

# UPDATE

ROCKVILLE, MARYLAND  
JANUARY 19, 1979 305.93

## HARTFORD CALLS ON 18 CUSTOMERS IN 8 HOURS

The Hartford District has discovered the secret of the nearly impossible.

According to Del Merenda, District Manager, "We made qualified sales calls to 18 companies and 20 executives in eight hours!"

How?

The key is strategic planning. In collaboration with the Futures Group, a consulting firm and NSS author, Hartford conducted two strategic planning seminars for customers and prospects in November and December.

Why strategic planning? According to Betty Merrit, Account Manager for the insurance industry, "More and more of our customers and prospects were expressing the need and concern for strategic planning tools to help them plan their businesses for the future. This need, plus General Electric's reputation as a leader in strategic planning, plus the fact that the customer-planners were executives and decision makers, created a perfect vehicle to gain high-level exposure and credibility in many of Hartford's large Fortune 1300 companies."

The first seminar, on December 8th, was directed toward the insurance and banking community, while the second, on December 5, aimed at the industrial marketplace. Both seminars were held at the Barney House, a country estate facility affiliated with the University of Connecticut.

Both featured either a presentation or a panel discussion led by Ted Gordon, president of the Futures Group, along with speakers or discussion leaders from General Electric, including Merrit, and vice presidents of banking and insurance companies; along with Lynne Cullum, formerly with GE Corporate consulting, and Dick Larson, Manager of Strategy Development for GEIS.

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*Hartford seminar guests discuss strategic planning with Ted Gordon (L) President, Futures Group.*

## GE INSURANCE PLAN TO PAY PREGNANCY DISABILITY BENEFITS

Effective January 1, 1979, General Electric will provide women totally disabled by pregnancy with the same disability benefits as are provided to employees totally disabled because of illness or injury.

A new federal law, which becomes effective April 30, 1979, will require payment of disability benefits to pregnant women.

After the first year, GE's Insurance Plan will pay Weekly Sickness and Accident benefits for "total disabilities resulting from pregnancy, childbirth or related medical conditions." Benefits will be paid for total disabilities which start within 31 days of the date last worked. The amount paid is 60 percent of normal straight-time weekly earnings, up to a maximum of \$175 per week, for up to 26 weeks.

In addition to the change in the Weekly Sickness and Accident Insurance, the company's Salary Continuance Plan for salaried employees is also being modified to permit manager approval of salary continuance for women absent because of disabilities resulting from preg-

nancy, childbirth or related medical conditions. Such salary continuance will be handled in the same manner as for employees disabled because of an illness or injury.

Employees who decide to stop working during pregnancy while they are still able to perform their regular job will be considered on leave of absence during their pregnancy and for up to eight weeks after its termination. In such cases, S&A benefits will be payable for total disabilities which start within 31 days of the date last worked. However, salary continuance benefits will not apply since the employee is leaving voluntarily.

Sick Pay benefits will be payable to eligible hourly employees disabled because of pregnancy on the same basis as for illness or injury.

(Continued on Page 7)

## 1,874 YEARS OF GE SERVICE CITED

No, that is *not* a typographical error. It is the accumulated service years of members of the new Rockville Quarter Century Club, a group of 66 amiable folks who have in common at least 25 years of service with the General Electric Company.

Members of the club got together for their first general meeting on December 5, 1978, in Gaithersburg, Md.

According to club bylaws, the object of the club is simple: "To bring about better acquaintance and good fellowship among those who share the common bond of long-time service with the General Electric Company."

The December get-together proved that good fellowship is not hard to come by when members of the group gather. Members shared experiences, swapped stories about the "old days," and received official membership plaques and cards.

President and founder of the local Quarter Century Club is Frank Ittner. Vice President is Phil Fabrizio, and Bill Backer serves as secretary.

While the majority of the club's members work in Rockville, the club has a special provision for GEIS field people to become honorary members. Three club members work with a Space Division program in Gaithersburg, Md., and have joined the Rockville club in the absence of any other local group of long-time GE employees.

The club has no initiation fee or membership dues, and any active employee of GE in Rockville who has completed 25 years of service automatically becomes a member on January 1 of the year in which he or she celebrates the service anniversary.

Members of the Quarter Century Club as of December 31, 1978 were:

### 38 Years

Robert Hamilton

### 37 Years

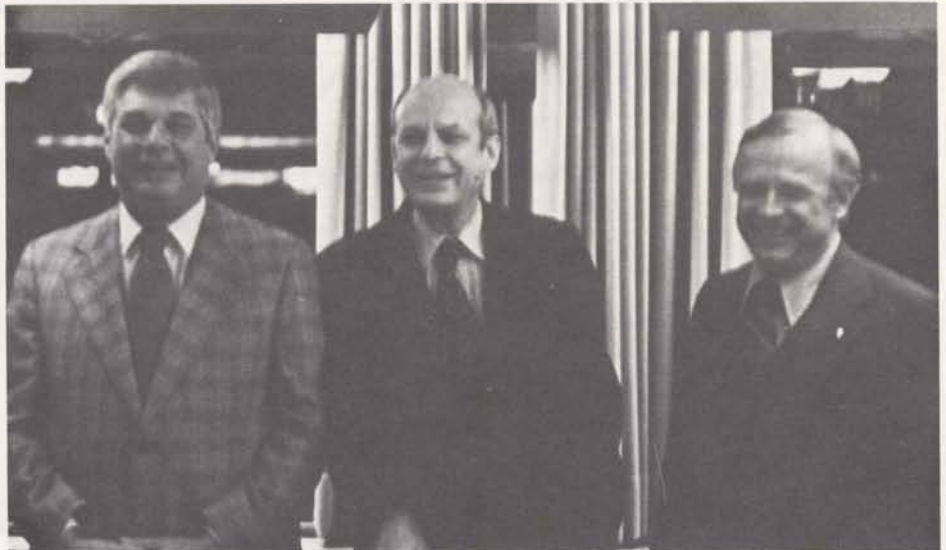
Doris Fratantuono

### 35 Years

Edwin O. Vandeven

### 33 Years

Raymond Lopez



*L-R: Phil Fabrizio, Frank Ittner, and Bill Backer, Quarter Century Club officers, greet club members at the first general meeting.*

### 32 Years

Kenneth G. MacDonald, Norman H. Beal

### 31 Years

Bruce O. Randall, Paul R. Leadley, Robert M. Butler (New York), Frank H. Ittner, James L. Miller

### 30 Years

John F. Chadderdon, Edward Honcharski (Phila.), Hugh S. Jackson, John M. Griffin, Leo Ramer, Raymond P. Bullock (Brook Park), Martin S. Drabek (Brook Park), E. L. McCleary, James H. Wylie, Jr.

### 29 Years

Frank L. Hopkins, Donald Farrell, Charles F. Regner, Arthur S. Cleary, William J. Graves, Edward Mitchell, Jr., Albert F. Jones (Brook Park)

### 28 Years

Arthur S. Baker (Syracuse), William L. Backer, Andrew Dino, J. M. Butler, Warner R. Sinback, James F. Tidd, James B. O'Brien, F. Eileen Lynch (Erie), R. James Driscoll, Paul Beaudry

### 27 Years

Arthur W. Brusila, Frank W. Gibbins, John W. Neuenschwander, Harold A. Santucci, Donald S. Bates, Robert L. Johnson, Peggy A. Patrick, William H. Johnson, John J. Gillette

### 26 Years

Richard P. Mankowski (Erie), R. D. Henderson, Donald G. Bishop (Dallas), Norm Harvey, James J. Kessler (Tulsa), Henry D. Struve (Denver), Robert H. Knight, Edward I. McPherson (Nash.), Curtis Jones, Jr., Gerhard O. Mueller

### 25 Years

Wallace E. Bailey, Alexander V. Parker, Thomas A. McGinn, Philip A. Fabrizio, Marilyn MacDonald Friend (Dallas), Joseph M. Bobik (Schenectady), Joseph W. Steel, Robert A. Niemann, Joe Adams (Brook Park), Joseph M. McDermott (Phila.)



*Quarter Century Club members swap stories about their days with GE.*

# NEW AND REVISED DOCUMENTATION

## 50 WAYS TO KNOW YOUR PRODUCT

About 50 documents were newly issued or revised in end-of-the-year documentation efforts:

Two MARKLINK books were published in final form: the **Site Preparation Manual** (1300.03A) and the **Terminal Operator's Guide** (1300.02A). Now being printed in final form is the **System Programmer's Guide** (1300.01A). All are Revisions A, done during November. The **System Reference Manual** (1300.13) continues to be available in its advance release edition. The **3780 Emulator Guide** (1300.14) is under preparation.

The **Command System** reference manual (3501.01N) underwent its apparent annual revision. A major change was in Section 2, "User Capabilities," which includes more information about the network, databases, and support services. The section on terminals was removed (since it was essentially repeated on individual terminal operations cards). And the "Dictionary of Usage" incorporated summary pages about background editing, and High-Speed Service commands.

ADM is documented in the **ADM System** advance release user's guide (3502.09A), ADMINFO\*\*\*, and an advance release supplement (3501.01N-1) to the **Command System** reference manual. The supplement describes the new catalog group capability.

All FORTRAN 77 documentation was reviewed and the **FORTRAN 77** (3106.01B) and **FORTRAN 77 System Routines** (3107.01B) reference manuals revised. The reference manual revision incorporated an enhancement to INVOKE; the table of run-time fault conditions was revised to indicate a precise fault condition for each numeric code produced by the system during a program run; and minor changes were made throughout the book to correct errors.

HISAM and DMS II documentation was reviewed too, and the **HISAM** reference manual (5605.05B), **DMS II** reference manual (5610.09B), and **Database Administration** user's guide (5610.11B) were revised. The fourth book in the series—the **Retrieval and Reporting** user's guide (5610.10A)—was reprinted with small corrections previously documented in **DMS II Supplement 5610.30**, which was discontinued.

**HISAM** incorporated an addition to the description of HFRESH, descriptions of new file access routines, and corrections. The **DMS II** reference manual incorporated changes and clarifications throughout, plus new descriptions of PLOTSAVE statement, LOCATION functions, file manipulation, and others. The **Database Administration** user's guide contains a completely rewritten section on updating.

The **Value Line Data Base** user's guide (5900.74A) was revised. There is a supplement (5900.74A-1) that corrects filename VALULFN to VALULS. List also VLINFO\*\*\*.

Course materials were published for the new **Advanced System and Editing Techniques** course, and for the course on **Data Analysis and Forecasting Using MAP and FAL II**, and were revised for three courses: **Fundamentals of FORTRAN 77**, **Introduction to Financial Reporting & Analysis**, and **Statsystem II**. Other course materials were reprinted with small changes and supplements. Nearly 20 documents are involved. Complete details about course materials are contained in the newly revised **Instructor's Guide to Course Materials** (4001.10K) up to date as of January 10, and mandatory for anyone getting ready to teach a customer course.

### CQ LIST TO BE REVISED

The **Course Quarterly** (4000.-01N) for January-March was dressed up with a new, more attractive cover, and included both GE Information Services and NSS author course descriptions, schedules, and related information. It was mailed to about 36,000 persons on the MAIL\* mailing list at the end of December. It contains a notice asking customers to complete and return the inserted post card for future copies. **Course Quarterly** will not be mailed via the MAIL\* mailing list in the future. You should make sure your customers complete and return the card if they wish to receive future copies.

The latest **International Access Directory** (1401.01Y) is that dated January 1, 1979, and marked Revision Y. The current **Publications Price List** (402.01R) is that dated January 1, 1979, and marked Revision R. The **Access Directory** and **Pubs Price List** were also outfitted with new, and more attractive covers.

(Continued on Page 4)

# NEWS FROM CORPORATE

## IMPROVED BENEFITS, FUND SOLVENCY REQUIRE HIGHER SOCIAL SECURITY TAX:

### GE TO PAY \$300 MILLION IN '79

An increased Social Security tax will go into effect for General Electric and for GE employees beginning January 1, 1979.

The money is needed to pay for the retirement income and other benefits that come from the Social Security program as well as to keep the program on a sound long-range financial footing.

Beginning January 1, 1979, GE will pay a Social Security tax equal to 6.13% of the first \$22,900 of each employee's 1979 pay. Because of this, GE's total Social Security tax can reach as much as \$300 million in 1979. In 1978 the tax was 6.05% of the first \$17,700 of each employee's pay. The new rate will push GE's tax up by an estimated \$50 million.

Each individual employee will also pay 6.13% of the first \$22,900 of his or her 1979 pay beginning January 1. For an individual, the total tax can reach as much as \$1,403.77. In 1978 the individual paid 6.05% on the first \$17,700 for a maximum tax of \$1,070.85.

Russ Hubbard, a benefits consultant in the company's Corporate Employee Relations Operation, points out that, as in the past, those making less than the top taxable earnings—\$22,900 in 1979—will have proportionately lower taxes.

"Social Security benefits continue to represent good value," he adds, "despite the slightly higher tax rate and the higher earnings base on which it is levied. Social Security is now the basic source of retirement income for most Americans, as well as a basic source of disability and survivor income and the basic source of medical benefits for those over age 65."

Of course, for GE employees, Social Security benefits combine with the GE pension plan to make up the bulk of GE retirement income.

In 1969, just 10 years earlier, individuals paid a maximum tax of about \$374, compared to next year's maximum of about \$1400. GE's Social Security tax in 1969 was just over \$100 million compared to the \$300 million 1979 estimate. "But," points out Mr. Hubbard, the value of "retirement income, disability, survivor and medical benefits have also increased. . . . Old age retirement income benefits alone, for example, have risen from a maximum of about \$160 a month in 1969 to the 1979 maximum of over \$500 per month."

### PARLEZ-VOUS FRANCAIS? SPRECHEN SIE DEUTSCH? PARLA ITALIANO?

If you work at Headquarters, and your answer to any of those is yes (in any language), you might want to consider instructing other GEIS employees.

The International Training Center is considering offering evening classes in conversational French, German, and Italian for employees. If you're qualified to teach any of those languages, and would

be interested in sharing some of your free time for a minimal instructors fee, please contact Joan Palmer, extension 5614.

Please—do not request registration information. Call only if you're interested in instructing. When courses and schedules are firmed up, employees will be notified.

### 50 WAYS TO KNOW YOUR PRODUCT

*(Continued from Page 3)*

So were seven pocket-sized "vocabulary cards." Updated and revised were those on **FORTRAN 77** (3106.17A), **System and Editing Commands** (3501.02G), **FAL II** (5103.24C), **DMS II** (5610.28A), and **Statsystem II** (5707.14A). Simply "repackaged" were those on **BASIC** (3200.02E) and **RMS** (3710.07A). Discontinued were those on **FIV**, **Currency Exchange Database**, and **EMPS**; in the future, copies of the discontinued ones can be obtained while stocks last by calling Documentation.

One caution: End-of-year publishing effort has been so high, some of the publications described above (and in the winter issue of **Leader**) may not be completely stocked in the Document Center and in OLOS (the On-Line Ordering System) until late January. Persons ordering via OLOS should carefully check possible backorders during the opening few weeks of the year.

## PAYOUT

### 155,854 GE PEOPLE SHARING SECURITIES, CASH WORTH \$201 MILLION

More than \$201 million. To be exact: \$201,833,517.

That's the record value of the securities and cash involved in the annual "payout" under GE's employee savings and investment plans which went into the mails to employees and former employees early this month. The figure is based on 1978's year-end market values for GE stock and S&S Program Mutual Fund Units, and the maturity value of U.S. Savings Bonds.

Sam Dolfi, manager of Employee Benefits for General Electric, said that a total of 155,854 GE people shared in the huge distribution.

It went to them as a result of their 1975 investments under the GE Savings and Security Program and their 1973 savings under the Savings and Stock Bonus Plan. The close of 1978 marked the end of the holding periods for savings and investments for those years under the two plans.

Dolfi said that, of the 155,854 on the receiving end of the payout, 139,372 are receiving securities and cash worth about \$193 million in the S&S Program distribution. The remaining 16,482 are receiving about \$9 million in securities and cash under the Savings and Stock Bonus Plan.

Here's how the two plans work:

Under Savings and Security, participants leave their investments in trust for a specified three-year holding period and receive their securities and a 50% company matching payment on the portion eligible for matching. Stock Bonus Plan users leave their U.S. Savings Bonds in trust for a specified five-year holding period and when the period ends receive their bonds and bonus in GE Stock equal to 15% of the cost of the bonds.

Dolfi, points out that "The values of stock shares and mutual fund units, of course, rise and fall, depending on the market. U.S. Savings Bonds, on the other hand, have a specified rate of interest which steadily increases the dollar value of the bonds." He adds that the year-end market value of a GE share on the N.Y. Stock Exchange was \$47.125 per share, and that the year-end value of an S&SP mutual fund unit was \$26.090.

"Most people choose their securities according to their own personal outlook regarding future security values and their own personal goals," Dolfi explains. "Many, of course, plan on holding the securities they are receiving—whether stock shares, fund units or bonds—rather than immediately turning them into cash."

The average price for GE stock in 1975 (when securities now being distributed under S&SP were purchased) was \$45.381. For Mutual Fund Units, the average purchase price in 1975 was \$24.965.

Employees should note that offers to sell or the solicitation of offers to buy any securities offered by the S&S Program or the solicitation of participation or a change in the method or degree of participation by anyone enrolled in the Program is made only by the S&SP Program prospectus, which includes the text of the program.

## PRICES

The "Stock Price" and the "Fund Unit Price" for each month of 1978 are as follows:

Month	Stock Price	Fund Unit Price
January	\$46.518	\$23.158
February	46.033	22.887
March	46.341	23.072
April	48.944	24.308
May	52.483	26.014
June	51.727	26.224
July	52.281	26.274
August	55.636	28.643
September	53.381	28.617
October	51.097	27.457
November	48.667	25.536
December	47.700	26.098

The following represents the closing price of General Electric Stock and Savings and Security Mutual Fund Price on December 29, 1978.

Stock	\$47.125
Fund	\$26.090

## SIX HIT CI JACKPOT

Six headquarters employees found that saving money can really pay when their names were drawn out of the hat at a special Cost Improvement drawing on December 12.

The six, Ginny Gillette, Joe Adams, Lloyd Bergman, Howard Robinson, and John Gillette, all of Systems Operations, and Bill Jewell, International Marketing, had all submitted approved Cost Improvement suggestions for \$25,000 or greater savings. Each won his or her choice of a microwave oven or a 19" color television.

## ARMY CONVENES TO DISCUSS COPPER IMPACT

Over 36 MARK III® Service users from twelve different army commands convened at Redstone Arsenal in Huntsville, Ala. on December 6 and 7.

One of the main purposes of the Army-sponsored seminar, according to Dick Donahoe, AR in the Federal Sales office, was familiarization of new users with the Copper Impact program, an Air Force administered program running on MARK III Service.

Copper Impact is dedicated to improving pricing and costing techniques in the Federal Government. "Copper" is an Air Force code name for "procurement" and "IMPACT" is an acronym for "Improved Modern Pricing and Costing Techniques."

According to Donahoe, "sharing methods for furthering efficiency using MARK III Service was just one of the Army's achieved objectives in the seminar . . . David Koonce from the office of the Secretary of Defense presented the

latest financial analysis program, "Finandis, which will allow Army commands to access the compustat database to closely monitor the financial condition of various contractors before awarding contracts."

In addition, Donahoe said, "Captain George Davidson of Air Force Systems command gave a very informative talk on some of the latest Air Force price analysis techniques on the MARK III Service; and Pat Buteux, Manager of the FEDPROS Branch of Federal Sales, appeared at special army invitation to explain how GEIS's federal procurement branch is organized to support copper impact throughout the U.S."

Pat also introduced Marv Rosenberg, a FEDPROS senior AR, who outlined GE's latest Proposal Pricing System (PPS). Marv's talk was so effective, according to Donahoe, that one group of attendees put up a live PPS model five days later, using only Marv's verbal outline plus handout documentation.

According to Ken Santucci, Manager, FSO, "This is a classic example of our dedication to support federal users. This dedication is an inherent function of our 1979 growth plan, and is paying off."

## 18 CUSTOMERS IN 8 HOURS

(Continued from Page 1)

The insurance/banking seminar was coordinated by Merrit, with the help of Susan Breithner, Senior TR for the insurance industry, Jennifer Jeffrey, AR, and Frank Piacente, Senior Technical Services Representative.

The industrial strategic planning seminar was coordinated by Breithner and Jeffrey.

And the results?

Customer response was overwhelmingly positive. Merrit reports "The district has uncovered 18 qualified opportunities which can be directly attributed to the insurance and banking seminar

alone." Merenda observed "Those customers are now our friends, and we have a responsibility to take full advantage of the rapport we've established to get into these companies and follow up."

Jeffrey reports that only two days after the industrial seminar, a large Fortune 1300 company with which GEIS is currently doing only minimal business called to ask when *she* would have enough time to see *him*. He had six opportunities for business to discuss.

Merenda adds: "I challenge anyone to make more effective use of time."

## UNITED WAY GIFTS UP 34%

1978 ISBD United Way contributions increased 34% over 1977 gifts, according to Dick Lewis, 1978 campaign chairman.

55% of headquarters employees contributed \$55,914 toward United Way agencies and services, compared to \$41,784 in 1977. The 85% participation rate earned the Division the United Way's Gold Award for participation.

Average donation per contributor was \$73, according to Lewis. "I think one of the reasons for our success this year was a sense of constructive competition between Departments and Operations. This was the first time the campaign was organized by Division component. . . ."

He added: "It should also be noted that this year's campaign was a success because most Division employees, regardless of component, felt a sense of humanitarian responsibility on behalf of their fellow citizens. . . ."

# ANSWERING SERVICE

Q. I'm about to purchase a new refrigerator. What do I need to do in order to obtain the courtesy discount?

A. You should carefully check two points before you finalize your purchase. First, make certain the model you select is listed as eligible for the courtesy discount, as certain models may not qualify. If you call Personnel Accounting and give them the model number, they will verify the eligibility and tell you the amount of discount.

Second, you must provide an invoice from your dealer which clearly states *each* of the following:

- A. Your name
- B. The dealer's name and address
- C. The item(s) purchased with the complete model number(s)
- D. The address to which the items were delivered
- E. The date of the delivery

You should review benefit booklet ERB—113E in detail to ensure that you have all the facts about the Employee Product Purchase Plan. For example, the frequency with which products may be purchased under the Plan varies by product. Booklets are available from Employee Relations.

When applying for your discount, you need to complete form FN 519T, Employee Product Purchase Plan Application, and forward it along with the invoice to Personnel Accounting. Forms are available from the Mailroom for Headquarters personnel or from the Branch Administrators for staff in the field.

Q. Is it too late to file a medical claim for an occurrence in 1978?

A. No, but don't wait too long. According to Minnie Glenn, Insurance Benefits Administrator, claims should be filed within 90 days after the end of the calendar year in which the loss is incurred. Benefits Booklet ERB—199E provides all the details.

Answers from Nancy Sullivan, Personnel Practices

## JANUARY SERVICE AWARDS

<b>Thirty Years</b>	<b>Location</b>
Frank L. Hopkins	Rockville
Donald Farrell	Rockville

<b>Twenty Years</b>	
James H. Doyle	Rockville
Francis W. Brzeczek	Oak Brook
Larry L. Rollins	Rockville

<b>Fifteen Years</b>	
Lawrence Dowd	Rockville

<b>Ten Years</b>	
Yvonne R. Torrence	Lynchburg
David E. Barnett	Rockville
Manuel C. Gomez	Rockville
F. Reginald Loy	Richmond
Robert W. O'Keefe	Cincinnati
Hattie L. Moore	Rockville
Loyal J. Huddleston	Denver

<b>Five Years</b>	
Barbara L. W. Cresswell	Rockville
Herbert D. Malone	Rockville
T. J. Bolents	Erie
Patrick J. Gagen	Brook Park
John S. Garrett	Rockville

## GE INSURANCE

(Continued from Page 1)

As in the past, service credits will be granted for the period of an employee's absence, providing she returns to work within eight weeks following the termination of pregnancy. If the employee is still totally disabled at the end of eight weeks, the pregnancy leave of absence will be extended for as long as the disability exists, up to a maximum of one year from the date last worked.

Employees who stop working because of pregnancy should check with their relations manager before leaving to discuss the specific benefits and rules that now apply to pregnancy absences.

Other questions regarding pregnancy disability benefits should be directed to Paul Beaudry, Dialcomm 8\*273-4756.

UPDATE is published by General Electric's Information Services Division, 401 N. Washington St., Rockville, Md. 20850.

**Editor:** Clare Aukofer

**Documentation:** Dex Nilsson

**Contributors this issue:**  
Dick Donohoe  
Jennifer Jeffrey

**GENERAL  ELECTRIC**

*FROM THE PRESIDENT . . .*

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General Electric  
**Information Services  
Company**

401 N. Washington Street, Rockville, Maryland 20850 (301) 340-4000

January 3, 1979

Dear Fellow Employee:

Welcome to the new year and our new company. On January 2, 1979, we, the Information Services Business Division, officially commenced operations as the General Electric Information Services Company.

We join the ranks of others, like the General Electric Credit Corporation, which are self-contained entities, although subsidiaries of the General Electric Company. In this instance the General Electric Company owns 84% of the new company, while Honeywell owns the remaining 16%.

Although our paychecks will come from the General Electric Information Services Company, none of our employee benefits—Insurance, Savings and Security, Pension, etc.—will change at all. They will remain a part of the General Electric Company plan.

As you can see, we continue as an integral part of General Electric Company family, but we are now better positioned to serve our customers and market our services on a worldwide basis. I am certain that we all will benefit significantly from this new arrangement.

Best of luck in the new year,

*Don Bates*

Donald S. Bates  
President and General Manager



# UPDATE

ROCKVILLE, MARYLAND  
FEBRUARY 16, 1979 305.94

## MARKMAKERS '78 "THIS HAS TO BE THE GREATEST!"



Puerto Rico. In limousine loads of twelve to fifteen, more than 500 Markmakers, guests, hosts, and production people rolled onto the Cerromar Beach Resort grounds, greeted by brilliant skies, temperatures in the mid-80's, and the sound of waves breaking on Dorado Beach.

Since luggage was automatically taken care of by hotel attendants, the mainlanders needed to pause only long enough to sign the guest register, make a quick change into beach wear conveniently stowed in handbags or briefcases, grab a couple of rum swizzles, and head for the beach.

That afternoon, winter faces began to glow from the sun while rum baskets awaited the 1978 Markmakers in their

rooms. By eight o'clock a festive crew crowded into the open-air Garden Terrace for *Fiesta Jibaro*, a sumptuous spread of native Puerto Rican cuisine.

Thus the second Markmakers awards meeting began. Winter in the northern States had prepared Markmakers and guests for a tropical holiday, and all across the Garden Terrace and above the music of a Caribbean steel band, one common theme could be heard: "this *has* to be the greatest."

After dinner, couples and small groups of friends headed for the Casino, El Coqui, El Yunque, or the beach for a moonlit stroll before turning in for the evening.

Friday morning. The Surf Room. Fresh pineapple, figs, peaches, pears;  
(Continued on Page 4)

## ENGINEERING: PEOPLE BRINGING PURPOSE TO PROGRESS

February 18-24 is National Engineers' Week, a week set aside nationally to salute engineers and the important work of engineering.

Update would like to take this opportunity to pay tribute to the people of our Engineering Department, and to shed some light on the challenges those people face within our business.

According to Bob Hench, Vice President and General Manager, Engineering Department, "Engineering's chief purpose is to provide the best possible products for our customers. This is becoming an increasingly difficult challenge. The whole computer service business is going through a period of dramatic change. Technology pressures are greater now than any time in our past. The market emphasis has moved from simply providing accessibility to computer resources to developing value-added products.

In addition, while the market requirements are rapidly changing we must continue major technological programs to reduce our production costs since one of the major contributors to the health of our business is cost leadership.

Individual Sections within the Engineering Department face their own sets of challenges. Update spoke with section managers to find out what those particular challenges are. Here are their responses:

Jerry Gay, Manager, Systems Engineering: "Fast growth in the past year has swelled our ranks with many new people who must be integrated into the mainstream of our people and methods. We have to allocate our people resources efficiently, with a focus on solving customer application problems."

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Representatives of various sections within Engineering discuss individual challenges. L to R: Tom Kent, Will Gilly, Pete Manzo, Don Shell.

# JA AIMS HIGH—AND SUCCEEDS!

"It is better to aim high and not succeed than to set a goal that is easily attainable."

Most people would consider that a pretty hefty premise, especially for a group of 10th graders.

Yet there is a group of 10th graders that uses that premise as a motto. The young people are the officers and staff of Ideas Unlimited, the Junior Achievement Company sponsored by GEIS. They are all students at Rockville High School.

Under the tutelage of GEIS advisors Jim Calhoun, Lee Shaffer and LaFayette Jourdan, the group meets at least once a week to manufacture their products (see accompanying story) and keep their company in tip-top shape.

The young people and their parents got together with the advisors and Tom McGinn, Vice President and Manager, Relations, for a special company awards dinner at GEIS's International Training Center on January 19.

Christopher DuPont, President of Ideas Unlimited, outlined for the guests the managerial structure and financial results of the Company, and presented special awards to outstanding Junior Achievers.



*Officers and staff of Ideas Unlimited take a moment to pose in GEIS's International Training Center. Company president Chris DuPont is second from right, and Vice President of Sales and Marketing (and author of our article) Sharon August, is at far left.*

McGinn presented DuPont with the Company's 1979 charter, and urged the group to keep up the good work. He also told the group: "I'm not only proud of the young people, I'm proud of you parents—you recognize the need for Junior Achievement, and you encourage the kids." He added that "we hope to sponsor at least one other company next year."

The JA Company showed its gratitude to GEIS by presenting McGinn with a decoupage plaque with "GE is the LEADER in Remote Computing Services" standing out against a background of wall graffiti.

For an Achiever's view of JA, and a less-than-subtle solicitation of your support of our Junior Achievement Company, see the accompanying story and coupon.

## THREE "LIVE ONES" HELP SELL DMS II

The DMS II Application Prototype has been introduced by popular demand. Last year, field sales people welcomed a published case study on how to use DMS II for human resource management. As a result, Marketing and Engineering developed the concept of application prototypes. Three new prototypes have been released to help you sell DMS II.

The prototypes are part of a continuing effort to provide examples you can use to suggest more ways for customers to use DMS II to solve data base oriented problems.

Each prototype provides you with a complete DMS II Application, including datafiles, report, and update programs. The prototypes are not application packages that purport to do everything. They are examples chosen from a "live"

customer environment, and show how one customer solved on an actual business problem. All are fully supported by Engineering and Customer Service.

The software is available in the MARK III® Service Library. It can be used as is, modified to suit customer needs, or used as a model for developing a customized application. Each prototype has an accompanying application guide, which describes in detail the functional environment as well as the DMS II database and reporting/updating programs. Instructions for running the prototype as a sales demonstration are in the appendix of each application guide.

The three prototypes now available include two that deal with manufacturing: JOB SHOP RAW MATERIAL INVENTORY CONTROL (5610.34) and MACHINE DOWN-TIME REPORTING (5610.35). A third pertains to a financial application, CAPITAL BUDGET CONTROL (5610.36).

Bill Backer, Manager, Data Base Management Programs, indicates that additional prototypes pertaining to other business functions that are receiving marketing emphasis will be released during the course of the year. Bill welcomes your comments on the three available prototypes, along with your suggestions for new ones. He can be reached on \*8-273-4698.

# JA RUBS PALMS AT SHOPPING MALL

By Sharon August  
Editor's note:

Although Update's general policy is to print stories without identifying the author, we've made an exception for the following.

This short piece was written especially for Update by Sharon August, a 15-year-old student at Rockville High School. Sharon serves as vice-president of marketing and sales for Ideas Unlimited.

When can rubbing palms together pay off? It can when Ideas Unlimited, a JA company sponsored by GEIS, is demonstrating a new product at Montgomery Mall during the JA trade fair.

What is JA, people may wonder? Is it a new branch of General Electric? Or an abbreviation for Juvenile Alcoholics? Possibly it might stand for Joggers of America?

Junior Achievement, more commonly known as JA, is a program designed to interest high school students in exploring the business world. JA combines learning with fun, forming an enjoyable experience for those involved.

Thanks to the assistance of three fine GE advisors: Mr. James Calhoun, Mr. Lee Shaffer, and Mr. LaFayette Jourdan, Ideas Unlimited has been prosperous so far.

Rubbing our palms together at the Mall was not totally in anticipation of profits. It was a way to demonstrate our company's new product, frustration pencils. Anger disappears when you twirl those furry pencils until their fuzzy heads stand on end.

Though we are a young company, composed of twelve Rockville High School students, we successfully marketed our first project, decorative decoupage plaques, for the Christmas season. Despite our age and inexperience, our company, Ideas Unlimited, is rated 15th out of 92 JA companies in the metropolitan area.

This isn't a make-believe game, but a real corporation with stocks, officers, breakeven charts, board meetings, and paychecks, especially paychecks. We have set goals and high standards for ourselves in the upcoming year. We are already one-third of the way to meeting those goals.

Being a Junior Achiever means extra work meeting the demands of making our company a financial success. It is worth it, though, because the valuable experience that we gain will be useful to us in the future, whether we choose a business career or not.



*A frustration pencil at rest. To see one in action, use the accompanying order form.*

## FRUSTRATION PENCIL ORDER FORM

To order your own frustration pencil(s) mail this completed form with check or money order and allow two weeks for delivery.

Quantity Desired \_\_\_\_\_ Cost @ \$.75 ea. \$ \_\_\_\_\_

Employees outside of Rockville, Md. please include postage and handling cost of \$.25 ea. \$ \_\_\_\_\_

**TOTAL COST** \$ \_\_\_\_\_

### Mail To:

Ideas Unlimited  
c/o Mr. C. Y. DuPont, President  
15112 Westbury Road  
Rockville, Maryland 20853

Employee Name \_\_\_\_\_

Rockville Location \_\_\_\_\_ Ext. \_\_\_\_\_

If outside of Rockville, Md., please complete the following:

Street Address \_\_\_\_\_

City, State \_\_\_\_\_

Zipcode \_\_\_\_\_

# MARKMAKERS '78

## "THIS HAS TO BE THE GREATEST!"

(Continued from Page 1)

rich egg dishes; lavish meat and fish platters; coffee and tray after tray of sweet pastries: almond, cinnamon, orange, berry and butter—all yeasty, fragrant, and warm.

The first business meeting opened with a 5-screen multi-media presentation "Here Comes the Sun," which set the mood for the meeting: self-measurement, pride, and challenge.

In his keynote address, Roger Hobbs, Vice President and General Manager, National Sales Department, pointed out that excellent job performance is rewarded through compensation, bonuses, management awards, performance appraisals, promotions and the like. But *Markmakers* honors the spirit behind excellent performance, "the quality that enables some to challenge insurmountable odds."

Later, GEIS President and Chairman of the Board, Donald S. Bates, addressed the assembly. He highlighted the achievements of 1978 and the goals for 1979, and stressed the significance of pride and name, both personal and corporate.

After a mid-morning coffee break, Barry Bishop, climber of Mt. Everest, presented an enthusiastically received address on challenge.

In the afternoon, *Markmakers* and guests headed for tennis courts, golf courses, pool and ocean, and—for some—Old San Juan for lunch at El Convento and shopping in small boutiques for gold, exotic perfumes, gems, wood sculpture and island souvenirs.

In the evening, weary tourists and athletes renewed their energy at long banks

of hors d'oeuvres tables. From the reception, *Markmakers* and guests went to the Salon Cerromar, where Flamenco guitarist Juan Carlos and dancers presented a colorful dinner show to a capacity audience.

On Saturday morning, Tom McGinn, Vice President and General Manager, Relations Operation, addressed the group and focused on interdependence, the importance of working *together*. He told the group "we have created a mood of distrust and rugged individualism. We may have created it just to survive . . . but we created a monster . . ." He then outlined five key actions GEIS has already taken to help "tame the monster."

Roger Hobbs later took the interdependence theme and developed it by exhorting 1978 *Markmakers* to help non-*Markmakers* achieve their full potential. The brief Saturday morning session closed with an address by Bill Gove, speaker extraordinaire, and an uproarious multi-media extravaganza, "Sell! Sell! Sell!"

In the afternoon, some *Markmakers* and guests headed for the beaches, others went to compete in golf and tennis tournaments, some snorkeled, and others toured the Ron Bacardi distillery near San Juan.

By eight o'clock, a crowd was pouring into the large ballroom for the concluding formal meeting, a dinner-dance. After dinner, awards were presented by "Mac" McCleary and Ken MacDonald to the sports superstars. Taking the trophies were Arlene Taylor and Blaine Barron, first place in tennis, mixed doubles; Rhonda Brooks and Darryl Taylor, runners-up in tennis, mixed doubles;



Sally Smith, low net in women's golf competition; Eileen MacDonald, low gross in women's golf; John Dunn, low gross in men's golf; and Cal Townsend, low net in men's golf.

In play, as in work, the 1978 *Markmakers* were tops in enthusiasm and performance. After the tournaments awards, couples danced on the ballroom floor 'til the early morning. When the Marshall Grant Orchestra ended its last dance set and the band leader's baton went down, the group applauded vigorously and called for more. The band played on, and after the dance was finally over, many *Markmakers* and guests went on to the gaming tables and the discotheque to enjoy to the fullest their last evening in Puerto Rico.

Sunday morning came too soon for most. Breakfast, lunch, check-out, sweaters and heavy coats swung over the shoulder, the limo ride back to San Juan, the roar of jet engines replacing the roar of waves, and a return to goals and quotas.

But echoing in everyone's mind was a promise each made to each: "see you at *Markmakers* '79!"



## MEET THE MARKMAKERS, 1978

Bruce H. Ackley, John W. Adams, Allen W. Anderson, Calvin Andrews, Silvio J. Anichini, Steven A. Bain, Arthur S. Baker, R. N. Baldor, William B. Barber, Sanyu Barnicoat, Frank C. Beal, Colette A. Beaumariage, Carole Bennett, Ray Bernier, William L. Betts, Jr., Michael P. Binder, Robert J. Binkert, Donald G. Bishop, Linda D. Bishop, Allan G. Boynton, Betty H. Brantley, Susan W. Breither, Lucy Bremond, Bill Brill, Gerald J. Brown, Edward H. Buchanan, Patricia A. Buteux, Tom Butz, James F. Cahill, Grace E. Canning, James N. Carro, Michael P. Chan, Robert K. Choate, Robert Christopher-son, Lyle R. Clugg, John A. Conway, Michael Cook, Kristen R. Couch, Ronald M. Cullen, John A. Cuney, James D. Cunningham, Peter A. Curtin, Arthur S. Davies, Laurel J. Day, Gerald R. Dechen, Linda B. Diamond, Richard A. Donohoe, Betty Douglass, John G. Dunn, Michael J. Emmi, Susan J. Eng, Thomas J. Ferran, Anne Filippone, Richard S. Fontaine, Dave Foster, Brenda B. Francis, Marilyn J. Friend, Dan Fritz, Katherine G. Gallagher, Francisco J. Gargallo, Barbara R. Garner, Rudy Gawron, Randi Gelbwaks, Ronelle W. Genser, Frank W. Gibbins, Michael H. Gibbs, Richard D. Goddu, M. Alvin Goldstein, Anthony J. Gon-salves, John N. Gonzalez, Gordon R. Grant, Donald A. Graves, Gretchen L. Gregory, Max Harris, Wiley L. Harris, Herman Hartmann, Jack C. Hauber, Harold G. Hedge, Paul T. Heiner, Larry Henschel, Victor R. Henschel, Mark T. Hines, Margaret T. Holt, Peggy Huddle, Loyal J. Huddleston, Bryan Inderrieden, Frances E. Jackson, Marsha M. Jacobs,



David T. Jarvis, Bob Johnson, Hillery Jones, Mack Jones, Joseph H. Jordan, Victor S. Joubran, Douglas E. Judson, Iris Jystad, Thomas Kent, James J. Kessler, Ellen Kilpatrick, Timothy P. Kleimeyer, James M. Koepke, Sol A. Koppel, James Krotzer, Joseph B. Krupa, John M. Kupik, Lun C. Kwan, Robert H. Laird, George M. Laraia, R.L. Larson, William H. Love, Reggie Loy, David E. Luttrell, Kenneth G. MacDonald, A. Lowell Maitland, Peter A. Mannetti, James G. Marzonie, Lawrence J. Mauceri, Ed Mazur, Bob McCalley, E. L. McCleary, John D. McEvoy, Larry D. McNeill, Steve Meltsner, Del Merenda, Ron Meyer, Catherine R. Michalak, Ross Millard, Julian D. Miller, Beverly Mills, Al Moss, Matthew F. Mulligan, Lawrence P. Murphy, Jim Murry, Randy Earl Myers, Robert A. Niemann, Michael P. O'Brien, Sung I. Park, Conrad Persels, Karen U. Peters, Jim Porath, Beverly A. Powell, Dennis C. Raddant, Leo B. Ramer, John H. Rayle, William R. Reddig, Micky Redwine, Marty Reese, Eileen S. Reidinger, Eileen M. Ripley, Mannie Roberts, Les Robinson, Paul G. Rohrdanz, Marv L. Rosenberg, James M. Rossini, David W. Rozewski, James P. Schuster, Kent Schwab, Lee Schwieger, Steve Seidner, Fred C. Ser-

fas, A.B. Sims, John A. Sims, Jr., Kaili Kau Skolnik, Fred W. Smith, Jr., Don Soard, John Sowka, Ronald A. Straight, Joe Sullivan, Mel Szot, Elizabeth Taylor, Ralph H. Taylor, Tom Taylor, Dave Thacker, Josh Bradford Thomas, Ronald C. Thompson, P. Calvert Town-send, David A. Travis, Jeffrey A. Tyler, Victor Vargo, Donald E. Verplank, Ernest P. Vodarsik, Cathy Wall, I. Charles Wallach, James S. Walsh, Charles Wal-ter, Karyn A. Walters, Carlton F. Wal-ter, Howard G. Weidberg, Alfred A. Weis, Jack Welch, Fred Weprich, Mur-ray Westrich, Carol J. Wetmore, Paul L. Wexler, Peggy S. White, Dr. Bruce C. Whitener, Gregory L. Williams, Henry A. Williams II, Donald R. Wingate, Elaine L. Wong, Walt Workman, Adolph L. Wzykowski, Debra E. Yan-chak, John J. Yochim, Wayne T. Young.



# ANSWERING SERVICE

## NEW PREGNANCY BENEFITS PROMPT QUESTIONS ON POLICY

Q. When am I eligible to leave on maternity absence and be paid?

A. You've asked two questions. Since the answer to the second one is new, we'll answer that one first:

1) You will be eligible to be paid for maternity (pregnancy) absence when you are certified by your physician as being disabled (no longer able to work). Disability is covered under GE's Weekly Sickness and Accident Insurance Plan, and there is a claim form for your doctor to complete. You will receive 60% of your normal straight-time earnings up to a maximum of \$175 per week for up to 26 weeks. This is available *if* total disability occurs within 31 days of the date last worked.

2) You may leave on maternity absence at any time after you become pregnant. Your service will be protected for up to eight weeks after termination of pregnancy. However, if you stop working more than 31 days before you are officially disabled, you will not be eligible for disability payments.

Q. When I come back, will I still have a job?

A. GEIS policy, in common with that of General Electric, calls for you to return to the same job (or an equivalent) at the end of your maternity leave.

Q. Can I be gone longer than eight weeks after I have the baby?

A. If there is a reason, you may request a leave of absence. This would cover such situations as illness of the child, etc. This leave of absence would *not* however, be part of the maternity leave, and service credit will not be granted for this period. In addition, there could be no guarantees that there would be an available job when you return.

Q. I don't plan to come back at all. Will I still be paid for the time I'm disabled? Can I change my mind about returning?

A. Yes (to question 1), if you leave within 31 days of your disability. (question 2) You will be carried on the inactive payroll from the time you leave up to eight weeks after the termination of pregnancy (maternity leave). If for some reason you change your mind during those eight weeks, you will be able to return.

Q. I left on maternity absence in November, 1978, and my baby was born in early December. Am I eligible to be paid for my absence?

A. If you were still disabled as of January 1, 1979, you might be eligible for payment for the time you were absent after December 31, 1978. You should have been sent a blank disability form by Personnel Accounting. You and your doctor should complete the form and return it to Personnel Accounting in Rockville.

Q. When do I have to leave?

A. You can work as long as you and your doctor feel that you are able to. Please have your doctor provide a written statement indicating your health status and your ability to continue working.

Q. Can I return sooner than eight weeks?

A. Certainly! Whenever you decide to return, call Penny Collins at 8\*273-4122 about a week before you plan to come back. She will explain the procedure for obtaining medical clearance.

In any case, please let your manager know when you plan to return.

If you have any further questions, call me at 8\*273-4756, before you take your leave.

Answers from Paul Beaudry, Compensation and Benefits Manager.

# NEW AND REVISED DOCUMENTATION

## THREE INDEXES REVISED

The NSS (Network Software Services) Program Index has been revised. The new edition is publication 6104.03, Revision D, dated January 1979.

The index describes and indexes several hundred systems, programs, and routines developed and marketed by MARK III Service users. The new edition is about 50% larger than the previous one, and covers products of over 125 NSS authors, including those of 15 different GE components.

The preceding customer-version NSS Program Index is backed up by the internal proprietary document, the NSS Information Manual (6104.04). Issued by NSS Programs, it contains general information about NSS, validation procedures, answers to typical questions posed by NSS authors, contacts for headquarters support, and writeups about

the authors and their products more detailed than the customer version. The NSS Information Manual should be available in each district and branch office, is in an easily recognized green binder, and should now be complete through Supplement 5, with change pages dated December 1, 1979. Supplement 5 was mailed to each office in early February. Additional copies of the supplement may be ordered via the On-Line Ordering System; use publication number 6104.04-5.

Also just revised and distributed this month to field personnel is the internal Company Market File Index (1.09M). It is a necessary reference to Company marketing publications, tells what the "market file" is, lists all publications ever produced for marketing and sales use, has a subject index, cross-references

old and new publications, and shows publication numbers and revision letters accurate as of January 1979. This index is now produced semiannually, and the current version contains nearly 500 changes to the previous edition. Publication is 1.09, Revision M, dated January 1979.

The other popular index, GEISCO's own Library Software Index (5001.02), is undergoing revision but is still several weeks away from publication.

## ENGINEERING: PEOPLE BRINGING PURPOSE TO PROGRESS

*Continued from Page 1*

Dave Foster, Manager, Processing Systems: "Much of our work this year will result in products that will have great strategic significance to our company, and will be highly visible to our customers. We need to maintain, and even improve, our product quality and stability—and continue high-level product innovations for increased capabilities and reduced costs."

Don Shell, Manager, Applications Systems: "The ability to develop and refine our products within the constraints of society, and at the same time use the good features of our environment, are some of our major concerns."

Zigi Quastler, Manager, IBM Systems Program: "Mark 3000 is our

biggest concern this year. We must be sure that it is a sound, competitive product; and we must work toward expanding the market for it."

John Neuenschwander, Manager, Engineering Administration: "We're implementing an entry-level program to attract and keep the very best in software professionals, and we're working on training some of our new people to convert to new programming techniques. We're also going toward overall productivity improvements."

None of those challenges will be easy to meet. However, the GEIS Engineering Department has met tough challenges before, and will again. It's only fitting that a special week be set aside for these "people bringing purpose to progress."



Bob Hench: "Technology pressures are greater now than any time in our past . . ."

## FEBRUARY SERVICE AWARDS

Thirty Years	Location
Charles F. Regner, Sr.	Rockville
Arthur S. Cleary	Rockville
Twenty Years	
Gladys R. Myers	Rockville
Robert R. Hench	Rockville
F. Don Montgomery, Jr.	Nashville
John T. Sellers	Rockville
Fifteen Years	
William L. Schwieger	Houston
William H. Chapin	Erie
Ten Years	
Wallace K. Beck	Rockville
Christopher T. Brook	Rockville
Helen L. Ebaugh	Rockville
Sandra S. Larson	Denver
Murray S. Westrich	Washington, DC
James C. Teapole, Jr.	Rockville
Ronald O. Jackson	Houston
Five Years	
Bruce H. Ackley	Houston
Claudene V. Gilbert	San Francisco
Howard A. Lovejoy	Birmingham
James D. Babcock	Rockville
David E. Luttrell	Indianapolis
Robert N. Votta	Rockville
Paul E. Foster, Jr.	Rockville
Steven C. Furr	Rockville
Charles P. Galloway	Rockville
Gretchen L. Gregory	San Francisco
Jau-Shi Jun	Rockville
Andrew J. Sabol	Rockville
Donald C. Clark	Rockville
Sarah M. Hansen	Rockville

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**Editor:** Clare Aukofer

**Documentation:** Dex Nilsson

**Contributors this issue:**

Sharon August      Lee Shaffer  
Maurice Cottingham      Joan Warner  
Doreen Hilts

MARKMAKERS photography by  
Jim Medley

**GENERAL ELECTRIC**

## CATALOG GROUP FILE SHARING TEST TO BEGIN

Commercial field testing for CATALOG GROUP FILE SHARING, which enables multiple catalogs on a single file system to be validated into a common CATALOG Group, will begin within the next few weeks, according to Dave Clark of Foreground QA and Lee Shaffer of Marketing Planning/Product Requirements.

This new feature allows users within a group to permit the sharing of files and programs among catalog and user numbers within the group. Associated command enhancements (PERMIT, REVOKE, EXCLUDE, DESCRIBE) are documented in the advance release supplement to the command systems reference manual, January, 1979 (3501.01N-1).

To obtain that supplement, or for further information on field test procedures, contact Peggy Guzik (8\*273-4167). To review test procedures, list ADMCUST in the GDY28 crossfile catalog.

A special application form (OLOS Publication number 3502.14) describes security and validation/devalidation considerations, and must be signed, along with the standard field test agreement, by customers in the field test program.

Commercial release of CATALOG GROUP FILE SHARING is scheduled for April 2, 1979.

## ADM SYSTEM IN FIELD TEST

The ADM SYSTEM, a new system that will eventually replace the existing VAL Administrative User System, is currently in commercial field test.

Customers participating in the early weeks of the test program include a major U.S. bank, a major multi-national bank, one of the "Big 8" accounting firms, and several GEIS distributors.

Additional candidates are being added on a regular basis.

Key features of the ADM system include these new capabilities:

- multiple associate administrators can now be validated, enabling delegation of administrative authority and creation of user number control.
- New capabilities providing better control (rights), can be provided to users, including the ability to use the commands PASSWORD, NUM, and MSDC.
- User billing feedback that distinguishes between general invoice or user number billing ranges.
- new security and control related enhancements.

AR's and TR's are urged to contact Peggy Guzik (8\*273-4167) and/or list the file ADMCUST in the GDY28 crossfile catalog to review field test procedures.

## WATCH FOR IMPORTANT LETTER

In the near future, all GEIS employees will receive a letter that is one step in a plan for assuring compliance by GEIS and its employees with the requirements of the federal Toxic Substances Control Act.

The intent of the regulation is that the Environmental Protection Agency be notified when there is reason to believe that a chemical substance presents a health or environmental risk of a kind that is *not already known* by the EPA. The regulation does not require notification concerning *known* chemical risks (such as, for example, those associated with asbestos, mercury, and many other substances for which appropriate control standards already exist).

The company has established a procedure for processing information obtained by any employee concerning substantial risks caused by chemicals. The procedure provides for evaluating the information, and for determining whether, under the regulation, notification to the EPA is required.

The letter advises employees of this procedure, and how to submit information for processing.



# UPDATE

ROCKVILLE, MARYLAND  
MARCH 16, 1979 305.95

## SYSTEMS REGATTA SAILS TO A FINISH

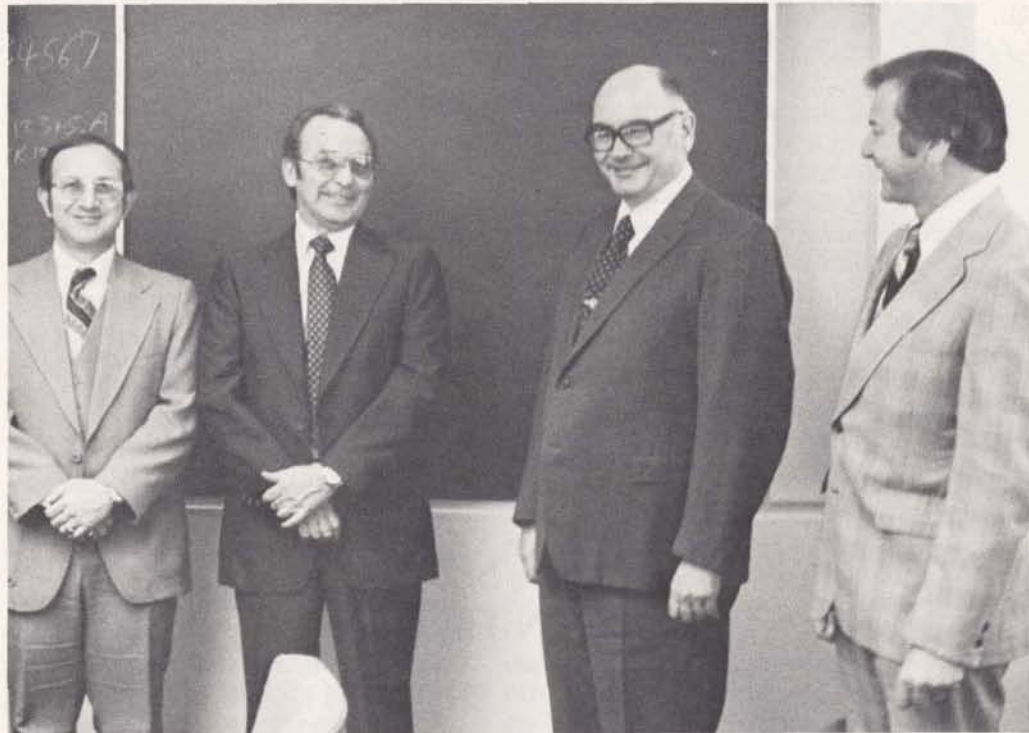
The Systems Operation Cost Improvement Regatta sailed to a splendid finish for 1978, with the Systems Planning section, headed by Jerry Butler, retaining the traveling winner's plaque.

Overall Department employee participation for the 1978 regatta was 37%, with 263% of budget goal realized.

Fourth quarter winning section was also Systems Planning. Butler's group totalled 53% employee participation and 303% of budget goal for fourth quarter, with a total year goal average of 178%. Remote Processing, with 174% of goal, and Quality Assurance, with 168%, finished a close second and third for the year.

Top contributors within the winning section were Howard Robinson, with the greatest cumulative approved savings of \$1,596,000; and John Gillette, greatest number of approved suggestions (five). Both were awarded Cross Pen and Pencil sets.

All of the awards were presented by Systems Operations Department Vice President and General Manager Ray Marshall at his February staff meeting.



Systems Department Cost Improvement Regatta Admiral Ray Marshall beams at Captains Howard Robinson, John Gillette, and Jerry Butler.

## STUDENT LOANS AVAILABLE THROUGH GEIS

GEIS employees may once again obtain direct student loans or loans guaranteed by the company, for either themselves or their children, for the 1979-80 school year.

The Guaranteed Educational Loan Program, offered to G.E. family employees since 1973, provides for the guarantee of student loans by the United Student Aid Funds, Inc. (USAF) on the basis of deposits made by the General Electric Company. The loans themselves would be made by a participating lending institution.

Under the Guaranteed program, students may obtain up to \$2,500 a year for  
(Continued on Page 8)

## SPEAK YOUR MIND! READERSHIP SURVEY INSIDE

Update is *your* publication. We've been saying that for quite some time, and it's about time we proved that we mean it. In this issue you'll find a readership survey. It gives you the chance to tell us what you think of Update, and the subjects covered in it, and to let us know what you'd like to see more—or less—of, in the future.

Your comments will be read, tabulated, and seriously considered in the total communication plan for 1979.

Please take a few minutes to complete the survey. If you like, take more than a few minutes, and add any extra ideas or

comments that you may have—negative, positive, or in-between.

Everyone at GEIS strives to "keep the customer satisfied." *You* are our customers. If you're satisfied, that will be good for the business—which, in turn, will be good for all of us.

You'll find that the survey is easy to remove, fold, and send back. All you need to do it take a few minutes and respond. Why not do it right now? You're just sitting around reading anyway. . . .

Please?

# NEWS FROM CORPORATE

## 'PERSONAL SHARE' STATEMENT DUE IN APRIL

Any day now they will push the "start" buttons in Schenectady and Cleveland, and computers in those cities will begin the "print-out" phase in the preparation of Personal Share Statements for all General Electric family employees—about 280,000 of us.

That's the word from those who are coordinating the "Personal Share" project, which is the preparation of a personalized report for each individual employee on his or her stake in GE employee benefits.

The project is a big job. Those working on the project must contact every GE location, collect both job and benefit related data as of December 31, 1978 on

each individual and feed it into computer programs so that the big machines can calculate specific values each individual has in major General Electric employee benefit plans.

Computers in both Cleveland and Schenectady are being used this year in order to get the Personal Share Statement out in the shortest possible time.

Your own private and individual statement with your name on the cover will go to you alone.

Those handling the preparation of the 280,000 Personal Share Statements say that they expect the computer print-out work to be completed in late March and

that the Statements will be on their way to GE locations about April 1. Actual distribution will take place throughout April, depending on how long it takes for transportation and for individual locations to sort and deliver.

"The Statement will contain the kind of personal financial information that you will need whenever you plan personal financial steps," says Bill LeFebvre, employee benefits specialist here in Rockville. "You will want to be sure to save it with other important documents that you don't want to lose."

## YOUR "PERSONAL SHARE"— HERE'S WHAT'S IN IT

Why will you want to study your "Personal Share" statement and put it aside for consideration when you are planning personal financial steps?

Because it will contain data about your individual stake in General Electric employee benefits. Specifics like the following:

- The amount of your Life Insurance under the GE Insurance Plan.
- The amount of your coverage under S&SP Life Insurance, if you have elected it.
- The amount of your coverage under the Personal Accident Insurance Plan.
- Totals on your investments now in holding periods under the Savings and Security Program.
- Total of your U.S. Savings Bonds now in holding periods under the Stock Bonus Plan.
- The best possible estimate of your retirement income from the GE Pension Plan and Social Security, pro-

jected to normal retirement age of 65 (plus an estimate of your General Electric pension projected to optional early retirement at age 62.)

- The amount of your own Pension Plan contributions for the past year.
- The amount of your total Pension Plan contributions up through the end of 1978.
- Plus quite a bit more, including details on your GE medical expense protection, disability income, vacation pay, etc.

Look for your "Personal Share" statement in April. When it arrives, be sure to study it and save it with your personal records.

## MARCH SERVICE AWARDS

Ten Years	Location
George M. Laraia	E. Orange
Norman R. McBurney	Atlanta
Roy W. Gamer	Rockville
Ronald I. Fellows	San Francisco
Joseph M. Grzegorzewski	Rockville
Terrence L. Thiel	Rockville
Neil M. Purves	Philadelphia
Five Years	
James A. Beesley	Brook Park
Priscilla M. DeMilt	Rockville
Paula J. Evans	Brook Park
James G. Marzonia	Denver
Elena M. Sacchet	Rockville
Marilyn M. Mouly	Rockville
Mary Jane Low	Schenectady

# NEW AND REVISED DOCUMENTATION

## ANOTHER 17 PUBLICATIONS FOR YOUR USE

Added to the indexes described last month is a new **Forestry Index** (5001.06). It concerns applications for the forest products industry, contains descriptions of both NSS author and GEISCO-generated software, was compiled by Karen Mask of the Seattle District, and should be of particular interest to customers in the Northwest. Like other indexes, it contains company/author and program-name indexes.

Since revision of **Sales Manual** materials last November, several new feature profiles have been added. Issued December-March were those on **Files & Storage** (910.04E), **High-Speed Service** (3910.00H), **NSS** (6103.01), **Currency Exchange Database** (5103.45), **Securities Database** (5105.08), and **NSS products PDS** (6137.01), **Petroex** (6214.01), and **Value Line** (6272.01). These are reflected in the **Index**, the latest version of which is Revision A (304.13A) of January.

Three important supplements have been released: One, on **High-Speed Service** (3910.01C-3), describes new features to HSS including AUTOSAVE, record-level positioning on HSS input

and output, and new \*MODE card changes, as well as some corrections to the manual. The second, on **GCOS Background Implementation Changes** (2000.60), describes user-visible changes that will occur from GEISCO's implementation of Honeywell's software Release J planned for later this year. Its intent is to provide sufficient lead time for adjustments required to run under the new software. Major areas of impact are on IDS H\* files, the execution (\$\$) report, JCL requirements, and direct interface priority processing. The third, for the **NSS Program Index** (6104.03D-1), corrects the listing of PSI Energy Software programs in the January printing. Page 61 was misplaced and should be p. 62; p. 62 should be p. 63; p. 63 should be p. 61.

There are two new terminal operations cards: **Honeywell Level 6 with 3780 emulator** (3910.33) and **Sycor 440 with 3780 emulator** (3910.34).

The **Hong Kong** sales guide (700.09A) was revised and re-distributed.

The **MARK 3000 Service Internal Transition Guidelines** (2051.01) were

distributed during February with other documents supporting MARK 3000 Service. In Section 8, newly available documents are listed. All will be orderable via OLOS no later than March 19. The ones described as essential and most others are in stock; some from IBM will be temporarily back-ordered. Please check the guidelines carefully and do not order large quantities of all documents listed, as most may be necessary.

Reminder concerning the new **Course Quarterly**: The last issue was mailed to the 35,000 people on the MAIL\* mailing list. Each copy contained a card for the reader to request future issues. About 2,600 cards from non-GEISCO people were received—a good response. The new April-June issue (4001.01P) will be mailed to those 2,600 people who expressed interest in training information. Copies for other customers will be shipped in bulk to district and branch offices, and NSS authors involved, around March 22. Another card inside will permit additional people to enter free subscriptions.

## NEW SALES AIDS

### FINANCIAL SALES GUIDE COMPLETED

How do you sell to financial managers? What kind of financial business reports do executives need? What kinds of responsibilities do financial executives have, and what are their information needs? What types of applications and capabilities can we sell to VP's of Finance, controllers, treasurers, and financial analysts?

The answers can be found in the new selling guide—"Financial Management Marketplace" recently sent to all Field Sales & CA personnel.

This comprehensive package of sales aids also contains the new financial management executive sales presentation, "How General Electric Helps Financial Managers." In this way, all of the people in the sales cycle—ARs, TRs, CA specialists—will have their personal set of slides and a scriptbook that can help sell GEISCO's financial capabilities to the financial marketplace.

### IN MEMORIAM

In Memory of Frank Moseley and Joe Savage, who died during the month of February. Our sympathy to their families.

# ANSWERING SERVICE

## ARMY SUMMER CAMP NO FINANCIAL HARDSHIP

- Q. I am in the Army Reserve and will be going to summer camp in June. What is GEISCO's policy concerning pay for those two weeks?
- A. If your military pay, without subsistence and quarters allowances, is less than your normal GEISCO salary, the Company makes up the difference for the period of such training. Your time card should be marked "Military Duty" and should be accompanied by your Army pay voucher. These are the documents used by Personnel Accounting to compute your pay.

- Q. I am planning to take some college coursework in the Fall. How and when do I request tuition assistance?
- A. First you need form ER-11, Application for Educational Expense Reimbursement. These are available from the Rockville Mail Room. You should complete the form in detail and forward it to your manager for approval. To ensure consideration of your application, it should be submitted to your manager before you register for the courses.

Answers from Nancy Sullivan, Compensation and Relation Practices.

## UPDATE EDITOR WINS AWARD

Recognizing that modesty would prevent your editor, Clare Aukofer, from reporting her literary recognition to you, her colleagues have taken the liberty to submit this newsworthy item to the readers of Update.

Clare Aukofer, Communication Specialist in the Relations Operation, and Editor of Update, has been awarded Second Place-Feature Story, by the Maryland-Delaware-D.C. Press Association. The award was for a freelance story she wrote last year for the Montgomery County Sentinel, a suburban Maryland newspaper.

Clare wrote eight stories for the Sentinel in 1978, receiving an average of \$15 an article. "Obviously," she says, "I wasn't doing it to get rich. I did it for

exercise. The more you write, the better you get at it. And most of the stories were kind of 'off the wall' and fun to do."

Editors of the Sentinel entered the story in the contest without Clare's knowledge. It won in the category of Feature Story—Weeklies with over 10,000 circulation. According to contest officials, that category had the most entries in the contest, although actual entry count varies at between 500 and 1,000.

The subject of the winning article, according to Clare, was "a very irreverent look at a cat show." One of the judges noted in written comments about the article, "... and I don't even like cats."

Well penned, friend!

**Editor's note:** Thanks, colleagues!

C.E.A.

## WHOOOPS!

Some Markmakers were inadvertently left out of our February issue. Our apologies (and congratulations) to:

Ken Santucci  
Dick Lewis  
Lynn Stein

## STUDENT LOANS

(Continued from Page 1)

undergraduate, and \$5,000 per year for graduate study. Individual lending institutions, however, might have limits below the maximum. The loans may total up to \$7,500 for undergraduate study and \$15,000 for undergraduate and graduate combined. No interest will be charged while the student is attending school, or for nine months immediately following study completion or termination of attendance. After nine months, the interest rate would be 7%, with a minimum monthly payment of \$30.

Under the Employees Educational Loan Program, which is in its 23rd consecutive year, employees may obtain loans directly from the company for themselves or their children for fulltime higher education, on a day or evening basis.

The direct loans must have GEIS Company-level approval.

Employees may borrow up to \$1,500 per student per year with a maximum of \$5,000 outstanding for one student, and a total of \$10,000 outstanding per employee borrower. Interest on the direct loans approved for 1979-80 academic year is 9% per year, or the maximum legal rate in the state in which the loan is made, whichever is lower. All 1979-80 academic year loans must be approved by December 31, 1979.

For more information on either loan program, contact Judy King in Rockville, dial comm 8\*273-4694.



Engineering Department Vice President and General Manager Bob Hench (2nd from R) presents Tom McKone with a \$100 check for the Cost Improvement Suggestion that took Engineering over 100% of its 1978 goal. The check was presented late in 1978, but by year-end, Engineering had reached 130% of goal. L to R: Gene Vennesland, McKone, Ned Heinbach, Hench, Bob King.

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Editor: Clare Aukofer

Documentation: Dex Nilsson

Contributor this Issue:  
Dorothy Hevey

GENERAL  ELECTRIC

# UPDATE

ROCKVILLE, MARYLAND  
APRIL 20, 1979 305.96

## NATIONAL SECRETARIES' WEEK: A ROSE BY ANY OTHER NAME . . .

. . . might be called "appreciation". That's the consensus of six secretaries Update spoke with about National Secretaries' week, scheduled this year for April 22-28.

While none of the secretaries we interviewed would decline a bouquet of flowers, all agreed that a bouquet of thanks—year 'round—would be much more appreciated.

Update spoke with each secretary, and asked one simple question: "What would you like most from your boss or bosses for National Secretaries' Week?"

Here are their responses:

JAN MANILI, Engineering:

"I'd like them to **acknowledge** it!"

JACQUIE SAUR, Employee Relations:

"I don't believe in National Secretaries' Week. A manager should show appreciation for his or her secretary every day. Even horses get sugar cubes!"

SARA HINDEN, Systems:

"I am fortunate enough to have a boss who thinks **every** week is National Secretaries' week, and treats me that way. The satisfaction I get from doing my job every day comes because he doesn't hesitate to tell me—or others—how good I am."

DEBBI BUSH, Finance:

"I'd like a telephone answering machine, that would say something like 'He/She is out of the office right now. If you'd like to leave a message, wait for the tone . . .'" Then I could get some **work** done!"

GERI JOHNSON, Strategic Planning:

"My boss lets me know that he appreciates me. He's always doing little things. Once, after a particularly tough job, he sent me flowers as thanks. When he went to Puerto Rico, he brought me a gift. I couldn't expect any more."

JOAN IRANI, Sales:

"I'd like my own secretary!"



*A typical GEISCO secretary during one of her less busy moments.  
(Model: Debbi Bush)*

## AN OPEN LETTER: FROM ONE SECRETARY TO OTHERS CC: THE MANAGERS

Karin Church, Secretary in the National Sales Department took time at home (she certainly doesn't have it at the office . . .) to draft an open letter to other secretaries—with a very definite copy to bosses. Here is her letter:

Dear Colleagues:

Here we are again, with National Secretaries' Week right around the corner. Actually, why is there such a week—and why should it be necessary? For some, I suppose, it might be viewed as "National Appreciation Week"; for others as the week your manager is obligated to take her or his secretary out to lunch—which sometimes proves awkward for both.

Don't get me wrong. I'm not knocking National Secretaries' Week. But let's discuss for a moment or two just what a secretary today is and what our concerns and feelings are in this role.

There are some of us who are lucky enough to have a position that is challenging and interesting, and also offers career potential.

There are some of us who are perfectly satisfied to stay just where we are, because of familiarity with the boss and/or a position that creates a comfortable, secure and satisfying atmosphere. These are two situations that fill specific needs

*(continued on page 6)*

# SURVIVORS!



When the Great Blizzard of '79 dumped over a foot of snow on the Washington Area in February, 28 Rockville Supercenter people managed to get to work (or, in some cases, *stay* at work), despite nearly impassable roads, to keep the Maryland Center ready to serve customers. They were rewarded with T-Shirts and a dinner by Systems Operations managers. Pictured here

modeling the shirts, which read "I survived the blizzard of '79" are (l to r): John Ebaugh, Sue Burdette, Mike Watts, and Dee King. Other "survivors" are Carl Arrington, John Boyd, Gene Bryan, Chuck Dolinger, Curtis Fields, John Gummo, Pat Gwinn, Keith Hamilton, Steve Jenkins, Pauline Kwan, Mint Kukainis, Jim Mayette, Bill McCall, Mary McCarraher, Steve Nelson, Pat O'Connor, Frank Price, Mike Rowley, Anita Shipman, Pete Swanson, Leon Tibbs, Bob Vanderley, Mike Wilson, and Jerry Zelt.

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## APRIL SERVICE AWARDS

<b>Thirty Years</b>	<b>Location</b>
Edward Mitchell, Jr.	Rockville
<b>Twenty Years</b>	
Gerald L. Lechliter	Rockville
Nick Stamatiades	Brook Park
Richard H. Gray	Rockville
<b>Ten Years</b>	
Elaine Bunch	Atlanta
Kenneth M. Yajko	San Francisco
Robert T. Aitchison	Oak Brook
Brian D. Garnichaud	Rockville
Carolyn H. Jones	Rockville
Rodney A. Lemberg	Rockville
Robert E. Christopherson	Los Angeles
Denis D. Senko	Rockville
William D. Wright	Nashville
Norman E. Wetzell	Rockville
Sol A. Koppel	New York, NY
William P. Luscombe, Jr.	Boston
Jean-Paul Richard	Rockville
James W. Spencer	Atlanta
Dean H. Steiner	Nashville
Roger B. Wilberg	New York, NY
<b>Five Years</b>	
Dan J. Henderson	Rockville
Charlotte A. Florer	Rockville
Donald L. Weber	Rockville
Lawrence M. Henschel	Atlanta
John B. Summerville	Rockville

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# NEWS FROM CORPORATE

## PS: DON'T MISS IT!

"We wanted to provide GE people with an easy-to-read, compact statement on their individual values in GE employee benefits and we think the format we've used these past few years has been one of the best for achieving that purpose."

That's how Sam Dolfi, manager of employee benefits for General Electric, describes the Personal Share Statements now being distributed to employees throughout General Electric.

Distribution will begin after April 20 for GEISCO people.

The Personal Share Statement is a special document for each GE employee. It's format allows computers to fill in the specifics of each employee's stake in company benefits.

"For example," says Dolfi, "your own Personal Share will project your retirement income at age 65 based on data available at the end of 1978. The estimate will include your Social Security income, as well as your GE pension. It will specify your pension contributions as of the end of 1978, as well as the amount of pension credited to you on that date."

"The Statement will also show your personal life insurance coverage under the GE Insurance Plan, your Personal Accident Insurance coverage, the securities now in holding periods under GE savings plans, and much more."

### Started in Early '50s

GE began providing employees with the specifics of their own stake in GE employee benefits way back in 1951—decades before government regulations began to require companies to give employees specifics of their credits under major benefit plans.

"It's a valuable document," says Sam Rolfi. "It required a lot of effort on the part of many people in many locations to prepare it. Each employee will want to study his or her statement and save it. It has personal financial facts that will be useful in making plans or evaluating your personal financial situation."

## IN FIRST QUARTER SALES, EARNINGS UP; PROFIT RATE AT 6 CENTS

GE's rate of profit in the first quarter of 1979 was 6 cents on each sales dollar. Last year's first quarter profit was 5.6 cents. Total dollar sales and earnings climbed compared to last year's comparable period.

Commenting on the total-year outlook this week, GE Chairman Reginald H. Jones noted that "While our 1979 results should show improvement over 1978, GE economists continue to forecast a slowdown on the U.S. economy in the second half."

Sales of General Electric in the first quarter of 1979 were \$5.08 billion, up from the \$4.44 billion reported for the same quarter of 1978.

Earnings of the Company were \$303.4 million in the first quarter, an increase from the \$247.8 million in the first quarter of 1978.

Commenting on the first quarter 1979 results, Mr. Jones said: "The earnings improvement from the first quarter of last year was due principally to higher sales on which strong operating margin rates were maintained. Improved earnings for the current period also included higher income from a variety of other operating

and nonoperating sources, including interest earned, as well as a lower overall effective tax rate reflecting the somewhat reduced U.S. Federal income tax rate.

Mr. Jones summarized results for the various segments of the Company in the first quarter of 1979 compared with those for the same quarter of 1978 as follows:

■ Consumer Products and Services earnings were well ahead of those of a year ago on good sales increases. All major business components contributed to the better results, with lighting products being particularly strong. In addition, the Company's nonconsolidated finance affiliate, General Electric Credit Corporation, reported earnings of \$19.6 million for the first quarter of 1979, an increase from the \$16.2 million for the same period in 1978.

■ Industrial Products and Components earnings showed good improvement from the 1978 quarter on higher sales by all principal operations, led by those serving industrial, contractor, and transportation-systems markets.

■ Power Systems earnings exceeded those of last year, primarily because of a more favorable mix of shipments. Sales were about the same as for the 1978 quarter.

■ Technical Systems and Materials earnings showed sharp improvement from the 1978 quarter, principally reflecting good sales increases. Aircraft engine sales and earnings were up substantially, and higher sales of engineered materials were accompanied by good earnings leverage. Medical systems and information services operations also contributed to the improvements.

■ Foreign Multi-Industry Operations earnings and sales were about the same as for the comparable quarter of 1978. Although not classified in this segment, export sales from the United States continued at high levels.

■ Natural Resources first quarter earnings were \$51.8 million, up from \$48.0 million for 1978. Earnings from higher prices realized by Canadian copper operations were the principal reason for the increase.

# NEW AND REVISED DOCUMENTATION

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## MARK 3000® DOCUMENTATION RELEASED

In February, the **MARK 3000 Service Internal Transition Guidelines** (2051.01) were distributed to field Sales and Headquarters personnel. Section 8 listed publications to be available to support MARK 3000. All of those system and language documents are now available via the On-Line Ordering System.

Six of those publications are "essential" for customers:

The **MARK 3000 Service Transition Guide** (2051.06) is designed to assist users in their transition from MARK III®

VS Background to MARK 3000 Service. It points out differences between the two services and explains how these differences will impact processing.

The **MARK 3000 Service User's Guide** (2051.07) describes the MARK 3000 Service and provides information on how to use it. Included are sections on TSO, RACF, TMS, JCL, language processors, utilities, and remote job entry.

Three IBM manuals are also considered essential for MARK 3000 Service

users. These are listed below with their OLOS order numbers:

**OS/VS2 JCL** (2050.30)

**OS/VS2 TSO** (2060.07)

**OS/VS2 MVS TSO Command Package** (2060.11)

The revised **Publications Price List** (402.01S, dated April 2) contains a section devoted entirely to MARK 3000 Service documentation. All publications supporting the new service are listed, cross referenced to their IBM numbers, and shown with latest prices.

## ANSWERING SERVICE

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### HOLIDAY POLICY, JURY DUTY

Q. I have received a summons to serve on a jury panel in May. What happens to my salary?

A. All salaried employees are paid straight-time salary during the period of jury duty without respect to the payment received as a juror. Your time card should be marked "Jury Duty" for the days you are required to serve.

Q. In January I transferred to GEISCO and I'm unclear about the elective holidays. What is the policy?

A. For the 1979 calendar year, a new feature regarding the holiday schedule has been introduced. Only eight holidays are designated, with the remaining two being selected by each employee. For example, you may want to select your birthday as a holiday this year.

Inform your manager at least one week in advance of the date you decide to take your elective holiday(s). If a section has an established practice of providing a longer notice period for scheduling time off, such practice shall prevail.

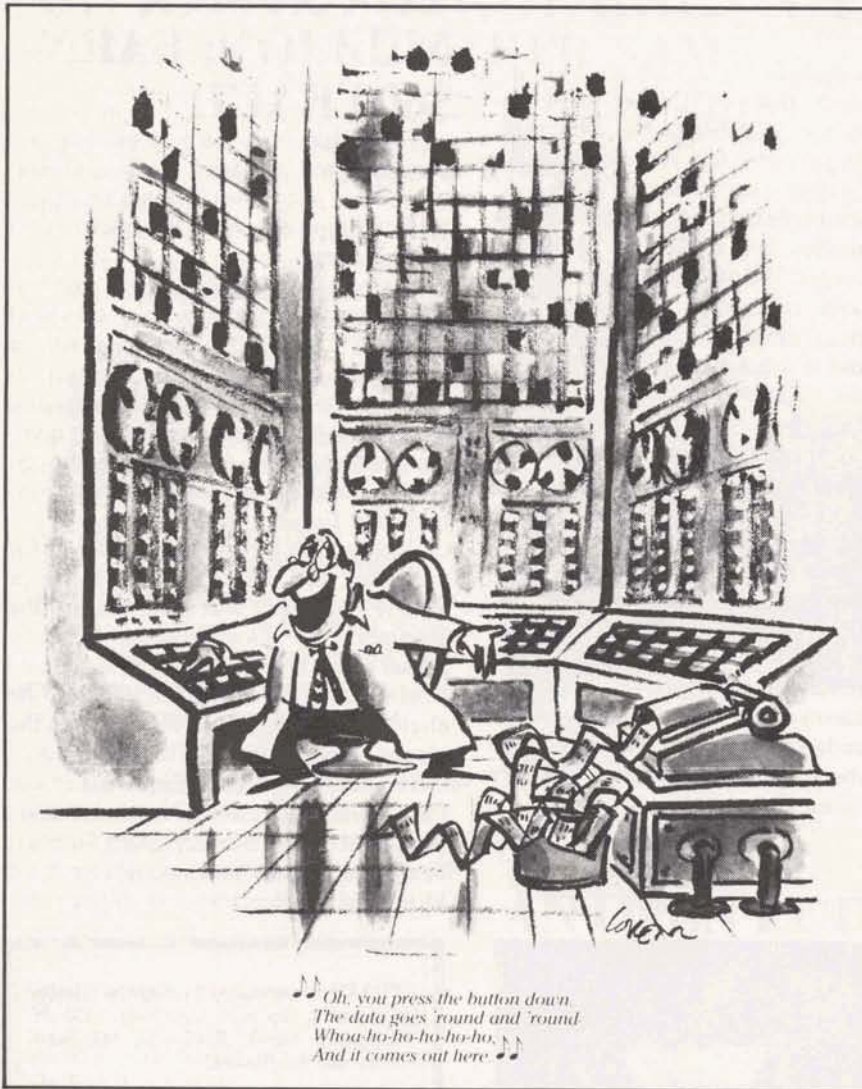
Elective holidays are to be scheduled and taken within the calendar year. It may be necessary for field components to designate one or both elective holidays as a result of local practice or statutory requirement.

Answers from Nancy Sullivan,  
Compensation and Relations  
Practices



# NEW SALES AIDS

## HOW YOUR COMPANY CAN USE COMPUTERS BEST



GEISCO's new ads, which feature the above headline, some extremely informative copy, and this cartoon by a well-known cartoonist, have already begun appearing in major business publications. The insertion schedule through early July is printed below. Look for the ads, and make sure to point them out to your customers.

WALL STREET JOURNAL, National Edition: April 20, 27; May 11. East, Southwest and Western Editions: May 22; June 6, 19. Midwest Edition: May 24; June 7, 20.

FORTUNE: May 7; June 4; June 18.

BUSINESS WEEK: May 7, 21; June 4, 18; July 2.

DUN'S REVIEW: June 2.

## AN OPEN LETTER

(continued from page 1)

—both personal and professional. And isn't that what we all strive for? To fill our needs?

Most secretaries I have known, both in the past and now, are hard working professionals whose quest to be a professional was and is built on the same premise as their bosses'—a desire to be the very best they can. Sometimes that means being the very best secretary possible, because that's what they want. Sometimes it means being the best secretary possible because they want to learn enough to be able to advance themselves.

It can be difficult for some who want to break out of the stereotype role of 'just' a secretary, or the "my girl" syndrome, and be recognized for abilities and capabilities that may reach outside of that role.

Communication, and its end results, are the key. How are our managers to know what our ambitions and capabilities are unless we tell them?

It's up to us to communicate our feelings—negative **and** positive—to our bosses, just as they must communicate their feelings to us. That can be a very difficult thing to do, and much depends

on how receptive you both are to communication. But you'll never know unless you try. In other words, if you're happy in your job, tell your boss. If you are not happy—do the same!

As secretaries today, we have more opportunities and challenges than our predecessors. We have more opportunity to achieve our goals, whatever they might be. Attitude, flexibility, frame of mind and a great deal of patience can mean the difference between being an "average" performer and being a real asset to our organization.

Let your boss know that you are interested in the organization and want to be involved. If you feel that you can handle more responsibility, let him or her know that, too—and then show that you can do it! Chances are, they'll really appreciate it.

You must give to get.

Whatever your needs may be; whatever needs you may have yet to fulfill—from one secretary to another: My very best wishes for a happy voyage.

*Karin*



... Are flowers really enough?

## TEN SAVE A MILLION; EARN \$600 EACH

Six people from the Engineering Department, and four from Systems Operations, have just proved that ten heads can be better than one when it comes to cost improvement.

The ten jointly submitted a cost improvement idea that can save GEISCO \$1,171,872 annually. The idea, to use intelligent multiplexers to reduce requirements for IN-WATS lines and MRC's in high and low density communication traffic areas, has been approved for implementation by both Systems and Engineering.

Each person receives award credit for one-tenth the amount of savings, or \$117,197.20, and will receive all of the non-monetary awards—desk planner, parker cube, briefcase and Cross pen and pencil set. Each of the ten will also be eligible for a \$600 cash award when the idea is implemented.

The idea people from Engineering are: Casteret Cheung, Neil Hermansdorfer, Wally Lee, Larry Mauceri, Ken Sumner, Terry Thiel. From Systems: Bill Brill, Ed Mitchell, Jim Rowley, John Touch.

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**Editor:** Clare Aukofer

**Documentation:** Dex Nilsson

**Contributor this issue:**  
Karin Church

**GENERAL  ELECTRIC**

# UPDATE

ROCKVILLE, MARYLAND  
MAY 18, 1979 305.97

## FCS KEEPS THE CUSTOMER SATISFIED DESPITE STRONG EFFORTS BY COMPETITORS

Early this year, a Dallas specialized software firm that had been distributing its software on the MARK III® Service, found business expanding, and faced the problem of increasing costs both for itself and its customers.

As a result, the firm decided to take a second look at established ways of doing business. That included a second look at the MARK III Service—and a look at some GEISCO competitors.

The firm had been a GEISCO customer for nine years, and SR. AR Judy Stringer had no intention of letting the account slip away. Dallas Branch Manager Lee Demarest agreed.

According to Demarest: "We could see only two alternatives: giving them a discount on our service, which could mean diminished revenue for us; or a fixed capacity system. Obviously, the FCS was the way to go."

Once that decision was made, the Field people turned to Bob Fohl's MOS (Major Opportunity Sales) group at

Headquarters. "It was the logical place to go," said Demarest. "That group handles FCS, and Bob Fohl has always been extremely helpful."

With the Dallas request for help in hand, the MOS group swung into action.

MOS, a subsection established within Paul Inserra's Headquarters Sales section about a year ago, then began work on what MOS Project Manager Jim Nelson describes as "phase one" of any FCS Project.

"Phase one" involves what Nelson refers to as "blueprinting, qualification, and strategy."

The group first looked at the revenue involved in the account, the penetration, and the challenge. (New account, save, etc.—in this case, the account was a save.)

After blueprinting the account, Fohl, Demarest, Stringer, and Project Manager Don Wright, established the proper strategy, and, with the aid and approval of Southern Region Manager Jim

Spencer, began to design the approach. (MOS staff strongly suggests that Field people not discuss FCS strategy with a customer without first working with the MOS group, as Demarest and his staff did. The reason, according to Nelson, is "We've had the opportunity to study all of the FCS options. That's our job. We can often suggest alternatives that are not generally known.")

After strategy was established, phase two of MOS's job began. The "conceptualized presentation" is the customer's introduction to the possibilities of FCS.

Following the initial, tailored presentation, a joint study of the customer's needs, which involved cooperation of MOS, the Branch, the Region and the customer, was made. In this case, those involved in the study were Wright, Fohl, SR. TR Effie McCullough, Demarest and Stringer, along with representatives of the customer company (CA is sometimes involved in these studies, although that was not the case with this particular account.)

Following the study, Wright and Jim Gilbert, MOS—FCS Analyst, "sized" the proposed fixed capacity system, es-  
*(continued on page 6)*



The MOS group slides into preparation for a Fixed Capacity presentation. Upper row, left to right: Jim Nelson, Dick Walsh, Bob Fohl. Bottom row, left to right: Don Wright, Craig Hartz, Dan Fritz, Lisa Dillon. Not pictured: Jim Gilbert, John Butler.

### IN MEMORIAM

Art Munson, Senior Technical Writer, died on April 22 of an apparent heart attack. Although many at GEISCO knew Art, few knew that, in 1962, he was a member of a journalism team that took a Pulitzer prize for exposing a north Florida bootlegging ring.

Art joined GE in 1963. He was a kind man and a good friend to many of us. Our sympathy to his family, who will miss him even more than we.

## SURVEY RESULTS IN!(First of Two Parts)

Nearly 19% of you took time to respond to the Readership Survey published in the march issue of Update.

Actual percentage of response at the time the survey was tallied was 18.9%, with a fairly equal division between Headquarters (9.4%) and the Field (9.5%).

About thirty surveys dribbled in after tabulation, so those particular ones were not counted in the final tally. However, any comments included were read and taken into account.

Generally, the survey showed that most of you, both in the Field and at Headquarters, read Update "All the time". (79.8% Field, 73.7% Headquarters). One survey respondent, apparently ever on the lookout for possible grammatical idiosyncracies, checked the "all the time" box, and followed the check with "Whenever I get it—not continuously." We admit it—that particular answer choice was poorly phrased. However, the comment provided us with a much-needed laugh.

The majority of you read most, or at least some, of the articles. (Most of the Articles: 64.9% Field, 56.3% Headquarters. Some of the articles, 33.0% Field, 39.5% Headquarters.)

Only 2.7% of Field, and 7.9% of Headquarters respondents, indicated that they "seldom" get something worthwhile from Update.

Because Update serves such a diverse group, we wanted to find out what people in both the Field and Headquarters were interested in—together and separately. Within the top five types of stories respondents from both areas indicated interest in were new contracts/customers, seminar/workshop stories,

and Answering Service. New Sales Aids and New and Revised Documentation were rated well in the field, while Headquarters people showed high interest in individual contribution stories and stories about benefits.

Respondents from Field and Headquarters alike definitely wanted more information on GEIS business plans, changes and problems, with 83% of the Field and 76.3% of the Headquarters respondents requesting more of that kind of information.

We plan to do our best. Please understand, though, that because we have to assume that some copies of Update will get to competitors, we are sometimes limited on the amount of "plan" information that we can put into print. However, we can—and will—put more in print than we currently do.

Benefits and Corporate Information were two other categories about which both Field and Headquarters requested more information.

The numbers and basics of the survey, however, represent only part of the total picture. Although not as many respondents as we would have wished penned comments, some did.

We'll give you some of the comments, and information about how we plan to improve Update and respond to some of your specific needs, in the June 15 Update. Watch for it.

*To be continued.*

## MAY SERVICE AWARDS

	Location
<b>Twenty-Five Years</b> D. K. Johnson, Jr.	Brook Park
<b>Twenty Years</b> Nicholas A. Forte Michael A. Farsaci	Cincinnati Syracuse
<b>Fifteen Years</b> Barbara A. O'Neil Blaine A. Barron	Erie Rockville
<b>Ten Years</b> Linda C. Crisafulli Richard S. Fontaine Ellen F. Kilpatrick Anthony D. Merenda, Jr. Allan Abrams Allen W. Anderson David R. Halliburton Kenneth P. Conroy Charles K. Hatch, Jr.	Rockville East Orange Dallas East Hartford Stanford New York, NY Rockville Charlotte Rockville
<b>Five Years</b> Thomas A. Westphal Michael L. Johnson Karen A. Walker Lewis E. Goodrich, Jr. Christine M. Hajek William M. Lipton Karen O. Moats J. F. Zelt Michael G. Dubrasky Catherine E. Field Bernard F. Girma Guyler Magruder Janet Williams Joan K. Irani Loren F. Paulozzi Conrad P. Potemra Michael A. Lapinski Stephen M. Ropelewski	Rockville Nashville Brook Park Houston Brook Park Brook Park Brook Park Rockville Rockville Rockville San Francisco Rockville Rockville Rockville Rockville Rockville Brook Park Brook Park Brook Park Rockville

# NEWS FROM CORPORATE

## SOS: EMERGENCY MEDICAL AID AVAILABLE ABROAD

The same emergency medical service that is provided to GEISCO employees and their families who travel to foreign countries on Company business is now available at a reasonable cost to employees and retirees travelling for pleasure to a foreign country. It's called the SOS Medical Security Program.

When you're in a foreign country and need emergency medical aid for what you believe is a serious condition, you could find it difficult to get medical help because you can't find a doctor who speaks English or the kind of medical service you need is not available. It can be a life or death situation for you, your spouse, or a member of your family. "SOS" can be helpful to you in meeting such a situation.

If you become an SOS member and need special medical assistance anywhere in the world, here's what "SOS" can do: You call an "SOS" emergency number that's manned 24 hours a day 365 days a year. (Your membership material

will give you the closest "SOS" number.) "SOS" promises that your call will bring immediate assistance. The assistance can range from a medically equipped aircraft that will go to the far corners of the earth to pick you up and bring you to the medical facilities and doctors you need. Or the phone call may be able to direct you to an English-speaking doctor nearby who can provide you with the treatment you need.

You don't have to be in one of the world's far corners to obtain service. SOS provides its medical assistance as long as you are 100 or more miles from home.

Employees or pensioners planning to travel outside of the U.S. may want to investigate the value of the SOS Medical Security Program. Membership applications under special rates for GEISCO employees or pensioners are available from ISOS Assistance, Inc., 1420 Walnut Street, Philadelphia, Pennsylvania 19102, (215) 732-9091.

## DISNEY DISCOUNTS AVAILABLE

GEISCO people, both employees and retirees, are eligible for membership in Walt Disney's Magic Kingdom Club. It offers special values greater than those available to the general public at both Walt Disney World in Florida and Disneyland in California.

To obtain a Magic Kingdom Club membership card (valid for you and all members of your family) send your name, home address and employee pay number, along with a self-addressed legal size envelope, to Georjanne Edom, GE Carousel of Progress, Walt Disney World, Post Office Box 40, Lake Buena Vista, Florida 32830.

Requests for membership cards are handled strictly through the mail. Requests will not be taken over the phone.

## ANSWERING SERVICE

### A STITCH IN A HOSPITAL COSTS LESS

**Q.** My daughter recently had an accident requiring sutures. The sitter took her to our family doctor, who treated her, and I submitted the appropriate medical claim. I was shocked upon receiving a notice that the charge was being applied toward my deductible for the year. I thought all medical care administered as a result of an accident was 100% compensable.

**A.** If emergency care had been received in a *hospital* not later than the day following the injury, the charge

would have been treated as Type A-1 expense and reimbursement would have been 100% of expense. Since care was received at the physician's office, this becomes a Type B expense and is subject to the deductible. Please refer to benefit booklet ERB-199E for details.

**Q.** I signed up for the pension plan when I began working in June of last year. When will my pension deductions begin?

**A.** The deductions, which amount to 3% of your gross earnings after the first

\$6,600 per year, begin as soon after January as your earnings exceed \$6,600.00. These deductions are credited to your pension plan account. Employees hired prior to 1978 can determine the value of their pension plan account through December 31, 1978 by referring to the recently distributed Personal Share statement.

Answers from  
Nancy Sullivan,  
Compensation and Relations  
Practices

# NEW AND REVISED DOCUMENTATION

## MARKET FILE EXPLAINED

### What Is The Market File?

It is a systematic method for filing marketing and sales literature.

Since 1971, all marketing and sales literature with some permanency, except for procedures, has been issued with a Market File number. When filed by these numbers, the publications are arranged by subject, rather than type of publication. Each field office, plus certain headquarters components, should have Market Files for reference.

The physical Market File consists of labeled hanging file folders that occupy about five file drawers. The tabs are orderable from Documentation Services (OLOS).

Numbers are assigned and distributions made by International Marketing, Documentation Services. (Please refer to the Market File Index, publication number 0001.09).

### What Is In The Market File?

It contains all technical and sales information for permanent retention by Field Sales organizations.

This information includes reference manuals, users guides, promotional items of all kinds, reprints, customer contracts, price schedules, forms, and other pertinent literature.

Excluded are procedures such as those found in the Organization and Policy Guide, and in the Field Sales Office Procedures Manual.

All Market File documents should be stamped or marked "Market File Copy—Do Not Remove". They should be used for reference, and not removed from the Market File for other use.

### Who Gets And Maintains The Market File?

One person in each office location is assigned as the Market File Librarian. The Librarian is responsible for establishment and maintenance of the File.

A list of Market File Librarians has been established with International Marketing, Documentation Services. Frequent mailings of new documents are made.

The Librarian should make every effort to make all persons in his or her office aware of each new item mailed to the Market File by circulating the items, or posting them in an obvious manner.

## **STRETCHBUCKS!!**

### **OVER 100K AWARDED FIRST QUARTER**

More than 420 Top Tech Reps and Field CA people are receiving a total of \$113,200 in Stretch Buck certificates for the first quarter of 1979.

The certificates are currently worth face value (ie, a \$200 certificate is worth \$200), but could be worth as much as \$1.75 on the dollar by year end. Stretch Buck value increases as 30%V is exceeded in the Region.

Stretch Bucks are awarded on the basis of criteria determined by Field Sales and

CA managers, based on goals tailored to Regional sales plans.

Because not all Stretch Buck certificates have been awarded as Update goes to press, names of winners will be announced in the June 15 Update.

Watch for them, and be sure to congratulate winners for their outstanding technical performance.

## GEISCO DISTRIBUTED DATA PROCESSING HIGHLIGHTED AT TECHNICAL CONFERENCE



Over 500 key GE technical managers attended the Technical Management Conference in April at the Homestead, Hot Springs, Virginia.

GEISCO was represented by twelve attendees, including Ray Marshall, Vice President and General Manager, Systems Operations; Bob Hench, Vice President and General Manager, Engineering Department; along with R. McCalley, C. Brook, E. Heinbach, J. Gay, A. Olesen, M. Mascarello, G. Mueller, R. Lewis, D. Foster and D. Shell.

The purpose of the conference was to gather key technical leaders within General Electric, and provide an opportunity for communication on technical issues of general benefit to all departments.

The Conference included seminars and discussions on Manufacturing, Technology, Use of Computers in Design and Manufacturing, Electronics, Manpower, Materials, and a worldwide view of technology and how it relates to the U.S. and GE.

A highlight of the conference was an exhibit featuring GEISCO'S new Distributed Data Processing offering (see photo, left). Many attendees expressed the opinion that the GEISCO exhibit was the best of 21 exhibits. Melanie Branon and Russ Ryan designed the exhibit, and Kent Schwab provided demonstrations to over 150 key GE executives, including Chairman of the Board, Reginald Jones.

Ginny Gillette and Jim Shields gave their usual behind-the-scenes support.

## NEW SALES AIDS



## GEISCO EXHIBITS AT NC EXPO '79

Nearly 700 key Manufacturing/Engineering Managers and Decision Makers had the opportunity to view this exhibit at the Numerical Control Expo '79 in Los Angeles during March. It was the first of a series of such exhibits. The exhibits are part of a major Manufacturing Industry Marketing thrust toward Numerical Control Applications. For more information, contact Numerical Control Program Manager Bob Hoffmann, Dial Comm 8\*273-5699.

## FCS KEEPS THE CUSTOMER SATISFIED

(continued from page 1)

timating, on the basis of customer need, the proper storage facilities, CRUs, etc., that would be needed in the system.

Phase three, proposal and presentation, was completed in March.

Every step of the way, MOS personnel and Field people kept an eye on the customer, evaluating specific needs and possible objections.

While one of the two GEISCO competitors also bidding for the contract dropped out about halfway through negotiations, the second competitor, which was offering a combination of hardware and software, was doing its homework, too. According to Wright: "We even heard that the customer had already committed funds to the competitor."

In a last ditch effort to home in on customer needs and objections, the group re-evaluated everything, and made necessary adjustments. Then Fohl, Demarest and Stringer combined the best of their sales skills and met once again with the customer.



*Judy Stringer: "It's the toughest sale I've ever made—and I couldn't have done it without MOS."*

Result? On April 30, GEISCO had a signed contract that provided the Company with revenue exceeding the former revenue from the same customer by \$10,000 monthly. Through concentrated effort and teamwork, the National Sales Department, Headquarters and Field, had convinced the customer that our FCS

offering would be superior—in the words of Demarest "their only real alternative"—to anything either competitor could offer.

According to Paul Inserra, Manager, Headquarters Sales: "I consider this a prime example of what cooperation between Headquarters and the Field can accomplish. And I salute the Southern Region, the Dallas Branch, and all of the members of Bob Fohl's team."

Demarest classified MOS's work as "outstanding", and continued, "all we had to do was give them information, and they took care of the myriad of 'cubbyholes'. I would give them only the highest accolades."

Members of the MOS group are: Fohl, Project Managers Nelson, Wright, Craig Hartz, Dan Fritz, and John Butler; FCS Analysis Manager Dick Welsh, FCS Analyst Jim Gilbert, and Secretary, Lisa Dillon.

## PHILLY OPERATOR CITED BY CUSTOMER

While printing out reports for GE's Switchgear Business Department, Philadelphia Processing Center Computer Operator James F. Kimpel noticed that the program was using excessive amounts of an expensive Switchgear customer-supplied form. Kimpel submitted an employee suggestion that, through a simple program change, would save Switchgear \$3,800 a year.

Grateful managers at Switchgear decided to show their appreciation for Kimpel's vigilance by awarding him \$400.

Here, Harry J. Rose (left) Manager, Requisitions Information Systems for Switchgear, presents Kimpel (C) with the check, while second shift manager, Thomas J. Costello looks on.

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**Editor:** Clare Aukofer

**Editorial Assistant:** Patricia Brown

**Documentation this issue:** Norm Otis

**Contributors this issue:**

Jim O'Sullivan

Neil Purves

**GENERAL**  **ELECTRIC**



# UPDATE

## THE NEW UPDATE: MORE FEATURES; MORE OFTEN

We gave you facts and figures from the April Update survey in last month's issue. It's now our turn to tell you what we plan to do to respond to your needs.

First of all, many of you wrote comments on your survey forms. Some confirmed what we have felt for a very long time. Others are good ideas, but for practical purposes, cannot be implemented right now. However, beginning with this issue, you will be seeing some changes in Update—and we'll be asking for your help.

### SPEAK-OUT COLUMN COMING UP

For starters, many of those who commented asked for the opportunity to "speak-out" in Update. We intend to give you that opportunity. One person commented that "Update appears to be a one-way communication medium." We don't want it that way any more than you do. Others put it more bluntly: "I want a speak-out section for cowards to gripe. It should be interesting."

Well, we'll be implementing a speak-out section. And it won't just be for cowards to gripe. It will be for you—to comment, ask questions, or share information. Any questions relating to the business will be forwarded to the proper managers for response—*honest* response. We will not confine comments in the new section to positive ones, nor will we throw you pat answers that say nothing.

So—if you have a question that no one has been able to answer satisfactorily—write it down. If you have some information that you think is worth sharing—write it down. If you have comments about any aspect of your jobs or our business—write them down. If you have a problem that you simply haven't been able to resolve through your manager or other channels, let us know what it is.

Of course, we can't guarantee that we'll print everything that comes in. And, for now, we're asking you to send only material suitable for publication. We do, of course, reserve the right to edit

for space, and we are going to try to choose questions or comments that other readers can relate to. But we will *not* print only the good and none of the bad. And we *will* seek out straight answers to your questions and logical solutions to problems. We are well aware that any speak-out column won't work unless we truly let you speak out. So don't be afraid to do so. And, of course, your letters can be anonymous. Sign your name only if you choose to.

We urge you to help us make this forum work. We believe it can be an essential and integral part of our employee communication medium. We will begin to publish that section as soon as letters begin to arrive, and, where questions are concerned, as soon as we can get the answers for you.

Then it becomes our turn to help you.

You can start writing now. Direct your comments to UPDATE Forum.

Please make sure that you identify, on the envelope, that the letter is for Forum, so that we can process your questions and comments as quickly as possible.

### UPDATE PUBLICATION DATES TO DOUBLE

Update Forum brings us to our second major change. How often will you see that column? As often as you see Update. And that's going to be twice as often as you now see it. Beginning on July 20, we will be publishing at least twice a month, and special issues will appear periodically.

*(continued on page 10)*

## REGION COMMUNICATION MEETINGS: AWARDS, MOTIVATION, COMMUNICATION

All Five Regions held major communication meetings during the past several months. While agendas for the meetings differed, they all had one thing in common: people and communication. Update had several roving photographers, and we offer you these visual tastes of the meetings. Unfortunately, photographs from the Southern and Western region meetings were not available as Update went to press.

*(continued on page 12)*



Northern Region manager Jim Schuster presents Mary Jane Low with a Stretchbucks certificate. Mary Jane totalled \$1200 in Stretchbucks money for the first quarter alone. Schenectady District Manager Paul Heiner is obviously pleased.

## JUNE SERVICE AWARDS

Twenty-Five Years	Location
William L. Johnston	Rockville
Robert L. Bruning	Rockville
Joseph R. Schmid	Rockville
Twenty Years	
Joseph B. Krupa	Houston
Robert F. Streight	Rockville
Ten Years	
Bernard A. Bounce	Brook Park
Barbara J. Schafer	Los Angeles
Richard J. Lini	Brook Park
James H. Littrell	Rockville
Larry D. McNeill	Atlanta
Phyllis Ann Raphael	New Orleans
Gwendolyn H. Risinger	Rockville
John F. Barber	New York, NY
William B. Barber	Cleveland
Peter P. Fuentes	Phoenix
Richard D. Goddu	Newport Beach, CA
Paul T. Heiner	Schenectady
Clarence A. Thomas	Lynchburg, VA
D. A. Warnken	Erie
Walter Dubiel	Rockville
Ronald F. Simon	Seattle
Thomas B. Hickey	Rockville
Allen W. Broadway	Atlanta
Richard E. Burke	Cincinnati
William G. Cafiero	Dallas
William L. Hayden	Rockville
Victor Henschel	New York, NY
Virginia A. Link	Rockville
Barbara S. McCormick	Rockville
Five Years:	
Arthur S. Davies, III	Cincinnati
Duane J. Jarc	Rockville
Marion J. Raczek	Rockville
Ram G. Sidhaye	Atlanta
Phyllis J. Shoemaker	Rockville
Ronald F. Banaszek	New York, NY
Patricia M. Hillman	Boston
Milton M. Oliveras	Brook Park
Gail A. Turnbull	Rockville
John G. Dunn	Stamford
Vera I. Mollison	Rockville
Lynn E. Bolden	Rockville
Desmond C. Nimmons	Los Angeles
Raymond N. Bernier	E. Hartford
Sharon M. Carroll	San Francisco
Albert T. Walters, Jr.	Cleveland

## WHAT EVER HAPPENED TO THE COST IMPROVEMENT PROGRAM?

It's alive and doing very well according to Ron Rasmussen, this year's chairman. Year-to-date performance is 345% of goal.

As a special recognition, nine top participants were invited to the June 1 Washington Redskins Alumni Dinner at the Sheraton Park Hotel. Those attending were Ginny Gillette, Wally Bailey, Roz Hopenfeld, Ed Mitchell, Bill Brill, Ken Sumner, Terry Thiel, John Wallis and Harry Haraseyko.

The nine have accounted for approximately \$1.5 million in cost improvements so far this year.

Here are some of the cost improvement ideas that have been submitted so far:

- 4500 Switcher modification (\$29,570)
  - Terminal purchase instead of lease (\$7,468)
  - Improved control of cash balances (\$120,000)
  - Use of half-size envelopes (\$4,500)
  - Consolidate large customers' billing (\$54,000)
  - Change courier routing (\$5,000)
  - Improve mail distribution procedures (\$1,300)
- Automated technique to test MARK III® Distributed Data Processing (\$231,000)
  - Change in formatting IBM disks to increase storage availability (\$155,000)
  - Dedicated phone line between Dallas and San Francisco for MARK III Distributed Data Processing development (\$20,400)
  - Reduce training costs for CA personnel (\$45,000)

What does it look like for the rest of the year? Well, according to Ron "a piece of cake! Thanks to the efforts of the individual department CIP coordinators and employee enthusiasm, we will exceed the dollar goal set for 1979. The remaining challenge this year is to emphasize individual participation. It's one thing to achieve the dollar goal for the year, however, it would be a major accomplishment for GEISCO to double employee participation over last year." Ron adds "we still have a lot of gifts and cash left to award those individuals who submit improvement ideas."



The first quarter Cost Improvement superstars on their way to a \$100 a plate Washington Redskins dinner. The dinner was their reward for helping take us over our first quarter cost improvement goal. Left to right: Special Services' Per Saether, who drove the group to the dinner; Ed Mitchell, Bill Brill, Ginny Gillette, Wally Bailey, Ken Sumner, Roz Hopenfeld, Harry Haraseyko, John Wallis and Ron Rasmussen, 1979 Cost Improvement coordinator.

# NEW AND REVISED DOCUMENTATION

Two new products, DMS III and HISAM 2, are documented in a new **DMS-HISAM Enhancements** manual (publication 5610.38). The manual describes DMS III file inversion capability, nine new HISAM subroutines, powerful new HUTIL2 commands, and other features. It includes a full example that demonstrates conversion to the new products.

The **BASIC II Language** advance release reference manual (3200.07) describes this new language designed to be superior in capabilities to BASIC. Leading features of BASIC II are external subroutine capability and object library facility, enhanced file processing, variable numeric data type capability, error trapping, new string package, structured programming statements, and improved execution efficiency.

**New Features** (3000.29) is a brief booklet documenting recently announced new Foreground features, including FORTRAN 77 enhancements, CALL SYSTEM DESCRIBE changes, system command improvements, editor and high-speed service improvements, and some system documentation changes.

Commercial versions of the **MARK 3000<sup>SM</sup> Service User's Guide** (2051.07A) and the **Transition Guide** (2051.06A) now include new information, corrections, and changes resulting from field test comments.

Also new for MARK 3000 Service: The **MARK IV Systems User's Guide and Operations Guide** (5611.02A) has been revised to include new sections on the MARK IV Auditor and EEO and Affirmative Action Reporter. The **MARK IV Systems Reference Manual and Special Features** (5611.01A) contains a new section on Document IV, the documentation system for a MARK IV system user. The **General Ledger System** reference manual (5101.30A) has been updated to incorporate Software International Corporation's Version 76, and the companion **General Ledger product information manual** (5101.29A) overview has also been revised. Although the

main body of text has not been changed, the **System 2000 Data Base Manager** user documentation (5612.01A) and its **Product Information Manual** (5612.02A) have been repackaged for MARK 3000 Service. **Librarian** user documentation (2600.06A), which describes ADR's utility for source program maintenance, now reflects Release 2.0 of LIB/VS and Release 5.8 of Librarian. The **SyncSort** programmer's guide (2400.03A) now incorporates the latest changes to version 2.2. A supplement to the **NSS Author's Handbook** (6116.01C-1) contains instructions and details on the transition to MARK 3000 Service for NSS authors. Most of these documents should be available as of June 15, and all may be ordered via OLOS.

The old **Administrative User** user's guide (3502.01B) has at long last been revised, and brought up to date for technical accuracy, although not rewritten. The new ADM System continues to be documented in the advance release user's guide, 3502.09A.

The two booklets describing the UCLA databases, **UCLA Data base for the U.S.** (5900.84B) and **UCLA Business Forecast and Database for the U.S.** (5900.85D) were revised to reflect proper execution of MAP\*\*\* in the three-star library. Also of interest to MAP users: **The Value Line Data Base** user's guide was supplemented (5900.74A-2) to reflect a change in the database.

Revised again to make clearer for many overseas users: **Addressing MARK III Service Via The Telex Network** (1114.01B), the Telex "terminal operations card."

Publication 401.05, orderable through OLOS, is a card by which customers and/or prospects can be added to **Leader** or **Course Quarterly** distribution lists. Addresses can also be changed, or names deleted, via the same card. Each office should keep a supply on hand.

And finally, the **MARK III Service Library Software Index** (5001.02F) is still undergoing revision. The previous Revision E is available, however. Place an order for copies on OLOS (which reflects the new Revision F), and send a Crossfile to OLOS stating you are willing to accept the old Revision E, and copies will be promptly shipped.

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## INSURANCE: PREGNANCY COVERAGE BROADENED

A new modification has been made to provisions of the GE Insurance Plan to provide still wider coverage for pregnancy and related expense.

Under the modification, a pregnancy which began before an employee or dependent was covered by the GE Insurance Plan will now be eligible for benefits on expenses that occur after coverage begins.

The new coverage went into effect on April 29. Before that date pregnancies that commenced prior to a person's coverage under the comprehensive medical expense provisions of the Plan were excluded from benefits.

An appropriate modification paragraph describing the expanded coverage will be inserted under the "Maternity Benefits" section in the GE Insurance Plan booklet.

# ANSWERING SERVICE

## STAKE YOUR CLAIM—CORRECTLY!!!

This month, we are foregoing the regular question and answer format of Answering Service to give you some basic information on how to file an insurance claim right—the first time. We hope this information will help you to avoid returns of incomplete claims, and thus delays in payment or reimbursement of medical expenses.

Nancy Sullivan, Relations Practices, did some research on proper medical claim filing. This is what she found out.

This main reason for return of claim forms is incomplete information. The key things to remember when filing a new insurance claim are thoroughness and accuracy. In other words, read the claim form completely, and follow the instructions to the letter.

The form to look for is F71—Statement of Claim for Comprehensive Medical Expense benefits.

Attached to that form is a perforated section that tells you precisely what to do. Read it—on both sides. That's what it's there for.

The Attending Physician's Statement portion of the F71 should always be completed by your doctor, unless the bill offers all the necessary information. The diagnosis is essential to the people processing the claim. It tells them which type of insurance your claim is to be categorized under.

Itemized charges are also extremely important. You must make it clear which member of the family was treated, what specific service was provided, and the date the charge was incurred. If any of this information is missing, the claim will be returned to you.

A claim form must be attached every time you submit a bill—but you don't necessarily need a claim form for every bill. In other words, if you are sending six bills related to the same illness, they must be attached to a claim form. However, you *do not* have to submit six different claim forms with those same bills.

*Each bill* must be clearly documented and must indicate the diagnosis. Laboratory work is often separately billed, and those bills rarely indicate the diagnosis. Claim processors are human, too, and the bill could become separated from the claim form when you submit it for reimbursement. To avoid returned claim forms, make sure that the diagnosis is typed or printed clearly on *every* bill.

### HOSPITALIZATION

Benefits for all Covered Medical Expenses billed by a hospital will be paid directly to the hospital. However, if you submit evidence (receipt, etc.) that the hospital has already been paid, the applicable benefit will be paid directly to you.

To ensure proper billing for a hospitalization, you must show your Blue Cross card to the hospital's business office. The card shows clearly that ours is a national account, and that is important to the hospital office. (Cards may be obtained from Diane Ostrow, 8\*277-2758.)

If you have a dependent away at school, make sure that he or she has a separate card.

### BLUE CROSS—BUT NOT BLUE SHIELD

It is important to remember that we do not have Blue Shield coverage. Our hospitalization coverage is with Blue Cross, and Metropolitan provides our comprehensive medical coverage. Think Blue Cross/Metropolitan. Do not answer yes when an insurance office asks if you have Blue Cross and Blue Shield.

### PLUS:

■ A recently married employee should contact his or her payroll administrator concerning changes in benefits coverage. For example, if you wish to change your medical insurance coverage to include dependent(s), you must do it within 31 days of the marriage, or complete a Statement of Health for the new dependent.

■ It is not necessary to update your insurance coverage on the arrival of a new baby, *providing* you already have dependent coverage.

■ When you and your spouse are covered by each other's medical insurance plans, the sick or injured person should always file with *his or her own* employer first. For example, if your husband works for another company and is hospitalized, claims should be filed with his insurance plan *first*. You should then submit any unpaid bills with a claim form to GEISCO insurance.

Insurance contracts usually have non-duplicating clauses, so delays will be avoided if a claim is filed first with the primary employer.

The basic rules, then, are thoroughness and accuracy. The F71 form tells you exactly what to do. If you follow those instructions completely, your claim will be processed in five to six weeks. If you *don't* follow the instructions, you will find your claim bouncing back to you—and delays are bound to result.

Further questions on the specifics of filing claims should be directed to Minnie Glenn, Dial Comm 8\*277-2760. Claim forms should be forwarded directly to her. For general questions on insurance coverage, submit a question to Answering Service or contact Dick LeFebvre, 8\*273-4756 in Rockville.

# OUTSTANDING TECHNICAL PEOPLE RECOGNIZED

## WHOOOPS!

Jim O'Sullivan, one of the main organizers of the Technical Conference covered on page 5 of the May Update, was inadvertently not recognized in that article. Our apologies to Jim, and our congratulations for a superior job.

61 Technical Consultants, Technical Services Managers, CA people, and other outstanding technical contributors gathered at GEISCO's first technical symposium in May.

The attendees, according to Roger Hobbs, Vice President and General Manager, National Sales Department, were "individuals in the technical field who have made outstanding contributions to the overall success of GEISCO."

The conference, held at the Pine Isle resort area near Atlanta, gave attendees opportunities to share information, receive information, and get to know each other.

GEISCO President Don Bates was on hand to share his views, and the variety of presentations included a discussion on industry trends by Bob Hench, Vice Pres-

ident and General Manager, Engineering Department; a presentation on "The Year of the Network Change" by Ray Marshall, Vice President and General Manager, Systems Operations Department; and a sharing of some TR success stories by Hobbs.

A second symposium is scheduled for sometime later this year. Presenters and attendees at the May symposium were:

### PRESENTERS AND STAFF

Don Bates, Robert Hench, Roger Hobbs, Ray Marshall, Dave Foster, Jerry Gay, Jim Rossini, Don Shell, Lee Anderson, Richard Lewis, Gerald Mueller, Robert Johnson, Ron Smith, Robert Loew, Ron Rasmussen, Mannie Roberts, J. P. Richard

### ATTENDEES

#### Central Region

Silvio Anichini, Nick Forte, Dave Luttrell, Vic Vargo

#### Eastern Region

Al Anderson, George Bottarini, Linda Burgess, Sol Koppel, Jack Kosiorek, John Kupik, Al Weis

#### Northern Region

Ray Bernier, Ron Pushee, Wes Hicklin, Dan Gwinner, Paul Turcotte

#### Southern Region

Larry Bollman, Diane Johnson, Reggie Loy, Chuck Seibold, Ram Sidhaye, Harvey Henson

#### Western Region

Bob Christopherson, Mark Hines, Randy Grant, Guyler Magruder, Clete Spehr

#### Federal Sales

Anna Goldman

### HEADQUARTERS

#### Engineering Department

John Beall, Marilyn Botkin, Jim Keough, Jerry Lechlitter, George Wedberg, A. M. Morgan-Voyce

#### International Marketing Department

Ralph Specht

#### Systems Operations Department

Tom Schuyler, Rich Hokaj, Roger Dyer, Marv Lewis, Nick Williams, Don Ivey

#### Custom Applications

Murray Waldron, John Chadderdon, Robert Rowe, Donald Greenwood, Daisy Dong, Charles Wilson, Greg Horodeck, Cathy Michalak, Ellen Kilpatrick, Frank Gargallo, Martin Reese, John Boehlke, Richard Darnell, Robert Lennon

## NEWS FROM CORPORATE

# THIRD VOLUME OF GE HISTORY AVAILABLE

"On the Shoulders of Giants, 1924-1946" is the third volume in the series of books that present a photo history of General Electric and GE people. The newest book came off the press just a few weeks ago and is already being ordered by scores of GE employees and pensioners.

This new soft-covered volume has 84 pages containing more than 200 vintage photographs, many of which have never been published. The editors present GE's major achievements and developments chronologically from 1924-1946. There is a special section on "The War Years, 1941-1945."

Dedicated to the Giants of GE and to those who helped them translate their visions into reality, this new book contains biographies and photographs of GE's leading engineers, scientists, and executives. They range from Ernst Alexander, electronics and communica-

tions pioneer, to Christian Steenstrup, father of the monitor-top refrigerator.

When the series of photo history volume is completed, it will provide a comprehensive, chronological history of GE and its people. Over 60,000 copies of the first two volumes have been sold. They are "The Edison Era, 1876-1892" and "The Steinmetz Era, 1892-1923."

The publication of these books is a project of the Elfun Society, an association of GE managers and professionals which is developing a "Hall of History" for the display of valuable historical documents about GE people, products, and places.

"On the Shoulders of Giants," as well as the earlier books in the series, can be obtained by mailing your name, address, check or money order (payable to the Elfun Society) to: Bernie Gorowitz, Hall of History Project, GE R&D Center, K-1, P.O. Box 8, Schenectady, NY 12301. The cost of the book, like the cost of earlier volumes, is \$2.95.

# STRETCHBUCKS

## Engineering Department—Custom Applications

### Amt. Location

\$200 Dallas Robert E. Evanoff  
 Dallas David L. Breeding  
 Dallas Joseph A. Zermeno  
 Dallas Carol A. Shofner  
 Dallas Donald R. Greenwood  
 Dallas Eric L. Tinnes  
 Dallas Robert F. Eldridge  
 Dallas Delmer L. Mitchell  
 Dallas Carolyn A. Peterson  
 Dallas Michael E. Lockwood  
 Dallas Harinder Singh  
 Dallas Henry H. Hamer  
 Dallas Susan R. Dittman  
 Dallas Warren H. Neudorf  
 Dallas William G. Cafiero  
 Dallas Robert B. Haderl  
 Dallas James M. Rossini  
 Dallas David B. Traynor  
 Dallas Thomas L. Wells  
 Dallas Andrea B. Brisse  
 Central Kasturi Sekharam  
 Central Steve Klaber  
 Central Parekh Sudhir  
 Southern Ora T. Bell  
 Southern Robert J. Binkert  
 Southern Winifred M. Elam  
 Southern Carolyn O. Gailey  
 Southern Francisco J. Gargallo  
 Southern Robert T. Grissom  
 Southern Alan I. Grus  
 Federal Rudolph A. Robinson  
 Federal Robert G. Rowe  
 Federal Allen J. Williams  
 Federal Melba M. Bennett  
 Federal Eric Gustafson  
 Northern Joseph F. Burbine  
 Northern Patricia C. Cavagnaro  
 Northern Robert K. Choate  
 Northern Ralph B. Choppy  
 Northern Dale R. Clement  
 Northern Susan A. Curry  
 Northern Daisy H. Dong  
 Northern Rudolph H. Gawron  
 Northern Louise D. Greenberg  
 Northern Charles M. Hale  
 Northern Patricia A. Hawthorne  
 Northern Joseph H. Heroux

Northern Lucy A. King  
 Northern Sally J. Koenig  
 Northern James M. LaPointe  
 Northern Susan W. Leslie  
 Northern Michael C. Liu  
 Northern John Logan  
 Northern Diane C. Mahan  
 Northern Jeannette M. Martin  
 Northern Thomas D. McKone  
 Northern Ronald G. Parker  
 Northern Terrence R. Pinder  
 Northern Constance N. Pitt  
 Northern David M. Pushee  
 Northern Susan C. Rapoport  
 Northern Susan S. Schultz  
 Northern Deborah R. Scott  
 Northern Barry J. Sullivan  
 Northern Ronald W. Watkins  
 Northern Charles L. Wilson  
 Northern Norma J. Blaauboer  
 Rockville Panos Galidas  
 Rockville Philip R. Snyder  
 Rockville Richard Darnell  
 Western David Castiel  
 Western Adrienne Byer  
 Western Richard L. Henderson  
 Western Young John Kim  
 Western Robert G. Peitzke  
 Western Frederick R. Stever  
 Western Kenneth M. Najko  
 Western Susan A. Sinkovich  
 Southern Paul L. Hodgdon  
 Southern Johnnie C. Jackson  
 Southern Ellen F. Kilpatrick  
 Southern Robert A. Kirchner  
 Southern Addison L. McGarrity  
 Southern Michael J. Moore  
 Southern Dorothy J. Morrison  
 Southern William A. Peltz  
 Southern James A. Peterson  
 Southern Howard B. Roberson  
 Southern Larry G. Singleton  
 Southern Elizabeth R. Stalford  
 Southern John H. Swan  
 Southern John A. Travis  
 Southern Charlotte J. Walker  
 Southern Sally F. Friedmann  
 Southern Gayle L. Carp  
 Southern Stephen A. Bain

Eastern Michael J. Beasley  
 Eastern Richard Darnell  
 Eastern Susan J. Eng  
 Eastern Lawrence J. Freedman  
 Eastern Carlos G. Gomez  
 Eastern Jack M. Greenberg  
 Eastern Robert J. Lennon  
 Eastern Roseann Alesandro  
 Eastern Ira J. Ellman  
 Eastern Peter D. Hahn

### Amt. Location

\$400 Northern Daisy Dong  
 Northern Thomas D. McKone  
 Northern Ralph B. Choppy  
 Northern Louise D. Greenberg  
 Eastern Robert J. Lennon  
 Eastern Ira A. Ellman  
 Eastern Susan J. Eng  
 Eastern Michael J. Beasley  
 Western John Boehlke  
 Western Steven H. Carlson  
 Western Lun C. Kwan  
 Southern Addison L. McGarrity  
 Southern Ellen F. Kilpatrick  
 Southern John A. Travis  
 Southern Robert T. Grissom  
 Central Albert T. Walters  
 Central Gregory D. Horodeck  
 Central Parekh Sudhir  
 Dallas Carol A. Shofner  
 Dallas Carolyn A. Peterson  
 Dallas Henry H. Hamer  
 Dallas Delmer L. Mitchell  
 Rockville John F. Chadderdon  
 Rockville Thomas W. Choate  
 Rockville Charles G. Hamilton  
 Rockville Murray Waldron  
 New York Allan P. Lappin  
 New York Alexander K. To  
 New York Paramjit Kaur  
 New York Stuart A. Sather

### Amt. Location

\$100 Dallas William G. Cafiero  
 Rockville John F. Chadderdon

# WINNERS—FIRST QUARTER

## National Sales Department

AMOUNT—\$200

### NAME AND LOCATION

Mary T. McCollum Northern Region	Effie Georgas McCullough Dallas General Business	Susan J. Breither Minneapolis	Mary Ann Alwes Southern Region
Elizabeth R. Taylor Northern Region	Marvin E. Bergen Dallas General Business	Dolores I. Niles Minneapolis	Constance J. Porter Southern Region
Donna M. Musso Hartford District	Dean H. Wooldridge Dallas General Business	Richard S. Kirby Indianapolis	Loretta S. Massie Southern Region
Ann Marie C. McKeever Hartford District	Hugh D. Guinn Tulsa	Arthur Raguette Philadelphia Commercial	Elaine Bunch Southern Region
Donald A. Graves Hartford District	James D. Cunningham Tulsa	Yvonne R. McCollin Philadelphia Commercial	Barbara D. Oliver Southern Region
Janice E. Grobes Philadelphia	Doris Ann Densmore Tulsa	Mark W. Balawejder Philadelphia Commercial	Alice B. Brock Southern Region
Barbara L. Johnson Pittsburgh District	Jimmie D. Murry Tulsa	Arthur Raguette Philadelphia Commercial	Raul Salinas Southern Region
Marsha R. Gottovi Western New York District	Hugh D. Guinn Tulsa	Monteca L. Hall Detroit	Patrick E. Perry Southern Region
Lana P. Piqueira Schenectady District	Elizabeth L. Douglass Tulsa	Gregory L. Williams Detroit	Columbus D. Jude Southern Region
Mary Kay Rickard Schenectady District	James D. Cunningham Tulsa	Steve Erickson Detroit	Larry B. Bowditch Southern Region
Helen F. Wood Mountain States District	Kristen Ruth Couch Tulsa	Deborah L. George Detroit	Carolyn N. Kamerick Southeast District
Eileen Garcia Orange County District	Peggy R. Huddle Houston Petroleum	Gaetana G. Weir Detroit	Ram G. Sidhaye Southeast District
Claudene V. Gilbert San Francisco District	James M. Esparza Orange County	Gregory L. Williams Detroit	F. Reginald Loy Capital District
Gordon R. Grant Northwest District	Sanford B. Simon Orange County	Ben G. Giglio Detroit Auto	F. Reginald Loy Capital District
Randey L. Hardick Detroit District	Dovard L. Ross Orange County	Ben G. Giglio Detroit Auto	Victoria I. Easter Carolinas District
Irene A. Bettinger Ohio District	Dovard L. Ross Orange County	Hillery Jones Cleveland Financial	Ruth N. Adamo Dallas District
Fred W. Smith, Jr. Dallas Energy	Richard D. Goddu Orange County	Mei-Yau M. Shao Chicago Management	Diane H. Johnson Dallas District
Peter P. Fuentes Phoenix	Guyler Magruder Public Service	Betty H. Brantley Chicago Commercial	Ana Maria Jurado Florida District
Peter P. Fuentes Phoenix	Joe Will Fortson Houston Commercial	Ollie J. Mullenbach Chicago Suburban	Ellen M. Hosker Florida District
Norma L. Frinch Phoenix	Paul G. Rohrdanz San Francisco Industrial	Frances E. Jackson Chicago Industrial	Charles A. Seibold, III Florida District
Beulah B. Brandon St. Louis	Mary M. Furey San Francisco Industrial	Ronald H. Pushee Schenectady Eng.	Dorothy L. Schan Eastern Region
Cynthia G. Holt Kansas City	Joseph Mannas AT&T	Edward M. Biel Western Michigan	Ileana C. Slagle Eastern Region
Effie Georgas McCullough Dallas General Business	Gary M. Weir Detroit Auto		John R. Thompson Eastern Region
Donna J. Getso Dallas General Business	John J. Yochum N.J. North		Cathy Ann Gallo Eastern Region
	Robert W. O'Keefe Cincinnati		Raja R. Vatti Eastern Region
	Anna H. Matthias Minneapolis		Anthony J. Sinopoli Eastern Region
	Charles F. Taylor Minneapolis		Robert Suna Eastern Region
	Lyle R. Clugg Minneapolis		

Robert M. Butler  
Eastern Region  
Beverly W. Bayar  
Communications District  
Margaret E. Bruhns  
Communications District  
J. A. Kosiorek  
Communications District  
A. James Wohlmuther  
Federal Sales Operation  
Deborah A. Gray  
Federal Sales Operation  
Murray A. Westrich  
Federal Sales Operation  
Elizabeth J. Clingan  
NY Banking District  
Dawn M. Henville  
NY Banking District  
Lena L. Humes  
NY Financial District  
Theresa V. Reed  
NY Commercial District  
Marlene Weisler  
NY Commercial District  
Allen W. Anderson  
NY Commercial District  
John M. Kupik  
Stamford District  
Cindy L. Lodato  
Stamford District  
Dorothy J. Corbin  
Stamford District  
John M. Kupik  
Stamford District  
Dorothy A. Galuppi  
Northern Region  
John J. Casey  
Northern Region  
Priscilla Childs  
Northern Region  
Wayne E. Garber  
Portland  
Julio Martinez  
Denver Government  
Stephanie M. Martinez  
Denver Government

Don M. Halverson  
Denver Government  
Daniel J. Burk  
Denver Government  
Daniel J. Burk  
Denver Government  
Dorothy R. Shepard  
Denver Energy  
R. Lawrence Sage  
Denver Energy  
R. Lawrence Sage  
Denver Energy  
Douglas W. Risdon  
Denver Energy  
Carole G. Bennett  
LA Energy  
Carole G. Bennett  
LA Energy  
Carole G. Bennett  
LA Energy  
Mary Joann Marriott  
San Francisco Commercial  
Doris J. Henderson  
Atlanta Financial  
Susan G. Williams  
Atlanta Financial  
Larry D. McNeill  
Atlanta Financial  
Alonzo Waddell  
Atlanta Commercial  
Deborah R. Carlisle  
Atlanta Commercial  
Alonzo Waddell  
Atlanta Commercial  
Marcia A. Steele  
Atlanta Commercial  
Ronelle W. Genser  
Atlanta Commercial  
Marilyn Almanza  
Miami Commercial  
Judith N. Buchan  
Charlotte  
Judith N. Buchan  
Charlotte  
Joseph G. Paccione  
Charlotte  
Phyllis A. Shockley  
Greensboro  
William F. Tiernan, III  
Greensboro  
Dedrick B. Jones  
Greensboro  
Woodrow W. Forrest, Jr.  
Greensboro  
Susan A. Zukowski  
Boston Industrial  
Elizabeth J. Clingan  
Tampa  
Judith A. Thomas  
Tampa

Spurgeon E. Youngblood  
Tampa  
Charles J. Walter  
Tampa  
Elizabeth J. Clingan  
Tampa  
Timothy D. Witham  
Tampa  
Elaine J. Carey  
Richmond  
Terry N. Crisler  
Baltimore  
Mary R. Joyce  
Baltimore  
Eugene Norman West  
Baltimore  
Terry N. Crisler  
Baltimore  
Richard L. Booth  
Birmingham  
Donald J. Henn  
HEW Programs  
John L. Ferrell, Jr.  
HEW Programs  
John L. Ferrell, Jr.  
HEW Programs  
John H. Sandstrom  
Navy Programs  
Anna N. Goldman  
Navy Programs  
Anna N. Goldman  
Navy Programs  
Martha O. Pryshlak  
Federal Accts. Programs  
Robert W. Streckfuss  
Federal Accts. Programs  
Diana A. Digiulian  
FEDPROS  
Robert L. Williams  
FEDPROS  
Marvin L. Rosenberg  
FEDPROS  
Ronald H. Manko Levite  
FEDPROS  
Cheryl Brickus  
FEDPROS

Marvin L. Rosenberg  
FEDPROS  
Stephen A. Goldthwaite  
Pittsfield  
Nadine M. Rosenbaum  
Philadelphia Utilities  
Dennis M. Carpenter  
Philadelphia Utilities  
Charles Riggi  
Philadelphia Utilities  
Nadine M. Rosenbaum  
Philadelphia Utilities  
Paul A. Lemberg  
NY Financial  
Betty J. Wong  
NY Financial  
Kaili Skolnik  
NY Financial  
Peter R. Perkins  
NY Financial  
Richard Okrasinski  
NY Financial  
Walter J. Grygiel  
NY Financial  
Reginald Culpepper  
NY Financial  
Linda D. Bishop  
NY Financial  
Paul A. Lemberg  
NY Financial  
Peter R. Perkins  
NY Financial  
Bernard S. Kahn  
Manhattan  
Diann M. Todd  
New York Industrial  
David J. Rosenthal  
New York Industrial  
Gail Torchin  
New York Industrial  
Sherree F. Cushner  
New York Industrial  
Lloyd M. Calhoun  
New York Industrial  
Diann M. Todd  
New York Industrial  
Binoy Barman-Roy  
Long Island  
Donald L. Weber  
United Parcel Service  
Diane M. Cardlin  
New York Banking  
Alfred A. Weis  
New York Banking  
Neville C. Braham  
North Orange County



Anthony J. Gonsalves  
New Jersey South  
Judith A. Fitzgibbons  
Hartford Industrial  
James W. Sciarrino  
Hartford Industrial  
Judith A. Fitzgibbons  
Hartford Industrial  
Gerald J. Brown  
Schenectady Industrial  
David J. Woolley  
Schenectady Industrial  
Mary Jane Low  
Schenectady Industrial  
Michael A. Farsaci  
Syracuse  
John H. Rayle  
Syracuse  
Linda B. Diamond  
Fairfield  
Edward J. Seperack  
Fairfield  
Carl A. Kandetzki  
Fairfield  
Randi L. Gelbwaks  
Fairfield  
Linda B. Diamond  
Fairfield  
Donald G. Hoke  
Buffalo  
Ida S. Hsu  
Rochester  
Colette A. Beaumariage  
Rochester  
Robert J. Lindeman  
Rochester  
Donald L. Gwinner  
Rochester  
Kay E. Morley  
Rochester  
Francis V. Piacente  
Hartford Commercial  
Francis V. Piacente  
Hartford Commercial  
Susan J. Breither  
Hartford Commercial  
Raymond N. Bernier  
Hartford Commercial  
Linda C. Stone  
Stamford  
J. Timothy Collier  
Schenectady Commercial  
Barbara L. Schilling  
AT&T  
Regina M. Susek  
AT&T  
Joseph May, Jr.  
AT&T  
Regina M. Susek  
AT&T

Barbara L. Schilling  
AT&T  
Joseph Mannas  
AT&T  
Hans-Adalbert Kernast  
AT&T  
Erik N. Breden  
AT&T  
George Balynsky  
AT&T  
Kevin A. Zaney  
Pittsburgh  
Mary Beth Richards  
Pittsburgh  
Lynette Y. Hewlett  
Pittsburgh  
Kathleen M. Bagdonas  
Pittsburgh  
John P. Mitchell, Jr.  
Cleveland Commercial  
Beverly Ann Stamper  
Cleveland Commercial  
Christine G. Curtis  
Cleveland Commercial  
William B. Barber  
Cleveland Commercial  
William B. Barber  
Cleveland Commercial  
Kathleen M. Bagdonas  
Cleveland Commercial  
Ronald K. Ford  
Columbus  
Ronald K. Ford  
Columbus  
Imrich Verdon  
Western Electric  
Sharon D. Young  
Western Electric  
R. A. Caldwell  
Western Electric  
Eileen S. Reidinger  
Western Electric  
Manny A. Marino  
New York Telephone  
Steven A. Zubatkin  
New Jersey Bell  
Tamara Deplanter  
New Jersey Bell  
Peter A. Koelsch  
Ft. Wayne  
Anthony P. Favoroso  
Philadelphia, Ind.  
Teresa R. Baranowski  
Milwaukee

**AMOUNT \$400**  
Sol A. Koppel  
NY Banking District  
Sol A. Koppel  
NY Banking District  
Allen W. Anderson  
NY Commercial District  
Donald A. Graves  
Hartford District  
Victor Vargo  
Milwaukee District  
David A. Travis  
St. Louis  
Effie Georgas McCullough  
Dallas General Business  
James D. Cunningham  
Tulsa  
Peggy R. Huddle  
Houston Petroleum  
Sanford B. Simon  
Orange County  
Richard D. Goddu  
Orange County  
Guyler Magruder  
Public Service  
Charles V. Kyle, Jr.  
Palo Alto  
Wayne E. Garber  
Portland  
Daniel J. Burk  
Denver Government  
R. Lawrence Sage  
Denver Energy  
Carole G. Bennett  
LA Energy  
Larry D. McNeill  
Atlanta Financial  
Ronelle W. Genser  
Atlanta Commercial  
Jacqueline Y. Van Auken  
Miami Commercial  
William T. Holloran  
Capital  
Joseph G. Paccione  
Charlotte  
William F. Tiernan, III  
Greensboro  
Charles G. Craig  
Boston Industrial  
Charles J. Walter  
Tampa  
Anna N. Goldman  
Navy Programs  
Marvin L. Rosenberg  
FEDPROS

Walter J. Grygiel  
NY Financial  
Linda D. Bishop  
NY Financial  
Steven L. Schulman  
Manhattan  
Diane M. Cardlin  
New York Banking  
Mary Jane Low  
Schenectady Industrial  
Randi L. Gelbwaks  
Fairfield  
Donald G. Hoke  
Buffalo  
Robert J. Lindeman  
Rochester  
Susan J. Breither  
Hartford Commercial  
J. Timothy Collier  
Schenectady Commercial  
George Balynsky  
AT&T  
Hans-Adalbert Kernast  
AT&T  
Kevin A. Zaney  
Pittsburgh  
Beverly A. Powell  
Philadelphia Ind.  
Robert W. O'Keefe  
Cincinnati  
John K. Herder  
Indianapolis  
Gregory L. Williams  
Detroit  
Gary M. Weir  
Detroit Auto  
Timothy R. Baker  
Chicago McDonald's

**AMOUNT \$600**  
Effie Georgas McCullough  
Dallas General Business  
Richard D. Goddu  
Orange County  
Charles J. Walter  
Tampa  
Kenneth S. Littlefield  
United Parcel Service  
Mary Jane Low  
Schenectady Industrial  
Raymond N. Bernier  
Hartford Commercial  
Hans-Adalbert Kernast  
AT&T  
Timothy R. Baker  
McDonalds

# UPDATE CONTRIBUTOR'S WORKSHEET

It's easy to contribute to Update, simply answer all the appropriate questions listed below, and add any comments or facts that might be of interest to our readers. If we need more information, we'll be in touch. If you have any questions, feel free to contact us at 8\*273-4476, or crossfile "CLAR."

Your Name \_\_\_\_\_

Your Title \_\_\_\_\_

Dial Comm \_\_\_\_\_

Office \_\_\_\_\_

Address \_\_\_\_\_

When did the event you wish covered take place? (Be specific about dates) \_\_\_\_\_

Where did it take place? \_\_\_\_\_

Who were the key people involved? (Please list names **and** titles) \_\_\_\_\_

Why? What was the purpose of the event? \_\_\_\_\_

What? Briefly describe the event. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If the name of a customer company is to be mentioned, we must have the approval of a representative of the company to print the facts that you have provided. Please have that person sign this brief statement.

The information on this fact sheet is approved for use in General Electric Information Services Company internal employee publications.

Signed (name and title) \_\_\_\_\_ Company \_\_\_\_\_

\_\_\_\_\_

## UPDATE: PHOTO TIPS

Black and white photographs reproduce best, although color can be used. Polaroids with good contrast are fine. Size is not important, but if you are having your photographs professionally processed, 5 X 7s are preferable. Try not to include more than four or five people in a photograph. Keep the people close together. If possible, avoid standard handshake (grip and grin) photos. Be sure to clearly identify the people in the photograph, either on a separate sheet or on the back of the picture. And thank you!

## THE NEW UPDA SPECIAL SECTIONS FOR DEPARTMENTS

We are going to try to keep the focus on people—because that is what you want. We are also going to try to give you definite news about people and events in specific departments on a regular basis. Each issue of the new Update will feature at least a two, and usually a four (or more) page, center section that will focus on one department or major area within GEISCO. One, for instance, might be dedicated to the Engineering Department and CA. Another, to the Field Sales regions, another to International Marketing Department, and so on. In turn, departments and regions that are currently publishing individual newsletters will be giving Update their input, so that you will have all of your information in just one publication. We know it's going to be tricky, and we are asking you for all the help that you can give us.

Update, as we and you have said, is your publication. And because it is yours, we are going to ask you to contribute more and more often.

The "dedicated issue" concept will not preclude publishing of newsworthy stories from one department when the emphasis in that issue is on another. If it's news, it's news, and we'll be printing it in the regular pages of Update. We will also continue with News from Corporate, giving you all of the information that we can; and we will be "beefing up" our benefits information, periodically foregoing the Question and Answer format of Answering Service for special stories, such as the one on filing insurance forms in this issue.

And that's not all.

# TE, CONTINUED

## YOU CAN CONTRIBUTE

Because we at Update, just like you, are limited in time and staff; and because we want more information, but are sometimes unable to dig for it as much as we might like, we're in the process of setting up a network of regular "reporters"; at least one in each Region, and at least one from every Department at Headquarters.

Those people will be on the lookout for news, and will relay information to us so that we can follow up. We'll print names as soon as the network is complete.

But we don't intend to rely on that "network", either. You can contribute directly to Update. And we're making it as easy as possible. In this issue, you will find a "contributor's worksheet." Reproduce locally as many blank forms as you wish. All you need to do is fill in the blanks to give us basic information. Where there is a story, we will follow up. Of course, if you choose to write a complete article, that's fine. All contributors will be given credit.

Again, we can't guarantee that every story idea you send in will be used. But please try—and, if necessary, try again. We will try to respond to every contribution sent in. If we can't use it, we'll let you know why.

(There is an important thing to remember, here. If you wish to mention the name of the customer, that customer must sign the release at the bottom of the worksheet. Of course, stories about customers can be written without use of the customer's name. Just include a brief description of the business. (i.e.: A major Computing Services firm; one of the "big eight" accounting firms, etc.)

That's what we will be doing to respond to your needs. Of course, it won't come all at once. We'll be integrating the changes as quickly as we can, and we'll keep you posted.

## SORRY, NO WANT ADS

However, we must also respond to some other comments, and let you know what we *won't* be doing, and why.

Many of you seemed confused about the Update audience. Please remember that Update goes to everyone in GEISCO in the U.S. and to many of our people outside of the U.S. It is intended for both headquarters and the field, and we must try to serve everyone.

Therefore, despite many requests for a classified advertising column, we will not be including one. The reasons, we hope, are obvious. A classified ad for household furnishings for sale in Rockville will mean nothing to someone in St. Louis or San Diego. And vice versa. We hope that you will continue to use local media, such as bulletin boards, for relaying that kind of information.

All material in Update must somehow relate to as many readers as possible. We realize we can't always please everyone, but we also realize that we have an obligation to do the best we can.

## A DELICATE BALANCE

As expected, comments in the survey showed that field people want more information from the field, and headquarters people want more from headquarters. We are trying to keep a very delicate balance, and we ask for your help and understanding.

Some of you said Update was sometimes "too cutesy". Others said "we need more humor." That's another balance we'll try to keep. We all need some laughter periodically; but we also need serious, sound news.

We'll try—very hard—to give you both.

## YOU OUGHTA BE IN PICTURES

Many of you requested more photographs. We agree. However, it is difficult for us to obtain photographs from the field, and difficult to schedule picture-taking sessions at headquarters as often as we might like.

So we again ask your help. Feel free to submit photos.

## AND MORE . . .

That's what will be happening with Update. We'll be trying our best to respond to all of your needs, and we'll be actively soliciting your help. The next and regular issue of Update will come out on July 20. In that issue we'll be beginning some of our new features and providing you with publication and deadline dates for the new Update for the remainder of 1979. We'll also tell you more about what we plan to do—because there is more.

Update is everyone's publication. And we'd like everyone to help keep it that way. But we simply can't do it without you. So fill in your contributor's worksheets. Send us your Forum comments and questions and gripes. Send us your photos. And feel free to ask questions.

Here, once again, are the new departments and areas. Be sure to mark your envelope properly, so that we can respond most quickly.

Contributor's Worksheets: **UPDATE: Worksheet**

Letters, questions, etc: **UPDATE: FORUM**

Photographs of Individuals: **UPDATE: PHOTOS**

Photographs of events; Include with Contributor's Worksheet Benefits

Questions: **UPDATE: ANSWERING SERVICE**

All to: 401 N. Washington Street  
Rockville, Maryland 20850



Central Region. Terry Heineman, guest speaker, presented some ideas about individual values. The idea was to help the audience better understand themselves, their customers, and their business associates.

*STRETCHBUCK winners from the New York Financial District, Eastern Region. Left to Right: Betty Wong, Linda Bishop, Reggie Culpepper, Walter Grygiel, Kaili Skolnik, Paul Lemberg, Peter Perkins, Richard Okrasinski. Lena Humes was not available for the photograph.*



## REGION COMMUNICATION MEETINGS: AWARDS, MOTIVATION, COMMUNICATION

(continued from page 1)

Northern Region Manager Jim Schuster and IBM Systems Programs Manager Ziggi Quastler toast GEISCO's newest product offering: MARK 3000®.



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**Editor:** Clare Aukofer

**Editorial Assistant:** Patricia Brown

**Documentation:** Dex Nilsson

**Contributors this issue:**

Ron Rasmussen

Nancy Sullivan

**GENERAL  ELECTRIC**



Central Region Manager Mike Emmi presents Detroit District Manager Mike Chamberlain with the award for the Number One District in the Nation. Mike said the award was won by team effort, and that he expects even better things in the future.