



®

UPDATE

INFORMATION
SERVICES
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DIVISION

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305.58

At The Bottom, but Ready to Move!

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

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

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

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

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

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



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

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

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

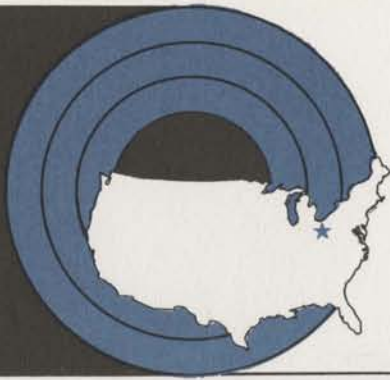
The new "Salesman of the Month" competition, which was launched in January, stresses four major areas, and the

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

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

GENERAL  ELECTRIC

Continued on page 2



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

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

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

Bill Brooks, Senior Account Rep:

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



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

Jim Pappas, Senior Tech Rep:

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

Dennis Bibler, Senior Account Rep:

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

Beverly Stamper, Branch Administrator:

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

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

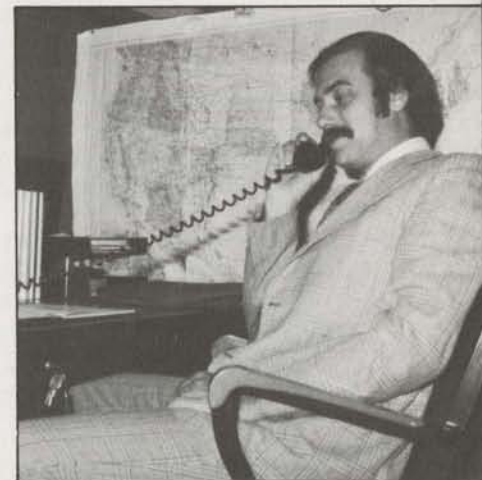
Carl Anderson, Ernst & Ernst National Account Rep:

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

Continued on page 3



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



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



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



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

Jim Quayle, Senior Tech Rep:

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

Ed Taylor, Senior Account Rep:

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

Jack Hauber, Senior Account Rep:

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

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

Jeanne Aniton, Account Rep:

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

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

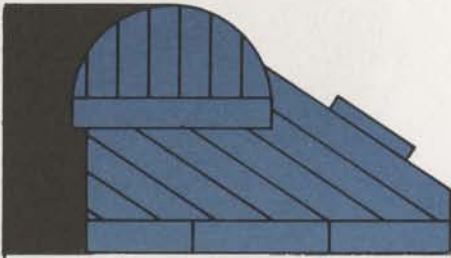
Now Let's Keep An Eye On Cleveland!

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



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

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



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

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

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

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

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

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

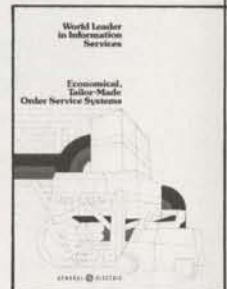
Marketing plans for the new capabilities have been under development for several months. Bill Backer of Product Programs has been responsible for commercial release of this product. All pertinent selling information has been distilled into a sales guide for order service systems. This proprietary guide,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

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

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

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

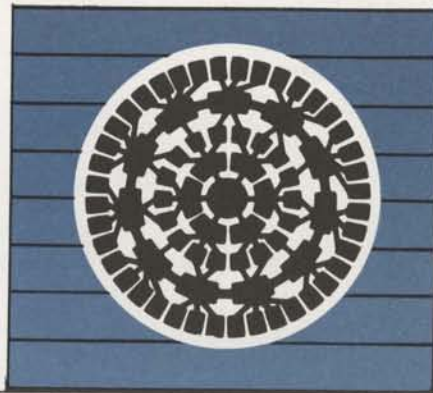
The new Order Service Systems sales brochure—eight pages with a pocket for inserted examples.



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

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

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Amsterdam To Be the Location Of ISBD's Third Supercenter

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

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

Order Service *Continued*



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

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

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

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

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

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

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

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

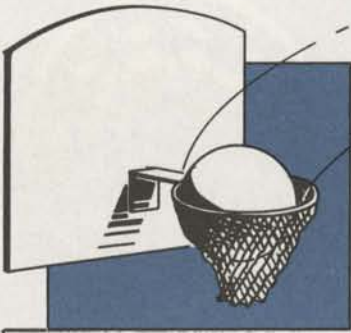
of course, that goes for Japanese and Australian needs too.

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

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



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



Winners in Information Services, And Top Winners in Basketball!

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

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

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



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



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

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

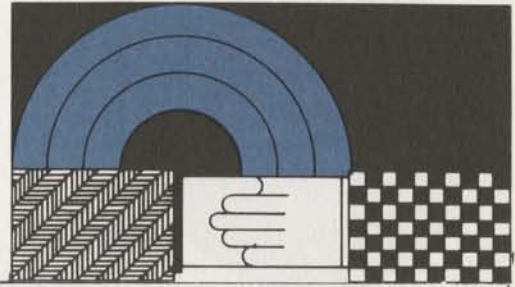
standing Player; and Larry Jenkins—Most Valuable Player. On a previous occasion, Lois Brown had been awarded the Number One Fan award in recognition of her outstanding support of the team throughout the playing season.

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

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



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



New and Revised Documentation

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

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

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

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

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

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

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

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

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

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

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

Spring Cleaning at the Document Center

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

- MARK III "Flip Book" (2000.12), a large maroon-colored easel with dated contents which are good for housing local desktop presentations.

- Issues of *Leader* for October 1972 (301.07), December 1972 (301.08), and October 1973 (301.11).

- *Time-Sharing Today* (900.29), "today" being June 1972. This booklet is a reprint of a newsletter by Time-Sharing Information Services featuring Dr. Feeney and a look at GE time-sharing services from its beginnings in 1965 to "profitability" in 1971.

- *New Decision-Making Tools for Managers* (153098), a Mentor soft-

Seven Suggestion Awards Net \$525 for Six ISBDers

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

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

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

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

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

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



1976 GE/Union Negotiations Begin This Month

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

GE News: When did negotiations begin?

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

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

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

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

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

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

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

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

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

Late News

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

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

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

GE, Utah Boards Approve Merger

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

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

April Service Awards

Twenty Years

John A. Fox	Philadelphia
Alfred G. DiVenuti	Watertown

Fifteen Years

Charles F. Crotty	Rockville
Glenn A. Oetzel	Los Angeles

Ten Years

Robert L. Dambacher	Erie
Peter B. Salisbury	Rockville
Mintauts Kukainis	Rockville
David T. Jarvis	Schenectady

Five Years

Peter Florczyk	Erie
James B. Pearson	Rockville
Robert L. Cage	Rockville

GENERAL  ELECTRIC