



Information Systems

Time-Sharing Service

PRINT OUT

VOL. 2, NO.1

CENTRAL REGION

MARCH 1970

CENTRAL REGION MANAGERS MEET....



... To review conclusions of Managers' workshop sessions with Ed Scully



... To outline plans for a successful 1970 with Al Jones



... To plan participation in National Sales Conference with Ed Gorsuch

HIGHLIGHTS OF MANAGERS MEETING

Central Region Information Service Department managers met at the Sheraton Inn, Cleveland, February 3 and 4 for the first of their 1970 Regional meetings. The following are highlights of the meeting:

... Al Jones reported on "the state of the business" and outlined plans for 1970.

... Jack Skehan discussed educational programs for 1970 including special application workshops aimed at the targeted markets.

... Len Hendricks outlined headquarters sales support plans for the Targeted Markets of Banking & Finance, Manufacturing, Electrical Engineering and the Petro-Chemical Processing industry.

... Joe (Mr. NC) Schartman delivered a progress report on advancements in the field of numerical control.

CENTRAL REGION WELCOMES EMPIRE and EASTERN PENNA. DISTRICTS

In the recent reorganization, the Central Region moved eastward to include the Empire District and the Eastern Pennsylvania District.

The merger with the Empire District brings several branch offices into the Central Region. District Manager Al Parker and Lee Denny, Manager—Internal Accounts, are both working out of Schenectady, one of the oldest computer centers in the Department, second only to Phoenix and Chicago. Stan Brucker, Manager—Eastern New York also serves his title area from Schenectady as well as the GE plant in Pittsfield, Mass.

Ed True, Manager—Central New York, is located in Syracuse and serves such accounts as Electronics Park and Binghamton/Johnson City, as well as Corning Glass and the Carrier Corporation.

The Western New York territory is headed by Britt DeSilva, Manager of the Rochester branch, which also serves Buffalo, giving coverage to the second and third largest cities in the state. Among the most recent contracts from this branch are Xerox, Eastman-Kodak and American Standard.

The Eastern Pennsylvania District, headed by Don Stone, includes the eastern half of Pennsylvania, the southern part of New Jersey and all of Delaware. Don's headquarters are located in Bala Cynwyd, Penna.

Charlie Ray is manager of the branch which covers Delaware and the western part of the district in Pennsylvania, including one-half of Philadelphia. Charlie works out of the Bala Cynwyd Branch Sales Office. There is also an office in York, Pennsylvania run by Dick Beldon, Senior Account Representative.

Tony Mareno is the branch manager for the remainder of the territory, which takes in the southern part of New Jersey and the northeastern part of the district in Pennsylvania, including the other half of Philadelphia. There is also an office in Allentown, Pennsylvania where Steve Duga, Account Representative holds down the fort.

The Eastern Pennsylvania District surrounds Philadelphia, and has the second largest concentration of petro-chemical employees in the nation, as well as being a large financial and insurance center.

A. V. Parker, Manager
Empire District



L. A. Denny, Manager
International Accounts Branch

S. W. Brucker, Manager
Eastern New York Branch



R. E. True, Manager
Central New York Branch

N. B. DeSilva, Manager
Western New York Branch



A. D. Stone, Manager
Eastern Pennsylvania District

C. R. Ray, Manager
Philadelphia South Branch



A. J. Marino, Manager
Philadelphia North Branch

**PRINT
OUT**

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NEW CENTRAL REGION



FLEXIBILITY AIDS SALES

"Time-Sharing's heaven sent for the guy who doesn't want to become technical. That type of guy can solve the problems with his own type of logic."

Thus Al Richardson, sales representative in Schenectady, considers himself living proof of his statement. Holding a masters degree in social work from the State University of New York at Albany, Al worked for the State of New York for ten years before joining the department in October, 1967. Since then Al has had over 50 contracts signed, and has been above quota every month. His highest above quota figure stands at 137%.

Al's flexibility allows him to sell to all types of industries. He's recently sold Time-Sharing to GE departments, paper mills, educational institutions, construction and manufacturing industries. He also reflects fondly on the contract he signed with Rotron, a manufacturer of electric motors for computers. Rotron replaced an IBM 1130 with two GE Time-Sharing terminals.

Although he was coming in above quota before the commission system started in January of last year, Al says, "I think it's wonderful. Don't do anything to change it!"



A. E. RICHARDSON

It is interesting to note Al's success in another field as well: He was a student in the first sales class in November, 1967, and has since risen to the platform at the national sales meeting last year. He will return again this year in Atlanta to speak on selling Time-Sharing per se. With the success he has shown in the field Al Richardson is well qualified to speak on that subject!

PRINT OUT INPUTS

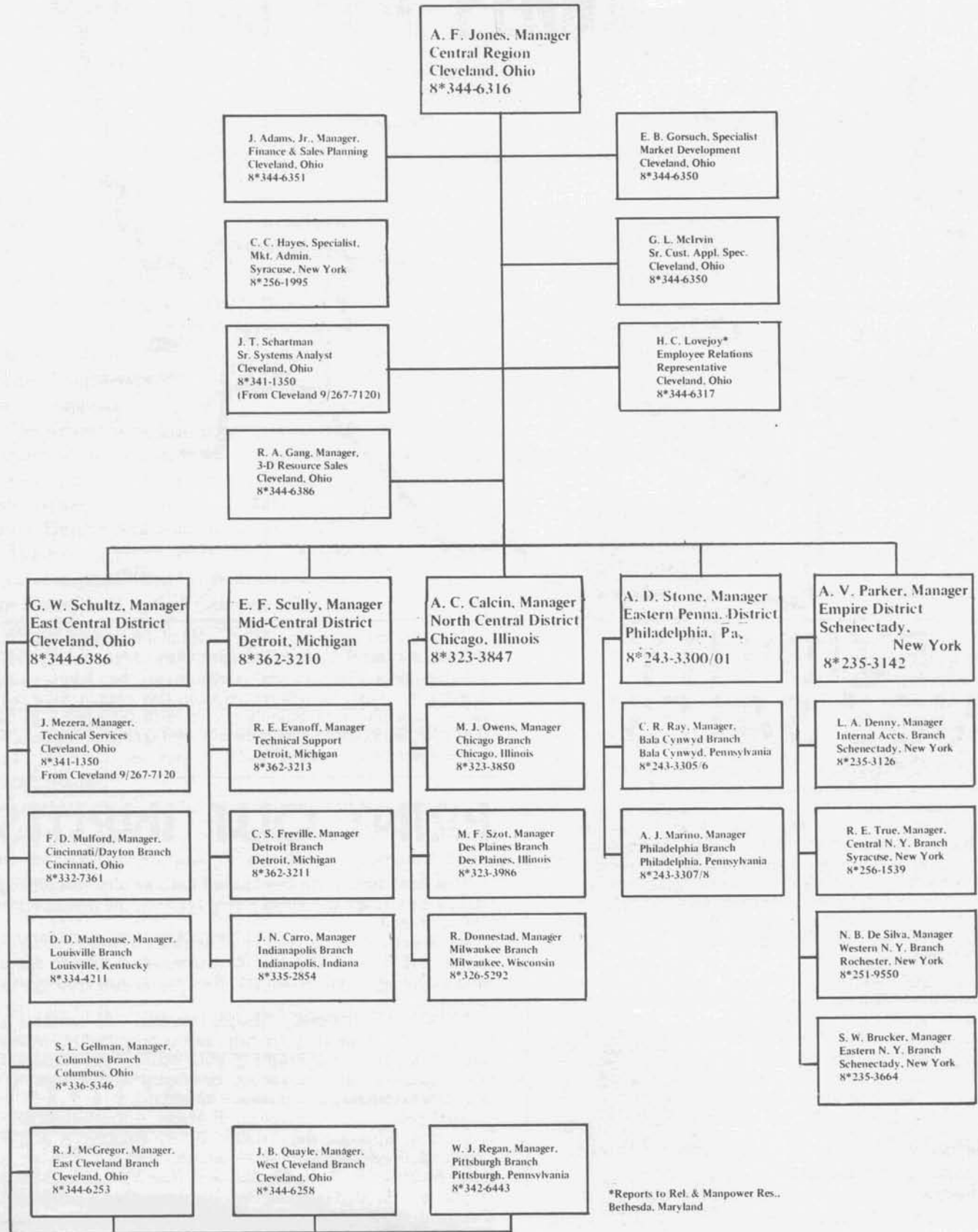
This issue marks the beginning of a new year for PRINT OUT, a newsletter published solely for you, the people of the Central Region.

Its objectives are to keep all of us aware of what's going on in the region, who our associates are, what they're doing, what's coming up in the Central Region and how each of us is involved.

PRINT OUT is heavily "people oriented." To continue to be successful it needs your help and cooperation. Contributions from you on the people in your office, your customers, new applications and happenings of interest are welcome. It's your newsletter and your ideas are important.

Send your contributions to C. F. Byers, Advertising & Sales Promotion, Chicago, 8-323-4206; B. W. Mackey, A & S P, Cleveland, 8-344-6193; D. A. Mulligan, A & S P, Pittsburgh, 8-342-6439; or E. B. Hicks, A & S P, New York, 8-222-2473. Or contact E. B. Gorsuch, Specialist, Market Development, Cleveland, 8-344-6350.

INFORMATION SERVICE DEPARTMENT CENTRAL REGION



*Reports to Rel. & Manpower Res., Bethesda, Maryland