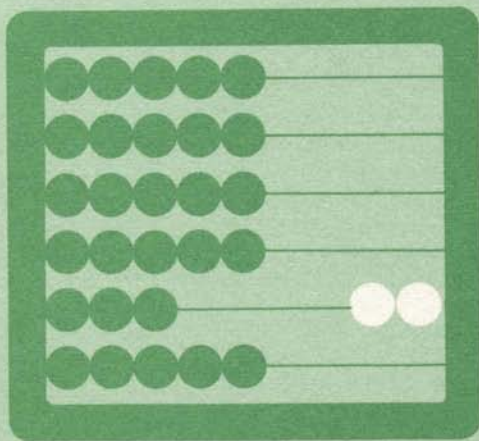




# 2 national sales conference

## speakers' biographies



## EUGENE R. BAKER



**Legal Counsel  
Information Services Division**

Gene Baker provides legal counsel and advice on foreign and domestic matters to the Information Service Department, Information Networks Department, and Medinet Operation.

Mr. Baker left private practice in 1956 to join the Federal Trade Commission, spending three years as investigator, three years as trial attorney, and three years as legal assistant to two Federal Trade Commissioners. In 1965 he joined the Hotpoint Division in Chicago. He later moved to Louisville to become Department Counsel for GE and Hotpoint components there, before joining ISD in 1969.

## N. LEE BEYER



**Senior Specialist-Electrical/Electronics  
Market  
Information Service Department**

Lee Beyer's responsibilities for the Electrical/Electronics Targeted Market include merchandising activities and product planning.

Lee has worked with time-sharing since 1964, using Dartmouth's system for engineering applications in fluidics, thermodynamics, mechanics, and electronics. He joined ISD in 1967 as an Operations Engineering analyst responsible for electrical, mathematical, and statistical applications. Mr. Beyer moved into the Sales Programs Unit in February, 1969, where he developed merchandising plans for the electrical engineering market until assuming his present responsibilities.

**E. T. BRIDDELL**



**Senior Specialist-Petro/Chemical Market  
Information Service Department**

As a Targeted Market specialist, Tal Briddell's responsibilities include the development of sales and marketing strategies for the Petro/Chemical industries.

Tal came to General Electric in May, 1969, from the FMC Corporation where he served in various engineering positions including Senior Processor Engineer. During his four years with FMC, Tal participated in a new petrochemical project that culminated in a \$30 million operating plant. Prior to that, Mr. Briddell spent 1½ years with Shell Chemical as a Process Engineer.

**JOHN J. CANNING**



**Senior Specialist-Banking and Finance  
Market  
Information Service Department**

John Canning's responsibilities include merchandising, promotion, and production planning for ISD's Banking and Finance Targeted Market.

Before assuming his present position in January, 1969, John completed Marketing Management Program assignments with GE Corporate Relations, Lamp Division, and ISD. Mr. Canning's business experience includes three years with the Marine Midland Trust Company where he served in credit analysis, new business development, advertising, and as Assistant Branch Manager. Prior to that, he spent a year in sales with Procter and Gamble.

**VICTOR A. CASEBOLT**



**Manager-Field Sales Operation  
Information Systems Programs**

Vic Casebolt heads the U.S. pooled field sales component responsible for sales and technical support for the Group's information systems products.

Mr. Casebolt joined GE in 1958 as a member of the Marketing Training Program. He became a sales engineer for the Computer Department in 1959. In 1961, he established the Detroit sales office, becoming District Manager there in 1962. Since then he has held positions as Manager-Sales Development, Managing Director of De La Rue Bull Machines, Ltd., in London, Deputy General Manager of Bull-General Electric in Paris, and General Manager of BGE's Affiliates Department.

**JOHN F. CHADDERDON**



**Manager-Manufacturing Applications  
Information Service Department**

John Chadderdon heads the applications group responsible for design, development, and maintenance of all manufacturing time-sharing programs other than numerical control.

During his 22 years with General Electric, John has acquired considerable and varied experience in manufacturing and held assignments in virtually every aspect of the manufacturing work environment. During the past 10 years, Mr. Chadderdon specialized as a systems analyst in the business information area of manufacturing. He also supervised work areas in which the prime responsibility was manufacturing applications. John assumed his present position with ISD in August, 1969.

**BØRGE M. CHRISTENSEN**



**Manager-International Information Services Operation  
Information Service Department**

Børge Christensen is responsible for providing managerial direction for all on-line computer service ventures outside the United States. He also investigates the potential of new international time-sharing opportunities.

After several years with the Royal Danish Navy and a Danish firm headquartered in Jakarta, Indonesia, Mr. Christensen joined GE's Advanced Engineering Program in 1956, becoming supervisor of the Program in 1959. He became a Senior Operations Analyst for the Computer Department in 1960, then manager of the New York IPC, before becoming District Manager in June, 1966. He later managed GE's European Information Services Operations until assuming his present position in November, 1969.

**HARLAN B. DODGE**



**Account Representative  
Information Service Department**

An Account Representative in the Cincinnati office, Harlan Dodge specializes in manufacturing systems. He is responsible for production and inventory control, industrial engineering, and manufacturing engineering users and applications in southwest Ohio and northern Kentucky.

Harlan joined ISD in May, 1969, working in both Dayton and Cincinnati. Prior to that, he was a manufacturing systems analyst with Production and Logistics System Operation of GE's Aircraft Engine Group in Evendale. Mr. Dodge's broad experience with the manufacturing environment began during his employment by Continental Can where he served as factory foreman, manufacturing engineering representative, production control scheduler, and production control supervisor.

**JOSEPH R. DOMONKOS**



**Senior Specialist-Manufacturing Market  
Information Service Department**

Joe Domonkos is responsible for development of marketing strategies, merchandising, and sales programs to penetrate the Manufacturing Targeted Market.

Joe has been deeply involved with numerical control since his first job in 1956. In that position with the Morey Machinery Company, he participated in the first commercial NC application. He has gained numerical control experience working with Bullard Company, AMF Corporation, Warner & Swasey, Ford Instruments, and General Electric. During that time, Mr. Domonkos designed and built NC controllers and developed applications for use of numerical control equipment. After joining ISD in June, 1968, Joe served as a regional NC specialist before becoming part of the headquarters staff in April, 1969.

**GEORGE J. FEENEY**



**General Manager  
Information Networks Department**

George Feeney bears responsibility for the design, installation, and operation of GE's nationwide network of computer systems that provide on-line computer services to subscribers throughout the U.S.

Dr. Feeney's 20 years' association with computers and management information systems includes positions as Manager of GE's Corporate Strategy Operation where he developed a computer based on-line management information system for corporate office analysis of economic developments and effects as well as Senior Staff Member of the Rand Corporation where he developed a computer based inventory control system for the U.S. Air Force. George also pioneered advanced applications of computer-based systems for industrial clients of the Stanford Research Institute.

**JUDITH L. JEHN**



**Customer Application Specialist  
Information Service Department**

As the sole ISD representative in the Dayton, Ohio, office, Judy Jehn acts as sales rep, customer application specialist, and account rep to customers and prospects in the area.

Judy came to ISD in June, 1968, as Dayton's first full-time customer application specialist. During that time she has held an eight-session seminar for Federal Government auditors and was the first woman to address Dayton's Harvard Business School Club. Prior to joining General Electric, Judy spent two years as a computer programmer with the University of Dayton Research Institute.

**DIANE H. JOHNSON**



**Customer Application Specialist  
Information Service Department**

As a Customer Application Specialist in the Dallas area, Diane Johnson supports customers with technical advice and programming assistance. She has specialized in the time-sharing applications of secondary schools and colleges.

Diane started with General Electric in 1960 as a programmer for the Computer Department. Since then, she has held a variety of positions, including programming analyst, application engineer, and programming analyst for GE computer business. Mrs. Johnson helped ISD pioneer in establishing national time-sharing customer training standards.

**FRED N. KING**



**Manager-Electrical and Electronic  
Applications  
Information Service Department**

Fred King's applications responsibilities cover the development and support of library programs for electrical and electronic applications. Included in these programs are ACNET, DCNET, ECAP, LOGIC, ANALG, and LOAD FLOW.

Fred first joined GE in 1958, participating in various engineering training programs and later developing ultra high-speed computer circuits and systems at the Electronics Laboratory. Leaving the Company in 1967, Mr. King developed large screen displays and night vision equipment as Manager of Electronic Engineering for Singer-General Precision Corporation's Optics Technology Center. Fred returned to General Electric in 1969 as a Consulting Applications Specialist in ISD before assuming his present position.

**FRANK D. KITTREDGE**



**Manager-National Marketing  
Information Service Department**

As marketing manager for national accounts, Frank Kittredge carries responsibility for major ISD accounts, network sales, and custom service (wholesale) sales planning.

Since coming to ISD in 1969, Frank has acted as Manager-Utilities Applications and Manager-Network Project. His previous GE assignments go back to 1952 and include Manager-Marketing for Distribution Protective Equipment Department, Manager-Export Sales for the Medium Steam Turbine Department, and Senior Sales Specialist for the Large Steam Turbine Department.

**KENNETH F. KRAL**



**Account Representative  
Information Service Department**

Ken Kral's activities as Account Representative in the Manhattan office include serving such well-known customers as AT&T, Long Lines, Union Carbide, RCA, Phelps Dodge, Halcon International, and the U.S. government's Defense Contract Audit Agency. Ken's particular speciality is providing 605 technical support to Deskside Service Customers.

Mr. Kral came to GE in May, 1969, from Kollsman Instrument where he managed a scientific data center. During that time, Ken was instrumental in forming a users group of company customers. Prior to that, he served the Boeing Company in New Orleans as an associate engineer/

**PAUL R. LEADLEY**

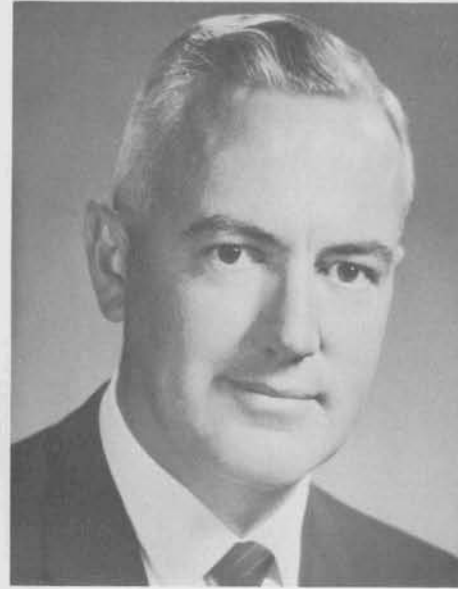


**General Manager  
Information Service Department**

As ISD's general manager, Paul Leadley has responsibility for business development and marketing of on-line computer services both in the United States and abroad.

Mr. Leadley previously served as General Manager of the International Information Service Department. He also headed the Information Service Department for two years prior to 1968 where he pioneered the commercial time-sharing business and established GE as a world leader. Earlier, Mr. Leadley was Manager of GE's Telecommunications and Information Processing Operation. During his 23 years with the Company, Paul has served on the corporate audit staff, as department manager of general and tax accounting, and Manager-Finance for the Silicone Products Department.

**KENNETH G. MacDONALD**



**Manager-Field Sales Operation  
Information Service Department**

Ken MacDonald's responsibility covers all sales and application support of ISD services in the United States. Under Ken's direction, this effort is handled by 3 regions, 15 districts, and 56 branch offices.

Mr. MacDonald's GE career started in 1946 when he joined the Company's Engineering Test Program. After various engineering, sales, and administrative positions, Ken entered the computer field as Sales Manager-International Automation Operation. In 1964 he was named Manager-Market Development for the Information Processing Business Section. Subsequently he became Manager of the Phoenix Computer Center, Manager of ISD's Western District, then Western Region Manager before assuming his present position.

**EVERETT L. McCLEARY**



**Manager-Marketing  
Information Service Department**

As Marketing Manager, Mac McCleary holds responsibility for market development and support of ISD sales offices throughout the U.S.

Previously Mr. McCleary was Manager-Marketing for the International Information Service Department. Prior to that, Mac was Manager-Industrial Automation Operation in the Numerical Equipment Control Department where he was responsible for sales of numerical control and specialized electronic control systems to the industrial manufacturing market. During his 22 years with General Electric, Mr. McCleary has held a number of management positions. He was active in forming the Numerical Control Society.

**S. GEORGE NAZARIAN**

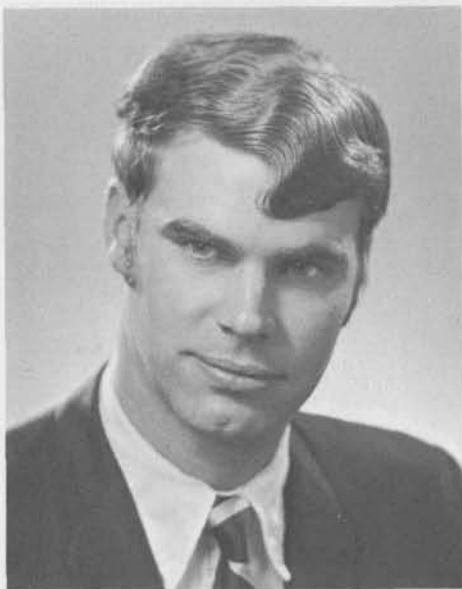


**Sales Representative  
Information Service Department**

George Nazarian's sales area covers the Los Angeles downtown and financial area. He has personally targeted in on oil companies and CPA firms, selling 30 substantial time-sharing contracts since June, 1969. His signed customers include Haskins and Sells, Blue Cross of Southern California, and Union Oil of California.

In April, 1969, George came to GE from American Airlines where he was a participant in their management training program. Prior to that, Mr. Nazarian spent 4 years in the insurance business as an agent, a \$1 million Round Table producer, and national sales coordinator.

**WILLIAM C. NOBLE**



**Senior Specialist-Industry Marketing  
Information Service Department**

Bill Noble provides sales planning, support, and marketing strategies for ISD's 1970 targeted markets.

Prior to joining ISD in late 1969, Bill spent two years as a systems development officer in the Pentagon with the Management Information Systems Directorate, Office of the Army Chief of Staff. In that position Bill guided the initial development of an automated system for projecting military personnel resources and requirements. Before being called to active duty in 1967, Mr. Noble was employed by Industrial Nucleonics Corporation as a National Account Specialist in marketing.

**HILLIARD W. PAIGE**



**Vice President and Group Executive  
Information Systems Group**

Hilly Paige has responsibility for the development, manufacture, and marketing of the Company's data processing computers, data communications equipment, and information handling systems and services on a worldwide basis.

Mr. Paige's business career, devoted to technology-based businesses and advancement of systems management disciplines, has resulted in such successes as the Nimbus weather satellite program and the Apollo checkout mission. He was appointed General Manager of the Missile and Space Division in 1962, and elected a Company vice president in 1964. Aerospace businesses under his leadership pioneered in highly complex computational applications such as missile tracking, flight simulation, and the most advanced data management systems.

**ARTHUR E. PELTOSALO**



**Vice President and Acting General  
Manager  
Information Services Division**

In addition to his position as Acting General Manager of the Information Services Division, Art Peltosalo is General Manager of the International Information Systems Division.

Mr. Peltosalo has led in establishing GE's time-sharing network operations in Europe and the United Kingdom. He brings to his present responsibilities 24 years of outstanding business performance, including nine years as general manager of five different GE businesses. Art formerly headed GE's corporate marketing consulting staff where he was responsible for a major study of the information systems business.

**ZIGMUND QUASTLER**



**Manager-Mark I Services Operation  
Information Service Department**

Zigi Quastler is responsible for the profit and loss of Mark I services and 200-line batch services. This includes functional responsibility for Mark I engineering, marketing plans and programs, and operations plans and programs.

Mr. Quastler joined GE's Engineering Training Program in 1956, later transferring to the Manufacturing Training Program. After two years at the Lynn Computation Operation, he joined the Computer Department in Phoenix in 1962, spending three years in various marketing assignments. He came to the now Information Services Division in 1965 serving as Manager-Application Engineering until 1966, as Manager-Operations Engineering until 1968, as Manager-Software and Applications in International ISD until 1969, and as Manager-Marketing in Information Networks Department until appointment to his present position.

**NANCY D. REILY**



**Customer Application Specialist  
Information Service Department**

As a Customer Application Specialist in the Washington, D.C. office, Nancy Reily provides technical support to government and commercial time-sharing customers. Her accounts include the U.S. Air Force and American University.

Prior to joining General Electric, Nancy was one of the early users of GE Time-Sharing Service while working for the telephone company. She has done marketing/technical support activities for Computer Sharing, Inc. and for the CEIR subsidiary of Control Data Corporation.

**ALFRED E. RICHARDSON**



**Sales Representative  
Information Service Department**

As Sales Representative for ISD, Al Richardson sells GE time-sharing service to prospects in the Schenectady, N.Y., area. Al's successful sales record includes over 50 customers signed since October, 1967, among them a contract for the State Government of New York covering all state departments and educational institutions.

Mr. Richardson's sales career began when he joined General Electric in 1967. For the 10 years prior to that, he was engaged in social work for the State of New York.

**R. A. RITTENBERRY**



**Manager-Numerical Control Applications  
Information Service Department**

Bob Rittenberry directs the design, development, and maintenance of numerical control time-sharing software for ISD.

Since joining GE in 1957 Bob has held NC-related positions with the Computer Department in Huntsville and Manufacturing Services in Schenectady. He developed a remote APT system now used throughout GE and lead development of a time-sharing ADAPT system which GE markets as REMAPT. As Manager-Applications Programming, Bob was instrumental in the design and development of a remote batch operating system for the GEPAC 4020 process control computer, as well as a remote batch ADAPT system for that computer and postprocessor development activity. Mr. Rittenberry assumed his present position with ISD in August, 1969.



**PAUL W. SAGE**



**Deputy General Manager  
Information Services Division**

Paul Sage's responsibilities include the development and marketing of time-sharing and other on-line services throughout the world.

Mr. Sage brings a great variety of computer industry and management experience to his position. He has been involved in information systems since the early days of computerized tracking and analysis of military missile programs, beginning with work at the Redstone Arsenal in 1954. As early as 1963 Mr. Sage worked on the use of Datanet 30/GE-225 systems configurations to serve the needs of remote-terminal operations. Past positions include Manager-Test Data Systems, Manager-Engineering, then General Manager of the Mississippi Test Support Department. Early in his career he spent several years with IBM, then came to GE's Missile and Space Vehicle Department where he held a number of managerial and computer-related positions.

**BRUCE F. SANGSTER**



**Customer Application Specialist  
Information Service Department**

As a Customer Application Specialist in the El Monte, California, office, Bruce Sangster concentrates on serving customers in the Banking and Finance area.

Since coming to General Electric in July, 1969, Bruce has developed comprehensive knowledge of time-sharing program packages relating to management science and operations research. He has developed seminars covering these areas which serve the dual purpose of customer training as well as updating technical knowledge of area ISD personnel. Mr. Sangster's previous experience includes business modeling and analysis for TRW Corporation and engineering computing at North American Aviation.

**DON A. SOARD**



**Customer Application Specialist  
Information Service Department**

As a Customer Application Specialist in the Tulsa, Oklahoma, sales office, Don Soard is primarily responsible for serving the petro/chemical accounts in that area.

Since coming to GE in 1967, Don's efforts have been directed toward the petro/chemical market and he has penetrated top key petroleum and chemical industry accounts, developing time-sharing applications to solve their problems. Mr. Soard's pre-GE experience includes University Computing Company, Amarada Petroleum Corporation, and Schlumberger Well Services.

**ROBERT F. STREIGHT**



**Branch Sales Manager  
Information Service Department**

As sales manager of the Waltham, Mass., branch office, Bob Streight is responsible for time-sharing sales and support in New Hampshire, Maine, and northern Massachusetts.

Bob has been with General Electric for 10 years, most recently as an ISD sales representative, selling primarily to electrical engineering prospects in the Waltham area. Prior to that, Mr. Streight spent a year with Medinet Operation designing terminal devices and five years as a project engineer in digital communication systems for the Apollo System Department. Other GE experience includes the Defense Systems Department and the Atlas Missile System.

## THOMAS A. VANDERSLICE

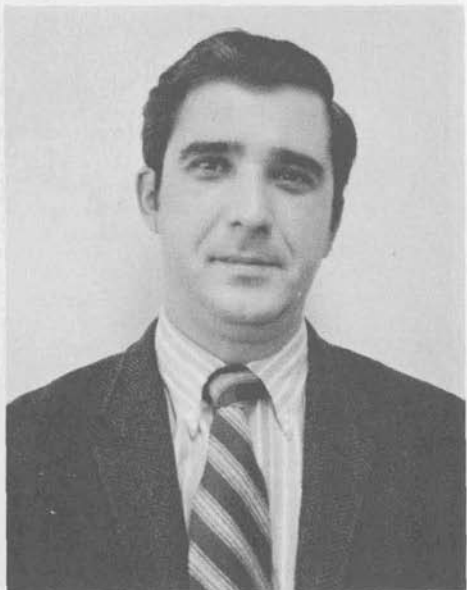


**General Manager  
Information Systems Programs**

Tom Vanderslice is responsible for pooled sales and product service within the United States for GE's computer systems and products.

Prior to his present position, Dr. Vanderslice was General Manager-Information Devices Department where he led development of terminal devices, products, and subsystems including worldwide product management responsibility for magnetic tapes, discs, and related devices, and for the Datanet-760. After joining GE in 1956, Tom did research in vacuum and gaseous electronic technologies where he pioneered a mass spectrometer that measures the highest vacuums producible on earth. He later became Manager-Engineering for the development of vacuum interests and systems for use in the nation's space programs.

## RICHARD S. VIALTON



**NC Consultant-Technical Services  
Information Service Department**

Dick Vialton plans and conducts numerical control training for customers and ISD personnel in the five-state area comprising the East Central District.

Dick joined GE in March, 1969, serving as a Customer Application Specialist in the Dayton, Ohio, office until assuming his present position. Prior to General Electric, Dick spent 11 years as an electrical engineer in NC design with various machine tool and precision systems companies. During that time, Mr. Vialton developed the first NC-controlled rotary table capable of dissecting a circle into one million parts with an accuracy of .000036 degrees, thus setting the highest standard in the industry for that type of accuracy.

GENERAL  ELECTRIC