



Information Systems

Time-Sharing Service

PRINT OUT

VOL. 1, NO. 1

CENTRAL REGION

JUNE 1969



A. F. JONES
MANAGER
CENTRAL REGION

This first issue of PRINT OUT offers me an opportunity to welcome to the Central Region all those who have recently joined us, and to say, "Thank you" to you older hands for your contribution to the rapid growth we are experiencing. We entered the Time-Sharing Era in 1966 with half a dozen salesmen in two offices (Chicago and Cleveland). By the end of 1968, we had 75 sales and customer service personnel, and at least the nucleus of offices established in 14 locations. By the end of this year we expect to have over 200 people in more than 20 Central Region Sales Offices.

Our current rapid growth has produced a sudden need for office space and facilities that take time to get. It has created an unprecedented need for training which will strain both new and experienced people to the limit. Our number one challenge today is to get our expanded organization up to speed rapidly in effectively selling and serving our customers. And with more than half of you new to both this business and the General Electric Company, it is a challenge that will test the ingenuity, patience and energy of every individual in our Region.

The time-sharing industry is still in its infancy. It is expected to grow by as much as 100% per year for the next five years, becoming a multi-billion dollar market by 1975. The opportunities for individuals are only equaled by the challenges to individuals in this business.

The General Electric Company is committed to maintaining its leadership position in this explosive growth industry. It is prepared to commit the financial resources required to provide facilities and equipment, and constantly enhance both hardware and software capabilities of our product. But, growth and market leadership can only be achieved and maintained through more and more customers doing more and more things that are useful, and valuable, to them.

This doesn't just happen. It is caused to happen by people; people who sell smart, who provide outstanding service, and who make sure their customers get, and know they get, the most valuable time-sharing service available.

The key to next year's growth will be this year's effective people. That's the challenge; that's the opportunity; you and I are the people who will do it.

The New PRINT OUT

This is the inaugural issue of PRINT OUT, a newsletter established solely for you, the people of the Central Region. Its objectives will be to keep all of us aware of what's going on in the region, who our associates are and what they're doing, what's coming up in the Central Region and how each of us is involved.

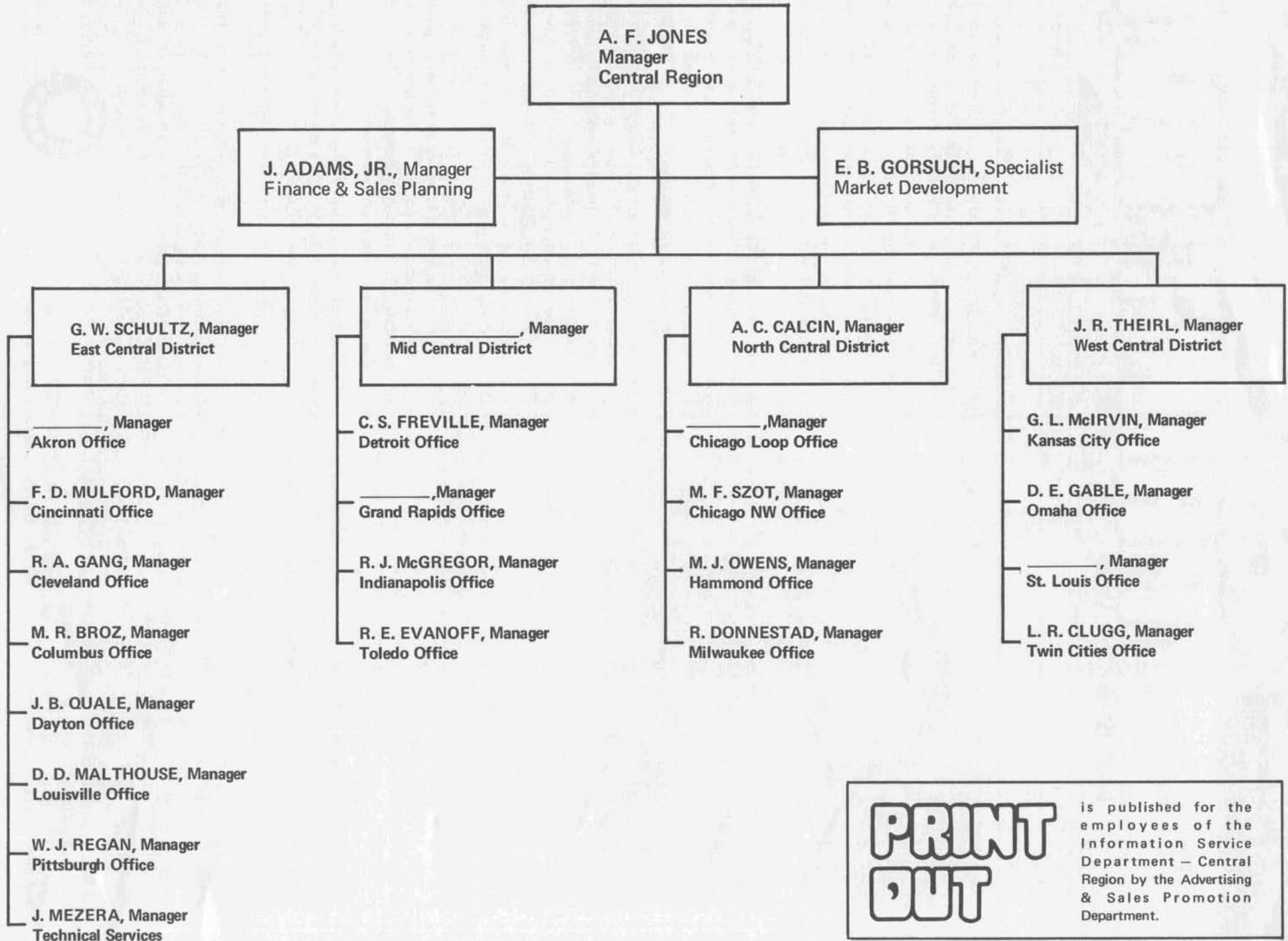
The new PRINT OUT will be heavily "people oriented." To be a success it will need your help and cooperation. Contributions from you on the people of your office, your customers, new applications, and happenings of interest are welcome. It's your newsletter and your ideas are important.

Send your PRINT OUT contributions to W. J. Curry, Advertising & Sales

Promotion, Chicago; D. A. Mulligan, Advertising & Sales Promotion, Pittsburgh; D. V. Reuter, Advertising & Sales Promotion, Cleveland. Or contact E. B. Gorsuch, Specialist Market Development, Cleveland.



INFORMATION SERVICE DEPARTMENT
CENTRAL REGION



PRINT OUT is published for the employees of the Information Service Department - Central Region by the Advertising & Sales Promotion Department.

Central Region District Managers... 3



**G. W. SCHULTZ, MANAGER
EAST CENTRAL DISTRICT**

George Schultz joined the Central Region in September 1968 as Manager of the East Central District, coming from the Large Generator & Motor Department in Schenectady, N. Y. In his 18 years of service with General Electric, George has held various marketing and engineering assignments with apparatus departments. George earned a Bachelor of Science degree in Electrical Engineering from the University of Southern California.



**J. R. THEIRL, MANAGER
WEST CENTRAL DISTRICT**

Jim Theirl has served 16 years with General Electric in various engineering and sales positions. He joined the Engineering Test Program in Schenectady, N. Y. immediately following his graduation from the University of Wisconsin, where he earned a Bachelor of Science degree in Electrical Engineering. In 1963 he was named Manager-Sales for GE's Atomic Product Section in Schenectady and joined the Central Region in 1968 as Manager of the St. Louis office.



**A. C. CALCIN, MANAGER
NORTH CENTRAL DISTRICT**

Prior to his appointment as Manager of the North Central District, "Sandy" Calcin was Manager of the Central Region's Chicago office. He joined General Electric in 1960 as a Sales Representative for the Computer Equipment Department and in 1966 became a Sales Representative for the Information Service Department. Sandy earned a Business Administration Degree from Mount Union College, Alliance, Ohio, and has served 13 years in the Data Processing Industry.

AROUND THE REGION

Training Sessions Held in Districts



Due to the continuing rapid growth of the Time-Sharing industry, the Central Region will add over 100 new personnel in 1969. This expansion emphasizes the need for orientation and training of new employees.

To meet this need, training sessions have been organized in the districts to enable new personnel to become acquainted with General Electric, the Information Service Department, and General Electric Time-Sharing Service.

So far this year over 40 employees have attended training sessions held in various locations throughout the East, West and North Central Districts. Topics covered in the sessions include the General Electric Company, General Electric Time-Sharing Service, procedures and reporting, interfacing the systems, introduction to BASIC, briefings on the Mark I & II systems, the library, and sales and support techniques.

District Training...



Chicago attendees... Bottom Row: Ed Gorsuch, Alex Stewart, Darlene Santarelli, Ron Anderson, Roger Wilberg, Bob Donnestad, Mel Szot, Jennie Munder, Sandy Calcin, Joe Adams, Marty Collins. Second Row: Gary Willecke, Joe Takitch, Mike Prack, Jimmie Grubbs, Natalja Harris, Jim Gajniak, Merle Strom, Bruce Frisch, Ed Seramur, Denny Sullivan, Pat Scanlon. Third Row: Lou Kerns, Roy Chaney, Pete Drake, Jerry Mitchell, Jim Reinehr, Frank Zens, Norm Thurston, Bob Turley, Rodney Lemberg, Arol Sherwin, Gene Shanklin, Fred Waring.

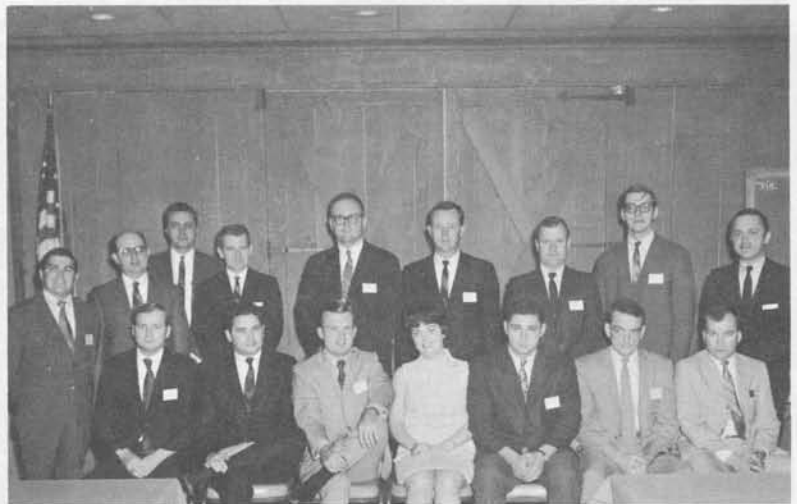
CHICAGO SESSION

J. Takitch, Manager-Brookpark Information Processing Center, discusses the capabilities of the Mark I & II systems.



CLEVELAND SESSION

G. W. Schultz, Manager-East Central District, welcomes attendees at the opening of the Cleveland training session.



Cleveland attendees... Seated: J. Prunner, L. Winnie, J. Grossman, Sue Flower, B. Hertz, D. Dawson, C. Eckman. Standing: E. Gorsuch, J. Adams, R. Gang, C. Hyland, D. Kulhke, J. Richards, G. Parks, J. Gould, J. Mezera.



J. Adams, Jr., Manager-Finance and Sales Planning, discusses General Electric's organization and company benefits.



R. A. Gang, Manager-Cleveland Office, covers the topics of account start-up and building revenue.