degrees cooler than they have been.
- Submit ideas and suggestions on other ways to save energy.
- Recognize that conserving fuel is conserving jobs.

MARK III TAKES NO HOLIDAYS

Remember to tell your customers that MARK III service is available on Thanksgiving Day and the day after Thanksgiving. The number for the service desk is 800-321-2330.



Division Featured in WSJ and Computer Decisions

On November 29 the more than one million readers of *The Wall Street Journal* learned from a front page news article that General Electric was announcing a "somewhat different" approach to computer facilities management, one which can eliminate customers' in-house computers altogether and feeds the workload into GE's own central computer network for "greater cost reduction."

In addition to the front page news piece, *The Wall Street Journal* also featured a 2500-word article on its back page detailing the benefits of computer facilities management in general, again referencing General Electric's remote approach.

According to the *Journal*, over the last few years computer facilities management "has emerged as the fastest-growing segment of the com-

puter services field."

It then went on to list GE as the latest entrant into the field, quoting Paul Leadley, Manager of Strategic Planning, as saying that: "We think we're offering a far superior alternative." The article also refers to the \$200,000 yearly savings due to remote facilities management of GE's Switchgear Products Division's computer operations in Folcroft, Penna.

By including other companies' successes as well as GE's, *The Wall Street Journal* article serves as a useful sales tool by giving customers an objective, unbiased view of the entire facilities management business.

Computer Decisions Next

Later this month in *Computer Decisions*, its 85,000 data processing and business management readers will receive "an inside view" of all the

(continued)

20 Years Service Completed



James Myracle (right), manager of central systems software, received his 20 year service award from **Aksel Olesen** in November. Jim began his General Electric career as an electrical engineer at Heavy Military Electronics Department, and later at the Specialty Control Department in Waynesboro, Virginia. He was an electrical engineer at the Research and Development Center in Schenectady for eight years before joining the Information Networks Department as a consulting engineer. In Bethesda he has been manager of the communication systems unit, and of hardware engineering before being named to his present post. □



Judy Jehn, senior technical representative in the International Trade Branch, demonstrates a MARK III cargo booking and routing program at the Transportation Data Coordinating Committee Show. Held in Washington, D.C. December 4 and 5, the TDCC Show attracted a vast audience of communications authorities in search of productivity improvements in transportation and physical distribution systems. Also manning the ISBD exhibit were **John Schierlmann**, senior account representative and **Brenda Tripp**, FRDP account representative trainee, both of the Federal Government Sales office; and **Jerry Scherocman**, account representative in the International Trade Branch.

NOVEMBER SERVICE AWARDS

Fifteen Years

Paul H. Cockerham Schenectady

Five Years

Robert E. King	E. Central
Jack B. Novick	Houston
Douglas W. Palmer	Dallas
Ronald L. Stuller	Brook Park

(continued from front page)

problems and the opportunities of remote computing in a two-page article taken from a recent interview between Bob Hench, manager of the Technology Operation, and Hesh Weiner, managing editor of *Computer Decisions*.

After reviewing some of the technological advances GE has achieved in tying together some 100 separate computers into the Mark III network, Hench discusses where he thinks computing will go "over the next five or ten years."

"What people really need is information where they need it when they need it," Hench said.

"Information will be printed at the location where it is really needed. Har-

dly any single person really needs an 1800 line-a-minute printer. . . what a user really needs is a little information for himself, instantly.

"If the computer industry had built the copying machine, it would have built one big one that sat in some basement and cranked out duplicates at a phenomenal rate; and everybody would wait around for his copies. Distributive computing is to the computer industry what the copier is to the printing world. The terminal makes local information processing possible."

GE Initiated

These two articles are the most recent results of the division's press

relations program. In both cases, division initiative sparked development of the articles by the publication's own staff writers.

For *The Wall Street Journal* article, the press strategy was developed almost six months ago as part of the announcement of GE's Facilities Management concept. Then, with appropriate background material, followed by an interview between *The Wall Street Journal* writer and Paul Leadley in October. The *Computer Decisions* article, by contrast, resulted from the division's Executive Spokesman program which is designed to establish on-going contact between key editors and division management. □

Turkey Not Served Here!

While the rest of us were serving or being served Thanksgiving turkey, MARK III was serving its usual fare to Japan, France, England, Australia, and the rest of the world. MARK III is **always** on the air — around the world and around the clock. Naturally, this means holiday work for many em-

ployees in Operations, and at the National Service Desk.

Although Thanksgiving is a United States holiday, the rest of the world has a full business day and the usual work for MARK III. Friday is a normal work day for most businesses in the United States, too.



Dave Simshauser, left, manager of foreground operations, and Cheryl Witt, computer operator, two of the more than 50 people who worked over the Thanksgiving Holiday.

Over fifty employees, including shift managers, operators, analysts and tape librarians, were at work at the Ohio, Folcroft, Watertown and Teaneck Centers, keeping computer operations in full swing. Others were on call status to answer the bell if emergency actions were required to maintain service at any network distribution point.

Not typical, but a sign of the business, is Roger Johnson, tape librarian at the supercenter, who finished his shift at 6 a.m. the day after Thanksgiving and got married that afternoon.

At the Ohio Supercenter, Customer Assistance and Expediting had seven employees at their desks on Thursday and Friday of Thanksgiving weekend. They received 35 calls each day from internal users; 38 calls on Thursday and 135 on Friday from customers. When four employees in Validations and Administration arrived for Friday work after having Thanksgiving off, they found approximately 80 validation and file record requests waiting for them from overseas customers.

A marketable international time-sharing service, which has become an integral part of our customer's business, is dependent upon around the clock availability, 365 days of the year. Routine holiday and weekend schedules by dedicated division employees such as these, make this availability possible. □

Fast-Fax — News-Share to Merge

In deference to an increasingly serious paper shortage, and in an effort to keep all division employees better informed on the full spectrum of our business, FAST-FAX and NEWS-SHARE are being merged to create an entirely new publication beginning in 1974. In the interim, News-Share will report important technical information such as the following new software release.

MARK III Update

New Service Capabilities: Power for Programmers + Simplicity for Users

A new Foreground system command, several FIV capabilities, and features to improve High-Speed Service output format became available to all customers on December 5.

These enhancements provide powerful new capabilities for the programmer, enabling preparation of extremely potent programs that can be run by the most inexperienced users. Once again, MARK III is making complex operations easier to perform.

Run Without RUN

The system command, SLASH, permits the user to run a program without displacing the current file (i.e., the current file *stays* the current file). The running program has access to the contents of the current file and a parameter string can be passed to the program.

Anyone who has spent time debugging a program and shifting from data file to program to data file will find the SLASH command a great convenience and time saver.

Goof-Proof

FIV's SLASH command interface enables opening, closing, reading, and pointer repositioning within the current file. Routines for replacing the current file with a program-generated file have also been included in this release.

For customer-written file maintenance programs involving complex and precise editing or data manipulation,

FIV and SLASH provide a powerful combination. Since all changes — up to and including replacement of the old current file — can be under program control, operator error need not be a concern.

Taking CMD

The new and simplified system command call in FIV, CALL CMD, permits execution of any system command except KEY, TAPE and SPEED. This enables very inexperienced personnel to perform complex operations without complicated instructions *and* without risk of error.

While a salesman is interactively entering data on his latest sale, the program can EDI WEave the data with a master file, set up an IND run, and even queue up HSS output files. All without any decision-making or knowledge of system commands required of the salesman.

However, this powerful capability should be implemented with care as some errors do not cause the error return. Also, a program run via CALL CMD RUN becomes the current file so changes made but not replaced in the main program will be lost. (CALL CMD / does not change the current file.) Adherence to instructions in the documentation (2000.19) should eliminate any problems.

More FIV Programmer Power

Greater file control in FIV is provided by NFOPEN which returns the number and names of all currently open files and CALL CLOSER which closes all open files.

CRURUN and CRULIM routines allow the programmer to set and increase CRU limits during a program run. Note: the CRURUN limit cannot override the RUN command limit.

HSS Output Improvements

Files with EBCDIC or ASCII character set being output to an IBM-2780 type terminal can now contain slew control characters. All slew control sequences are recognized; some of the most common are single, double and triple space, plus slew to top of page.

Customers using high-speed terminals with the optional horizontal tabbing feature can now preset a tab record in the data file. And, to speed up HSS output, trailing blanks will be suppressed on each record sent to the printer.

Passing The Word to Customers

The December MARK III File is currently briefing some customers and offering the new documentation. A write-up on the new features will also appear in the December/January LEADER.

Editing JE Files

A new headache-eliminator and time-saver, REDIT\$, checks GFAST\$ and RFAST\$ journal entry/transaction files. With REDIT\$, the user is informed of errors in his input files and can correct them so that processing won't abort.

Since RFAST\$ must be run in the Independent Run mode using the Run Very Big option, overnight processing is almost guaranteed. Catching errors with REDIT\$ would therefore reduce turnaround time in 24-hour increments.

Developed by **Ray Porter**, Technology, the program checks the following:

- year-to-date adjusting entries, if any, for zero balance
- regular journal entries for zero balance
- account codes against chart of accounts file

In addition, the user may request an "account summary report" that provides — for each account code — total journal entry amounts for the current period and year-to-date. The report may also be requested on an "only if out-of-balance" basis.

If no errors are found in the file(s), the program prints the net totals (e.g., effect on year-to-date and current period) of income statement accounts. This information is useful in calculating tax transactions which would subsequently be entered in the transaction file.

A self-documenting program, REDIT\$ is now available in the three-star library.

Users of BFAST\$, the Background general ledger program, don't need REDIT\$ as the Foreground driver performs essentially the same checks during the interactive set-up.

Attention: Civil Engineers

The coordinate geometry programs, COGO, COGOD, and DCOGO, now

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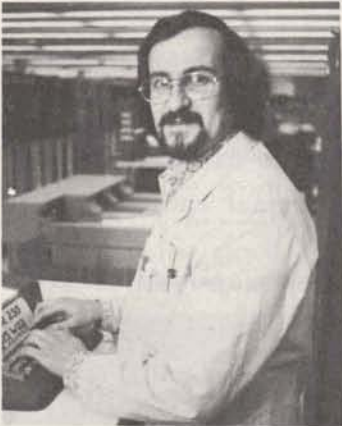
produce all area calculations in square meters and corresponding acreage in metric units as well as in English units. With no adjustments or change of input required.

COGO users will also notice a significant reduction in response time and running costs as COGO is now in core image code. DCOGO has, of course, been in core image format for

several months.

Most useful for right-of-way computations, highway and ramp design, subdivision layout, bridge geometry, and other typical civil engineering problems, COGO may also be used to solve plane coordinate geometry problems in many other fields of work. COGOD and DCOGO offer the same capabilities plus double precision. □

Richard J. Lini has been promoted from computer operator to senior computer operator in Brook Park.



people on the move

Hattie L. Moore, who was remittance clerk in Bethesda, has been named accounts receivable clerk.



Wallace K. Beck has been promoted from senior computer operator to NDP specialist in Bethesda.



David Barnett has been named supervisor of software control in Bethesda. He was senior software technician.



Neil Evangelista, computer operator in Bethesda, has been named remote terminal specialist.



Helen Fincutter, software technician in Bethesda, has been promoted to specialist in software control.



**INFORMATION
SERVICES
BUSINESS
DIVISION**

News-Share is published weekly by the General Electric Company, Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Hugh B. Calkin
Manager,
Advertising and Sales Promotion

Esther Fanfani Relations Editor
Monica Jordan Technical Editor



Retaining Title of "World Leader"

1200 Baud Service Due in February

During February, GE will become the first computer services vendor to offer 1200 baud (120 characters per second) service on a national basis. We will, therefore, be able to provide a full range of terminal speeds to customers: anywhere from 10 to 200 character-per-second input and output.

Whether the user is simply solving computational problems or printing 500-page reports, MARK III will provide an efficient and economical terminal interface for the job.

What 1200 Baud Offers

The new capability will increase customer productivity by enabling faster output at lower cost. Rapid print speeds also mean quicker availability of time-critical information.

A full range of I/O speeds provides the power and flexibility to appropriately address the needs of almost any application.

1200 baud terminals operate in a manner quite similar to low-speed terminals, allowing users to reach maximum productivity quickly.

Fast-Fax and News-Share to Merge

To keep all division employees better informed on the full spectrum of our business, FAST-FAX and NEWS-SHARE are being merged to create an entirely new publication beginning in 1974. The December issues of News-Share will report important technical information until the new publication is unveiled.

Sales/Application Focus

New and current accounts with a stated need for 1200 baud are natural candidates for the service. Accounts endangered by competitive offerings of 1200 baud or whose terminals do not meet their needs are also good candidates. Customers currently using High-Speed Service but who can't fully justify doing so would also be interested in the new capability.

Applications should be I/O oriented to take full advantage of the increased cost performance made possible by the speed and the \$30/hour price. Some typical applications are:

- order entry
- inventory control
- financial reporting
- operations/sales analysis
- manpower scheduling

Listed below are a number of points to keep in mind during your selling activities.

1200 baud service will have unique access numbers; after having signed on at 1200 baud, the SPEED command may be used to switch to a lower speed, but 1200 baud prices and operating characteristics will remain in force

a flat TCH rate of \$30/hour has been established to encourage volume transmission use of the service; for interactive users the price is \$15/TCH and 15 cents KC — interactive use of 1200 baud is not encouraged.

there is no nationwide competition; regional vendors may offer a service with comparable characteristics and prices; national vendors may offer on a specialized basis

Energy Conserved at Watertown Facility

In Watertown, Mass. where the division owns the building which houses Operations and the Northeast zone office, Ed Morse, buyer in the Systems Department there, reports on the measures he has taken toward energy conservation.

In the past two weeks, Ed has lowered the temperature to 68° throughout the building, cut off thirty tons of air conditioning for the winter in the office space (used to offset overheating), distributed a letter from the manager of the facility to discourage use of space heaters, and asked the cleaners to turn all lights off at night except in corridors. During the working day approximately one-third of the lights have been turned off. Ed estimates "these measures will save the division approximately \$6000 a

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Most employees drive to the Watertown offices, but there is one exception. Maureen Lennon walks or rides her bicycle to and from her home in the city every day. What are YOU doing to conserve energy?

(continued)

Field Test In Full Swing

Since early October, Product Support, Zone Support and Ohio Center personnel have been field testing the new product offering. In early November, four customers (two each from the Eastern and Central Zones) started using the service in typical commercial environments.

Concentrated efforts are being made to resolve all problems encountered. Following commercial announcement in February, the toll-free, inwats capacity will be increased as customers sign up for the new service.

Terminals

Two terminals have already been qualified — TermiNet-1200 and Hazeltine-2000.

Current owners of the H-2000 will have to have a modification installed (one-time charge of \$50)

TN-1200 paper tape punch can-

not operate at speeds of 120 cps, the output rate is 30 cps

H-2000 has no paper tape capability

Arrangements have been made to permit ISBD personnel to act as sales agents for both the TN-1200 and H-2000. Check the new Terminal Sales and Procedures Manual for information on pricing, bonuses, etc.

Promotional Activities

Headquarters promotional efforts will mainly be educational in nature — i.e., picking the right terminal speed for the job to be done. The February/March LEADER, February and March bill stuffers and MARK III Files will all work on this theme.

A sales kit containing user documentation, new Sales Manual profiles, sales brochures for the terminals, news release, etc. will be sent to the Field during the latter part of next month. □

year, perhaps more." Ed asked his electric utility, Boston Edison, what more he could do and was told he had done more than Boston Edison thought possible.

For division-wide efforts to alleviate the fuel shortage, **Howard Robinson**, manager of procurement, has been named division representative to the Corporate Energy Council. This Council has been established by General Electric to promote energy conservation in all GE components. Howard has already discovered in his family car how much better his mileage is at slower speeds. Howard has several plans for energy conservation in the division, and would welcome ideas from employees. □

Yet Another 'Nifty' for FAL

Lou Schreiber, Technology, has added yet another new feature to FAL; this one designed to make data entry even easier than before.

The two options permit multiple entries of a single piece of data in the FAL data section or with READ FILES or FALREADD statements.

7* 376.28

On encountering the above, FAL will, in effect, read the value '376.28' seven times. A very handy device when the same number has to be repeated in a row or column.

4 * S

This will cause skipping of four data locations, leaving them untouched. If no other value is read or computed into these locations during the FAL run, the printed value will be zero.

If, however, the user wants to read some values for a particular row or column from one file and some from another, this 'skip' option makes it easy to avoid overlaying of values.

Keep it up, Lou, and pretty soon the whole world will be using FAL.

Time Accounting System

Available to all GE components from Engineering Consulting Service: a flexible package for applied and unapplied time accounting. Includes automatic calculation of costs by component, man and project; plus comparison with billing and/or accruals. Reports can be made on a weekly, monthly and/or year-to-date basis.

Estimated cost of operating such a system on a monthly and monthly year-to-date basis for an organization of 100 people working on a total of 300 projects is about \$500 per month. Setting up the system, tailoring it to special, local requirements, and instructing the operator should take about a week.

Corporate Engineering will set up, train, maintain, troubleshoot, advise on, and modify the system on an on-call basis.

For further details contact Dr. Dimitri Kellogg at 8*235-3840, Building No. 36-623, 1 River Road, Schenectady.

1973 S&S PRICES

Month	Stock Price	Fund Unit Price
January	\$71.827	\$39.727
February	\$68.493	\$38.041
March	\$66.125	\$37.621
April	\$62.613	\$35.990
May	\$59.403	\$34.874
June	\$58.452	\$34.375
July	\$60.113	\$35.568
August	\$59.973	\$35.930
September	\$60.408	\$36.217
October	\$66.114	\$36.572
November	\$63.839	\$33.776

LAST 1973 HOLIDAYS DEC. 24 & 25



MARK III takes NO Holiday!

GE Customers Featured in Management Seminar

A General Electric Management Seminar was held in Fort Wayne, Ind., attended by management from GE components in the Fort Wayne area. Three guest speakers from the Gas Turbine Business Division, Apparatus Services Business Division, and the Com-

ponent Sales Department discussed their use of Mark III, taking advantage of network capabilities, or other unique Mark III features. There were 35 representatives of 9 GE components attending the meeting.

Jim Castle, General Manager of the Sales Department, gave an executive presentation. **Mac McCleary**, manager of General Electric accounts discussed the overall use of Mark III in GE.

Dick Burke, branch manager in Indianapolis, and **Fred Bremer**, GE account representative for Fort Wayne,

were hosts for the seminar. **Bruce Barnard**, Central zone manager, and **Bob Donnestad**, project manager for CSD order entry systems, participated in the meeting. Future sales activities should be substantial in the Indianapolis area because of the interest created in this meeting. "I feel positive the meeting will result in some very specific proposals for our Mark III network capability," said Mac McCleary. "There will be similar meetings in 1974, aimed at the development of more GE business." □



Donald Proper, computer operator in Los Angeles, has been promoted to remote terminal specialist there.

Evelyn Alston, computer operator, has been named remote terminal specialist in Bethesda.



Leslie Cook has moved up from account representative trainee, to account representative in the San Diego office.



Diane Johnson, senior technical representative in the Dallas branch, has been promoted to technical manager of that branch.



Richard Meadows has been promoted to specialist in computer operation from his former position as computer operator in Bethesda.

Susannah Lee is now manager of payroll preparation in Bethesda. She was an analyst in personnel accounting there.



Last year, out of 44,190 engineering graduates only 405 were black.

General Electric is trying to do something about it.

Less than 1% of America's graduating engineers are black. And only a handful are from other minorities or are female.

General Electric is trying to help increase the annual number of minority engineering graduates 10 to 15 times by the mid 80's.

We've been working with educators, minority groups, technical societies, other companies and the government to plan a national attack on the problem.

Motivating minority youth.

A lot of minority kids don't even know what an engineer is. No one's ever told them about engineers. Or about the important problems they can help solve.

GE is out to tell them. We're aiming a national information campaign at minority students from grammar school to college.

We're asking the nation's teachers and counselors for help. This year alone, we expect to reach over 18,000 counselors.

We're also bringing minority kids inside our plants. To meet engineers. And see what kind of work they do.

Grants for minority education.

Besides making more kids want an engineering education, we're



helping make sure they'll be able to find one. With major grants to the six traditionally black engineering schools. With grants to 30 other schools and organizations that are trying to help solve the shortage.

Helping minority students stay in engineering.

Many white engineering students have parents or relatives who are engineers. They've been exposed to engineers and engineering all their lives. Most minority kids don't have that

special background to give them the confidence and extra incentive to "stay with it."

GE is working on many programs to help fill that void. These include plans where college students divide their time between school and work at GE. Also summer job programs, plant visits and more.

GE wants minorities to make it to the top in engineering. The reason is simple. America depends on engineers. And so does General Electric.

Progress for People.

GENERAL  ELECTRIC



Major Price Reduction For Background Customers

The MARK III Background capability will be an even better buy starting January 1. Basically the changes are as follows:

- Background CRUs will be replaced by National Billing Units (NBU = \$250)
- monthly minimum per catalog drops from \$300 to \$100
- charge for page transfers between Foreground and Background is eliminated
- data storage prices drop from 20¢ per unit to 9¢ per unit (DSU)

What's an NBU???

First and foremost, NBU represents an entirely new pricing algorithm which will result in a savings of up to 40 percent for Background customers. The actual amount of savings depends on the type of job and the particular resources being used, as the new algorithm weighs the various elements of resource differently. Most Background customers will experience a reduction in costs.

In response to customer requests and to more closely approximate industry

techniques, the NBU system is being adopted. It will result in charges being made in a manner that is better related to actual use of resources. A price schedule and the formula used to calculate NBUs will be available in January.

Something Old & Something New

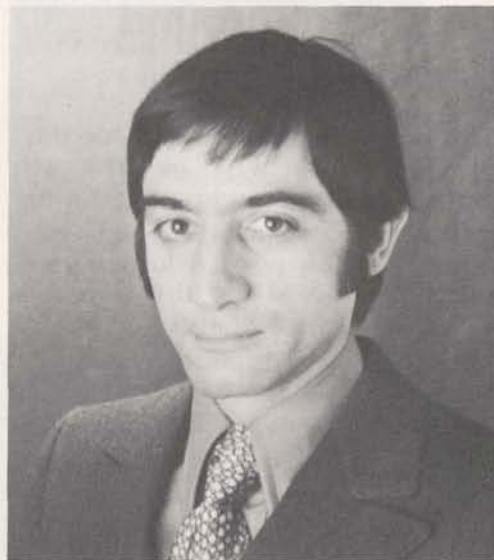
Priority factors will be applied as before; that is, express (job starts within 15 minutes) figured at NBU times 2; normal (start within 3 hours) at NBU times 1; and overnight (start within 24 hours) at NBU times .75.

For domestic US customers only, a non-prime time rate of \$200/NBU will apply from 6 pm to 6 am, plus all day on Saturdays, Sundays and holidays.

The Next Step

All Background customers will soon be receiving a letter describing these changes. While showing them the cost savings they will accrue, don't forget to tell these customers — and your Background prospects — about the new Background capabilities. (New capabilities described on page 2.) □

Ciccone to Manage Folcroft Operation



Louis Ciccone, recently named manager of the Folcroft operation, has been with General Electric since May, 1967, when he joined Switchgear in Philadelphia as a computer techniques specialist.

Lou was promoted to senior techniques specialist when he joined our division in January 1972. During the systematic transfer from a local computer at Switchgear to GE's MARK III remote computing network, Lou was "a key individual at Folcroft in defining remote concepts — anticipating and analyzing problem areas," according to **Al Jones**, manager of supercenter operations. His promotion to manager of the Folcroft operation was a direct result of his value to the division. □

Review Advised on Social Security Earnings

"The Social Security Administration and the General Electric Company recommend that individuals check their Social Security account periodically, to be sure funds have been properly credited," suggests **Art Cleary**, manager of personnel accounting.

There is a form to use in requesting information on total

taxable earnings credited to an individual's social security account. This form, OAR-7004, Request for Statement of Earnings, is available at local Social Security Administration offices, and at some post offices.

A check on your account will assure you that your earnings have been credited to your account, and your account is not in error. □

KEEPING UP TO DATE

An immediate run program in the free user number IHA03000 provides updates to the International Access Directory. Information can be requested in any of the following ways.

(continued on page 2)

(continued from front page)

- Changes in effect since a specified date
- Changes for a particular state, country, or province
- All changes to latest edition of the Access Directory

If you are aware of any changes that should be added to the file, please call **Ginny Gillette** (8*273-4208)

New Background Capabilities

Major language and system capability enhancements will benefit all Background customers beginning January 13. Coupling these enhancements with the price reduction (see page 1, provides MARK III Background service with a true "unfair advantage" over competitive offerings.

Cost Improvements in COBOL

EIS (Extended Instruction Set) COBOL has new capabilities for decimal arithmetic, editing, data manipulation, movement, and comparison. In addition, customers should realize an overall cost improvement of up to 24 percent. (This is over and above all savings to be accrued with the new pricing.)

Current COBOL users performing large amounts of character manipulation (i.e., heavy use of MOVE, EXAMINE, MOVE CORRESPONDING, and DATA DESCRIPTION verbs) should be encouraged to take advantage of the economies available with EIS.

No change to COBOL source programs is required to use EIS. To generate EIS object code, use the \$ COBOL EISF option; \$ COBOL and \$ COBOL NEISF will generate non-EIS object code.

FORTRAN Y Subroutines

More flexibility and easier programming capabilities are available with the following new subroutines.

- Call DATIM — provides current date as character and time as floating point
- Call CREATE — creates temporary mass storage file without need for a \$

FILE Card

- Call ATTACH — access an existing permanent file without need for \$ PRMFL Card
- Call DETACH — close a file and release its buffer

Inserting and appending file control cards in job control deck is not required when utilizing these calling sequences.

Job Status Reporting

Enhancements to the BSTATUS and BABORT commands can resolve current problems and will increase the value of these commands to all Background customers. Included in this release is a new set of BSTATUS and BABORT return messages that provide more specific information than was previously given. In addition, all jobs for a particular user can be terminated with the BABORT ALL command

Documentation on these Background enhancements as well as the Foreground

enhancements (described in the December 7 issue of News-Share) will be received by Field personnel during Christmas week.

CALL FOR PAPERS

A call for papers has been issued for the 1974 IEEE International Symposium on Information Theory to be held October 27-31, 1974, at the Center for Continuing Education at the University of Notre Dame.

Papers are invited in the areas of coding theory, communication systems, computational complexity, detection and estimation, pattern recognition, stochastic processes, and Shannon theory.

Deadline for submission of all manuscripts, summaries and abstracts is March 15, 1974. If you want additional details on this conference, contact Hugh Calkin, Manager, Advertising and Sales Promotion, extension 387.

<p>905 Help Wanted</p> <p>ACCT.—To \$12K. 2 yrs. in CPA firm, for hotel in No. Va. Call 370-8800, 6000 Stevenson Ave., Alex., (Landmark) or Md. 657-1466, 6935 Wisc. Ave., Beth., Alex., off. open wkdays, 11 7 p.m. (Agcy.) FORBES ASSOCIATES</p> <p>ACCT.—Growing service corp. energetic, alert pers. to become true controller. Some c. acctg. bkrd. — Prefer exp. multi corp. To \$10,000 start, f + clear path toward control as corp. grows. Call 293-7210 Agcy. 1660 L St. N.W.</p> <p>ACCT. JR.—One of the best firms in D.C. area has an opening for acct. grad. grades. Top training for CF + excel. career opply. I. taxes & mgmt. service \$9360. Fee paid. + O.T. bnt. 293-7210. Atts Agcy 1. n.w.</p> <p>ACCOUNTING ASST.—Top Spring firm. Help office payables & receivables. Expanding firm, own bldg., ofc. excting atmos. To \$ fee paid. 293-7210. Atlas A L St. N.W.</p> <p>ACCT. SENIOR—Top loc. firm. Heavy bkrd. In taxes, in charge pos. w/ clientele. All benefits. w/ \$18,000. fee paid. 293-72 Agcy. 1660 L st. n.w.</p> <p>ACCOUNTANTS—\$10,000-\$20,000 fee pd. FORBES, 66 Landmark Shopping FORBES, 6935 Wisc. Ave., E Our 9th Year</p>	<p>905 Help Wanted</p> <p>ARCHITECTURAL DRAFTSMAN — Min. 3 yrs. exper. on working drawings for hi-rise bldgs., shopping ctrs. & townshs. 528-8686.</p> <p>ARCHITECTURAL DRAFTSMAN —</p>	<p>905 Help Wanted</p> <p>AUTO MECHANIC—Vw expr. Sat. — comm. 5 day wk. Small shops w /lits. Wheaton area. 949-3144.</p> <p>AUTOMOTIVE BODY SHOP MGR. — Immed. Top pay + auto. for qualified man. Call Bob for appt. Falls Church Plymouth 532-2300.</p> <p>ARTER—Good reliable permanent lot & building. Autos & perform related. Must have Va. driver's lic. for the right person. Appt. to Alexandria Toyota, Vernon Ave., Alexandria.</p> <p>MECHANIC—Contact Jack J. Downtown Garage. At rs. exper., free hospitaliza- insurance, profit sharing, 2 vacation, 6 paid holidays a rose do not call if not well med. 549-4600.</p> <p>ITO PAINTER — Painter, painter at once. Top plenty of work. Call Mr. for appt. Falls Church Plymouth, 532-2300.</p> <p>MECHANICS—Immed. open- ing exper. mechanics. Com- plets, growing Import de- ploy in person, ALEXAN- DYOTA, 1901 Mt. Vernon Alexandria, 836-2700.</p> <p>ROUNT END MECHANIC— 5 day wk. 50/50 flat rate. ations & holidays Contact estenlager, CALL CARL, 6 24th st., n.w. 332-4100.</p> <p>AUTO TECHNICIAN — Experience line mechanics needed for heavy volume auto dealer. Usual company benefits. Apply in person to Mr. Chaney, Wissinger Chevrolet, 6319 Arlington Blvd. Falls Church, Va. 532-9200.</p> <p>AUTOMOTIVE PERSONNEL — Im- med. openings for mechanics for</p>	<p>905 F</p> <p>Book North benefit Will tr a book postion ext. 21</p> <p>Stil. 51 week, ant m</p> <p>BOOKK 58000. tem. / ncess / Ms. D</p> <p>BOOKK hours other</p> <p>Thoro phasei positic ageme oport Nice i Phone p.m.</p> <p>BKKPF Fee pi strong 370-88 (Land K St. wkdays</p> <p>BKKPI acctg. Call 3 Alex., at 17 p.m. v</p> <p>BKKPI contro payro summ</p>
<p>WANTED: A program to determine when vehicle maintenance costs indicate time to sell and buy a replacement; 1000 truck fleet. Contact Egan Skinner via Memo (address "CHARLOTTE") or Fast-Fax.</p> <p>WANTED: Program to present discounted cash flow charts for illustrating advantages of leasing versus acquiring capital goods through other means (i.e., term loan, outright purchase, etc.) Gary Martin, 8*704-364-8680.</p> <p>WANTED: Lease accounting system for international bank accounting, displaying cash flow accounting from tax considerations, depreciable items, income accounts, etc. Gary Martin, 8*704-364-8680.</p> <p>A growing independent restaurant chain needs young aggressive persons. Immediate openings. Must be able to relocate. Some experience necessary. Good salary & fringe benefits. Apply in person. THE ABBEY RESTAURANT, 10000 Balto. Ave., College Park, Md.</p> <p>DIAL-A-CAREER ACCOUNTANTS 751-0579</p>			

Fast-Fax + News-Share = UPDATE coming next!



Robert Grabowski has been named specialist in purchasing and administration in Brook Park. Bob was formerly an expeditor.

Robert Fondiller has been named account manager in Chicago, where he had been an account representative.



John C. Kemp has moved from account representative in Greenville to senior account representative in the same office.

people on the move

Paul Larson, formerly national distribution specialist, has moved up to data communications specialist in Brook Park.



Arthur Roth has been promoted from expeditor to specialist in customer service in Brook Park.



Judy Jehn has been transferred from the eastern zone support office to the international trade center branch office in New York.

James A. Pesce is now manager of production systems in Bethesda. He was programmer-analyst before being named to his new post.



Nilsson Heads Technical Panel

J. Dexter Nilsson, manager of technical documentation, was an official delegate to the fall Institute held by the Society for Technical Communication, in November. Wayne Hagood, senior technical writer, and Roy Gamer, technical writer, were also delegates from the Washington, D.C. Chapter.

Dex was chairman of a panel on new techniques of production management, and also participated as a panelist. He described GE's role in communication:

"GE is World Leader in Information Services. GE MARK III computer systems is an integration of time-sharing, batch processing, and international networking. . . Sure we're proud of our documents," Dex said, "and for several reasons — I'd say they rate high marks for usefulness to the reader, a high rate of technical accuracy, and superior availability, and all with a reasonable cost." □



HOLIDAYS — 1974

The following are designated as holidays for 1974:

- Tuesday, January 1**
New Year's Day

- Monday, February 18**
Washington's Birthday¹

- Monday, May 27**
Memorial Day

- Thursday, July 4**
Independence Day

- Monday, September 2**
Labor Day

- Monday, October 14**
Columbus Day

- Monday, October 28**
Veterans' Day
(Will only be a holiday in Massachusetts; see (1))

- Thursday, November 28**
Thanksgiving Day

- Friday, November 29**
Day after Thanksgiving

- Tuesday, December 24**
Day before Christmas

- Wednesday, December 25**
Christmas Day

¹Washington's Birthday will not be observed as a paid holiday in our division in Massachusetts where our employees will observe Veterans' Day in its place in order to comply with the law in the Commonwealth of Massachusetts.

1974 FISCAL CALENDAR 1974																	
MO	M	T	W	T	F	S	S	wk	MO	M	T	W	T	F	S	S	wk
FIRST QUARTER								THIRD QUARTER									
JAN		1	2	3	4	5	6	1	JUL	1	2	3	4	5	6	7	27
	7	8	9	10	11	12	13	2		8	9	10	11	12	13	14	28
5	14	15	16	17	18	19	20	3	5	15	16	17	18	19	20	21	29
WKS	21	22	23	24	25	26	27	4	WKS	22	23	24	25	26	27	28	30
	28	29	30	31	1	2	3	5		29	30	31	1	2	3	4	31
FEB	4	5	6	7	8	9	10	6	AUG	5	6	7	8	9	10	11	32
	11	12	13	14	15	16	17	7		12	13	14	15	16	17	18	33
4	18	19	20	21	22	23	24	8	4	19	20	21	22	23	24	25	34
WKS	25	26	27	28	1	2	3	9	WKS	26	27	28	29	30	31	1	35
MAR	4	5	6	7	8	9	10	10	SEP	2	3	4	5	6	7	8	36
	11	12	13	14	15	16	17	11		9	10	11	12	13	14	15	37
4	18	19	20	21	22	23	24	12	4	16	17	18	19	20	21	22	38
WKS	25	26	27	28	29	30	31	13	WKS	23	24	25	26	27	28	29	39
SECOND QUARTER								FOURTH QUARTER									
APR	1	2	3	4	5	6	7	14	OCT	30	1	2	3	4	5	6	40
	8	9	10	11	12	13	14	15		7	8	9	10	11	12	13	41
5	15	16	17	18	19	20	21	16	5	14	15	16	17	18	19	20	42
WKS	22	23	24	25	26	27	28	17	WKS	21	22	23	24	25	26	27	43
	29	30	1	2	3	4	5	18		28	29	30	31	1	2	3	44
MAY	6	7	8	9	10	11	12	19	NOV	4	5	6	7	8	9	10	45
	13	14	15	16	17	18	19	20		11	12	13	14	15	16	17	46
4	20	21	22	23	24	25	26	21	4	18	19	20	21	22	23	24	47
WKS	27	28	29	30	31	1	2	22	WKS	25	26	27	28	29	30	1	48
JUN	3	4	5	6	7	8	9	23	DEC	2	3	4	5	6	7	8	49
	10	11	12	13	14	15	16	24		9	10	11	12	13	14	15	50
4	17	18	19	20	21	22	23	25	4	16	17	18	19	20	21	22	51
WKS	24	25	26	27	28	29	30	26	WKS	23	24	25	26	27	28	29	52
										30	31						
MO	M	T	W	T	F	S	S	wk	MO	M	T	W	T	F	S	S	wk

● Holiday Date