

# NEWS-SHARE



Information  
Services

World Leader  
In Time-Sharing  
Service

Vol. V, No. 2

Bethesda, Maryland

January 15, 1971

## National Accounts Joins Field Sales

**Ralph Pearson**, recently vice president of marketing with Remote Computing Corporation in California, and formerly with Computer Sciences Corp. and the Burroughs Corp., has joined Ken MacDonald's field sales organization as manager of national accounts.



"Given GE's capabilities in time-sharing, and with the work already done in the field by a number of people, we have much to offer these large accounts. I see my job as one of formulating a plan and putting together an organization that will get most of us running in the same direction and maximize our marketing impact on these important customers," said Mr. Pearson.

His staff will be in Schenectady, New York, and Washington. In Schenectady Bill McClary will take care of GE accounts, in New York Bill Moore will work with the Bell System accounts, in Washington Dick Farrell will handle government accounts. Concentration is also planned on national CPA and management consulting firms. National Accounts' approach to this "new business" is meant to complement and enhance the existing field sales effort.

## Sales Seminars Set for 9 Cities

Three-day professional sales seminars for all Branch Managers and marketing reps are being planned in various cities throughout the country this winter, from January to April. Overall direction is under **Hal Greenberg**, Manager, Headquarters Sales.

"The course is specifically designed for selling in the computer industry and fits right in with the direction we are taking — business and data processing applications. It is heavily oriented toward top management selling and concentration on large accounts," according to **Ike Smith**, who is coordinating the seminars.

Tratec, Inc. (formerly Resource Computer Corp.) was selected to run these sessions because of their extensive successful background with IBM and others. They have worked closely

with field and headquarters management in developing the course to our needs.

The first seminar will be held in Bethesda January 25-27 for branch managers east of the Mississippi. After that there will be a one-day "overview" for district and regional managers, as well as some headquarters managers, to give them an idea of what the course contains.

Branch managers west of the Mississippi will attend the seminar in Los Angeles February 8-10. Then the marketing reps will be invited to attend one of ten seminars being held in Los Angeles, Atlanta, Syracuse, Cleveland, Denver, San Francisco, Philadelphia, Boston, Chicago, and Bethesda.

## Organization Change Noted

**N. H. Beal** has been named manager of materials, facilities and services, a function which is being changed from Division Finance to Relations and Facilities Operation. He will report to **Leo Ramer**, who is acting manager of Relations and Facilities replacing **M. J. MacGregor**.

The reorganized function will include **F. J. Evan** as manager of purchasing; **A. E. Ciuba** as manager of facilities and services; and **C. H. Worlock** as manager of equipment, logistics and contracts.

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## Employee Development Program Announced

A Professional Employee Studies Program to begin in February, has been announced by Manpower Planning and Development.

PES emphasizes areas essential to employee advancement: communication skills, organization, reading improvement and management practices. The program runs for one year, two evenings per week.

The first session is a pilot group and will be offered in Bethesda.

Interested employees should discuss the PES with their immediate manager. Class size is limited to 15 and all participants will be selected by January 22.

## Revenue Go-Go Winners Celebrate



Two of the three national prize winners in the 1970 Revenue Go-Go sales contest are shown with their district manager, **John Boyter** (center); **Bill Porter** (right), manager of the Carolinas branch; and **Bob Manning** (left) manager of the Atlanta branch.

**Ken Macdonald** says, "It's quite a shock to see your name in big lights on a marquee as you arrive in town,"—for the award dinner for the two winners in the southeastern district.

The Cincinnati office at their award dinner. Standing: **Denny Mulford**, **Ken Macdonald**, **Judy Jehn**, **Al Jones**, **George Schultz**, **Bob O'Keefe**, **Harlan Dodge**, **Mary Jeude**, **Buck Wise**, **Steve Jeude**, **Laura Wise**, **Ed Bettinger**, **Ron Ford**. Seated: **Sandy Jones**, **Mary O'Keefe**, **Susie Mulford**, **Irene Bettinger**, **Linda Ford**.



## GE's Commitment to Equal Opportunity

Division General Manager **A. E. Peltosalo** has established the new position of Manager—Equal Opportunity/Minority Relations, and **Len Black** joined the staff in that position on December 28.

Equal opportunity and minority relations have been important to General Electric since the early 1930's, yet progress toward the goal of true equality has been, as Chairman Borch says, "painfully slow."

In 1968 a GE study group reported that one of the major needs of the future is increased attention to minority relations and preparing the disadvantaged for productive roles within the economy.

GE's corporate headquarters established an Equal Opportunity/Minority Relations component in 1969 to focus on GE's intensified effort in this direction.

Mr. Black's responsibility will be to increase the Information Services Division efforts to hire, train, and provide upward mobility within ISD for minority citizens of the United States.

### S & S Prices for 1970

Month	Stock Price	Fund Unit Price
January	\$73.988	\$28.086
February	\$69.921	\$27.007
March	\$72.268	\$26.304
April	\$74.165	\$25.047
May	\$66.429	\$21.950
June	\$67.636	\$22.022
July	\$73.023	\$21.475
August	\$76.214	\$21.547
September	\$80.702	\$23.276
October	\$84.727	\$23.958
November	\$86.463	\$23.852
December	\$90.114	\$25.358

The following represents the closing price of General Electric Stock and the Savings and Security Mutual Fund price as of December 31, 1970:

Stock \$93.875      Fund \$25.870

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## New Products and How They Grow

*Over the next few months there will be a series of articles in News-Share to describe the evolution of a new product. The following article describes the early steps taken in forecasting future needs. There will be articles in the next few months on the design and implementation, testing, and marketing of a new product.*

PR28 was the big news of 1970, taking over a year of work by many sections of both Information Networks and Information Services Marketing Departments. PR29 is now on a similar cooperative path.

The cycle for new products may be said to start in **Pete Salisbury's** Product Development section with a "Product Development Forecast" which is issued quarterly by the Product Requirements subsection under **Bill Howser**. It establishes a priority for desirable future products and services and provides a vehicle for communi-

cating these plans to the Division. Items included in the Forecast are a result of products and service research, augmented by ISMD and IND headquarters and field personnel inputs.

Following the Forecast, the Product Service subsection under **Allen Nuss** provides the detailed functional requirements for the forecasted items. They issue a product calendar which provides interdepartmental visibility of new features, and includes development schedules. The calendar includes brief descriptions and limiting dates of the features which are nearest to release in the product development cycle.

These preliminaries are not accomplished within one section alone, but with frequent conferring with other sections of IND and ISMD. Then (to be covered in a forthcoming article) comes the design and implementation done by the Engineering section.

*Pete Salisbury, (center) works with Bill Howser (left) and Allen Nuss (right) on the Forecast for PR 29.*



## Payout Delivers \$126 Million

A record "payout" of securities and the first distribution of the S&S Program Mutual Fund certificates came this month as GE employee savings plans made their annual "payout."

The total market value of the securities delivered to about 172,400 participants was \$45.9 million in General Electric stock, \$64 million maturity value in U.S. Savings Bonds, \$14.7 million in S&S Program Mutual Fund Units, and \$1.4 million in cash.

## Early Payout for S & SP

The January 11 payout of securities and cash under GE savings plans was the earliest ever achieved. "This was a result of planning, hard work and great cooperation between Employee Savings Operation and Personnel Accounting groups all over the country," according to H. A. Goodwin, manager of the company's Employee Savings Operation in Schenectady.

**electricity  
is for  
people**

**NATIONAL ELECTRICAL WEEK**  
**FEBRUARY 7-13, 1971**

## GE to Pay \$110 Million in '71 to Support Social Security; Individual's Maximum goes to \$405

Want to feel better about that increase in Social Security tax that began to lighten your paycheck January 1? Just consider that the maximum possible SS tax increase you can pay this year under current law is \$31.20 . . . then consider that the company's Social Security tax—matching each employee's tax—is estimated to increase a whopping \$8 million.

Under current law the total GE 1971 tax for Social Security is estimated to be about \$110 million while the individual's total maximum tax will be \$405.60.

The schedule of increase provided for the SS tax rate to go from the former 4.8% of an individual's first \$7800 of annual pay, to 5.2% on January 1, 1971. The company is required to pay an equal amount for each individual on the payroll, resulting in the estimated GE payment of \$110 million.

But the new increase may be out-of-date before the year is done. As Congress adjourned last year it was considering a change to increase the taxable wage base from the first \$7800 of annual earnings to the first \$9000 of annual earnings. If it is applied this year, this could increase the individual's maximum SS tax in 1971 to \$468. General Electric payments would then go to \$120 million—up another \$10 million to match employee payments.

## Service Awards



Tom St. Maxens  
Twenty years



Arthur Brusila  
Twenty years

## Fund Designed for Long Term Investment: but Units can be Redeemed

Fund Units of the S&SP Mutual Fund can be redeemed without cost if the holder so decides, E. S. Willis, manager of GE employee benefit programs, said this week.

Mr. Willis explained that "of course, the Fund was established to provide for the payout of Unit certificates so that employees could retain their in-

vestment in the Fund. It is recognized that there are times, however, when the individual will need to turn his investment into cash."

Mr. Willis said that it is not necessary to redeem all Fund Units covered by a single certificate (as it is in selling GE stock shares through the company), since the form allows the holder to specify the number of units he wants to redeem.

The procedure for redemption of Units is described on the reverse side of Fund Unit certificates received in the payout.

To redeem Units, complete the form on the reverse side of the Unit certificate and send it to the S&S Mutual Fund Unit Records Operation, 1 River Road, Schenectady, N.Y. 12305. If the units are registered in the names of two people, both must sign the form on the reverse side of the certificate.

The amount paid for each Unit will be the net asset value of a Fund Unit for the day the certificate is received in Schenectady by the Unit Records Operation.

Mr. Willis said that checks will normally be mailed within three to seven working days after receipt of the form. Holders of certificates for redemption may wish to send them by registered mail.

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## Suggestions Give Extra Earnings for You, for GE

The suggestion plan of the Information Services Business Division made awards in 1970 to more than 27% of those non-exempt employees who submitted suggestions. With these suggestions, \$10,708 in measurable savings were accomplished for the Division. Employees participating in the suggestion plan share in the savings they achieved.

Only 13% of the non-exempt employees who are eligible to submit suggestions do so, yet some suggestors try eight or nine a year.

Troxel Plummer, of Brook Park, submitted eleven suggestions this past year. There were very small awards, larger awards, and rejections—but he can tell you that submitting suggestions boosts the morale as well as the pocketbook.

## Back Up Power Set at Brook Park

The Uninterruptable Power System (UPS) recently installed at Brook Park guarantees, with a very high degree of reliability, that electrical power is continuously supplied to the computer systems.

It consists of a solid state rectifier, a battery, and a solid state inverter. The rectifier converts incoming utility power to direct current which supplies the inverter. The inverter changes this back to alternating power of precise quality to run the computer systems. The battery is "floated" on the direct current bus and provides a source of stored energy which is constantly available to supply direct current to the inverter section even when incoming utility power is interrupted.

To achieve the necessary battery power to run the entire computer operation for fifteen minutes requires 184 large batteries weighing more than 35 tons. Since only fifteen minutes of battery power is provided, the entire UPS will be backed up by emergency diesel generators.

The goal of 100% availability to the customer means the computer facility electrical power system and computer environment must operate within very strict limitations.

Brook Park is the first "super-center" to meet present day requirements for a third generation central computer technology with a network teleprocessing system offering international customer access.

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## Availability Award Presented L. A. Center

The Los Angeles Network Computer Center won IND's Availability Award for the fourth quarter of 1970 with a performance of 97.3%.

In recognition of the top priority of availability of Mark II service the Department initiated an Availability Sweepstakes contest in January 1970. The award plaque was to be presented quarterly to the winning Center for display during the next quarter until another winner was declared.

The Los Angeles Center made a clean sweep of 1970 by winning all four quarters. Their performance was 97.5% Quarter I, 97.0% Quarter II, and 98.2% Quarter III. Since they have won four consecutive times the plaque has been permanently awarded.



Network Computer  
Center, Los Angeles

**Chris Pinson**, Manager of the Los Angeles Computer Center, attributes their success to "high quality and dedicated field engineering service provided by General Electric Field Engineering Department in the early

part of the year and later by Honeywell. In addition, our whole organization set high availability as an objective to attain."

IND will continue the quarterly Availability Sweepstakes during 1971.

## ISMD Aids in Annual Symposium on Reliability

The 1971 Annual Symposium on Reliability was held at the Sheraton Park Hotel in Washington, D.C. January 12-14.

**Lee Beyer** and **Norm Thurston**, of applications marketing and development, helped to put on two days of computer aided reliability analysis and design workshops, which introduced attendees to the use of time-sharing as a tool for reliability analysis and design.

The workshop included an introduction to the use of GE time-sharing, a discussion of applicable GE library programs, and hands-on use of the electronic circuit analysis program on the Mark II library.

The symposium was sponsored by the Institute of Electrical and Electronic Engineers, the American Society for Quality Control, and the Institute for Environmental Sciences.

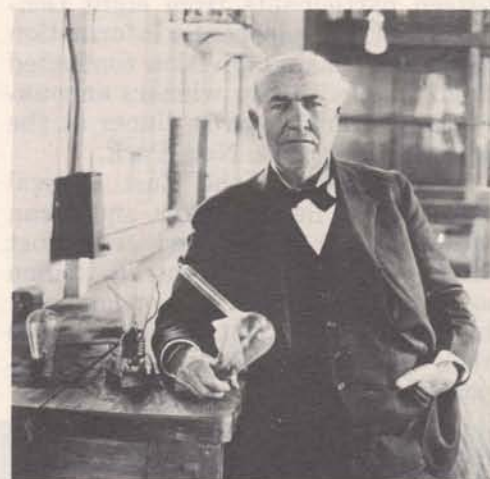
## Thomas Alva Edison's Useless Political Invention

*National Electrical Week is observed February 7-13 in honor of Thomas Edison, who was born on February 11, 1847. Some of the companies he formed in the 1880's were the nucleus of the General Electric Company.*

*The following account of his first invention is interesting in view of the discussion today on the time consumed in recording Congressional votes.*

Thomas Alva Edison's first appearance at the Patent Office was with an ingenious contrivance he called the electrical vote recorder. "I had been struck with the enormous waste of time in Congress and in State legislatures by the taking of votes on any motion. Something over half an hour was then required to count the 'ayes' and 'noes.'

"So I made a machine somewhat on the plan of the hotel annunciator that was invented long afterward, only mine was a great deal more complex. In front of each member of the House were two buttons, one for 'aye,' and one for 'no.' By the side of the Speaker's desk was erected a square frame, in the upper part of which were two



dials, also corresponding to the two classes of vote. Below these dials were spaces in which numbers appeared. When the vote was called for, each member pressed one or the other of the buttons in front of him, and the number of 'ayes' and 'noes' that had been cast at once appeared automatically on the record board. All the Speaker had to do was to glance at the dial and announce the result. This contrivance would save several hours of public time every day in the session, and I thought my fortune was made.

"I interested a moneyed man in the thing, and we went together to Washington. We got hold of the right man

*continued*

*continued*  
to get the machine adopted, and I enthusiastically set forth its merits to him.

"Just imagine my feelings when, in a horrified tone, he exclaimed: 'Young man, that won't do at all! This is just what we do **not** want. Your invention would destroy the only hope the minority have of influencing legislation. It would deliver them over, bound hand and foot, to the majority. The present system gives them a weapon which is invaluable, and as the ruling majority always knows that it may some day become a minority, they will be as much averse to any change as their opponents.' I saw the force of his remarks, and was about as much crushed as it was possible to be at my age.

"That was about 1868, when I was twenty-one. The vote recorder got no further than the Patent Office."

*From Harper's New Monthly Magazine  
February, 1890*

## Effective Presentation Held in Central Region

An Effective Presentation class has just been concluded in Cleveland, conducted by **Ed Gorsuch** for a class of fifteen participants from eight General Electric components. Information Services Business Division conducted itself well, with two winners announced at the final awards dinner at the Lighting Institute, Nela Park.

**Ben Gunter** of the East Central District was Best Speaker, and **Glenn Uthe** of IND Brook Park was Most Improved Speaker. Central Region sales people enjoyed the opportunity to effectively present time-sharing to their classmates of other GE components.



*Left to right: Glenn Uthe, L. Cymar (FED), Ben Gunter, W. L. Peoples (area dean for Effective Presentation), E. Scales (Lamp Department), and Ed Gorsuch (ISD Central Region).*

## New Product Design and Implementation



*Don Montgomery, Jim Porter, and Jim Myracle (left to right) cooperate on product design specifications for PR29.*

The new product release story continues this week with a description of some of the engineering functions involved in the interconnected work on a new product.

During the forecasting and calendar-writing described in last week's article, **Jim Castle's** Engineering section has assisted in decisions of what is pertinent and relevant now.

Central Systems Software and Data Systems Software subsections, under **Jim Porter** and **Don Montgomery** respectively, implement the designs on committed and planned releases, and review all the design documents to ensure consistency. They produce the design specifications which point to the programming work necessary, deciding what is best and what is possible within the time frame. The specifications must take into account the necessity for backward compatibility as well as current compatibility.

These two subsections establish a product design specification for each new feature—over 25 in PR29. If hardware changes are necessary, they

come from **Jim Myracle's** Hardware Engineering subsection. The new hardware must be available for software development as well as installation in our centers, and its design and procurement cycle is generally well over a year.

**Jim Porter** comments that "Software systems programmers are extremely valuable in this cycle because of their complete understanding of the system's objective." Once the design has been established the programmers can go to work and produce the product. "A key point that we strive for in any release," explained **Don Montgomery**, "is that it be of such quality that it is supportive of the field's efforts. Individually, our programmers are sensitive to that goal."

Next in this series is the work of the Systems Engineering & Project Office, and Technical Support subsections, where the pieces are pulled together and through which Engineering releases a new product, ready for broader testing.

## Salary Structure Changes for Exempt

Effective February 1, 1971, the exempt salary structure for levels 1-14 will be increased 5.5%. The structure was last increased for these levels on April 1, 1970 by 5.1%.

These structure increases reflect the Company's response to evaluations of the market values for managerial, professional, and other exempt positions. Employees' actual salaries are

accorded individual treatment based on performance, under the provisions of the Exempt Salary Plan.



## Borch Highlights 1970; Points to T/S Leadership

Chairman of the Board Fred J. Borch held a press conference January 21 in which he described GE's 1970 sales as \$280 million over those of 1969 (from preliminary unaudited results), and described 1971 as "shaping up to be a good year."

Among his comments on GE in 1970, Mr. Borch said, "One of the most significant developments of the past year was the GE-Honeywell transaction, by which the business data-processing computer interests of both companies were combined to form a new company, Honeywell Information Systems, Inc."

Borch pointed out that this new enterprise provides for a GE interest in the business data-processing equipment market while preserving our stake in process computers and time-sharing.

"I emphasize the fact that GE is not going out of the information systems business," he went on to say. "GE will hold an 18½ percent interest in the new company for at least four years. We will remain in the highly important time-sharing network area, where we have a clear leadership position worldwide."

During the press conference, Mr. Borch said, "Preliminary, unaudited results indicate that . . . in the final quarter of 1970," GE's sales were over 2½ billion. On the same basis, he said, sales figures for the full year will be more than \$8½ billion.

In reporting earnings, he said that a preliminary unaudited review shows "that we may expect results for the last quarter of a few cents over \$1.80, which will approximate \$3.60 per share for the full year. This will include about two cents per share gain on the computer transfer after providing for termination and on-going costs associated with that transaction."

## ISBD Nominates Richardson for Phillippe Award

Eighty nominations from components throughout the General Electric world have been made for the 1971 Phillippe Awards for Distinguished Public Service. **Arthur Peltosalo**, Vice President and General Manager of the Information Services Business Division, has nominated **Al Richardson** for this honor.



Al Richardson

Mr. Peltosalo will present a citation to Al Richardson at the National Sales Conference at Hilton Head Island the first week in March.

Before his promotion to manager in Milwaukee, **Al Richardson** was a commissioner on the Schenectady County Human Rights Commission, a vice president of the Carver Community Center, president of the local chapter of Alpha Phi Alpha, a volunteer advisor to the Action Committee to Improve Our Neighborhood, assistant scout master for a Boy Scout troop in a depressed area of Albany, and an active member and worker in his church.

Al is well known in the Division,

having taken many of the GE courses, spoken at national sales meetings, received an award as outstanding salesman in 1968, and taught at sales training courses and seminars for ISD.

He received his BA degree in government from North Carolina Central University and has done graduate work at Howard University, Syracuse University School of Social Work, and was awarded an MSW degree from the State University of New York at Albany.

The awards are in memory of the late Gerald L. Phillippe, former GE Chairman of the Board, who was a national leader in the field of public service. They are intended to stimulate GE employees to follow his example of voluntary service.

A maximum of five Phillippe Awards, consisting of medals for the winners and \$1,000 grants to the charitable or educational institutions designated by the winner, will be made this year. Announcement of the winners is expected in late February.

In nominating Mr. Richardson, Mr. Peltosalo said, "Al has been engaged in many activities—from leadership roles, such as serving as a member of the Human Rights Commission, to the role of 'grass roots' worker teaching upholstery to fellow citizens under the Action Committee. His personal leadership and accomplishments were performed on a voluntary basis, as a concerned and interested citizen."

## ISMD Organizational Changes

The General Manager of the Information Services Marketing Department, **Paul R. Leadley**, issued an organization announcement February 1 in which he said:

"In order to shorten lines of contact by the General Manager with cus-

tomers, to improve response time to critical customer situations, and to place more responsibility closer to the customer through the Field Sales Region Managers, a fundamental organization change is being made in the Field Sales Operation.

"Effective February 8, 1971, the three Field Sales Regional Managers will report directly to the General Manager-ISMD and the position of Manager-Field Sales Operation is eliminated. Field Sales Regional Managers are immediately delegated Section level authorities and all authority heretofore delegated to the Manager-Field Sales Operation."

Mr. Leadley announced at the same time that the National Accounts Subsection (manager—**Ralph Pearson**) is assigned to the Marketing Manager; and the Sales Analysis & Administration Subsection (manager—**Bill Breedlove**) is assigned to the Financial Analysis & Planning Section reporting to **E. A. Bescherer**; and **W. J. Roths**, Project Manager-World Trade Center, will report to Manager, Eastern Region.



**Paul R. Leadley,**

**E. L. McCleary** has been appointed to an important new Division Staff position as Manager-Sales Strategies to work as a member of the Information Services Business Division Strategic Planning Operation; and **W. C. Thorne** is appointed Manager-Marketing, ISMD. Mr. McCleary will retain responsibility for directing the 1971 National Sales Conference February 28-March 6.

The Field Sales Regional Manager incumbents reporting to the General Manager ISMD will be:

Region	Manager	Headquarters
Eastern	J. M. Griffin	New York City area
Central	A. F. Jones	Cleveland
Western	K. G. MacDonald	Los Angeles

Mr. Griffin will relocate Eastern Region headquarters and staff to metropolitan New York from Atlanta as soon as practical.

## New Product Readied for Testing

**Bob Hench's** Systems Engineering and Project Office Subsection, like all the rest of the components involved in new products, works on PR28 in one stage, while it is carrying PR29 in another stage, and is discussing the beginning of PR30.

The Project Office takes what **Peter Salisbury's** Product Development Section has specified as requirements and turns them into a Product Requirement Definition. This "PRD" is the reference point for determining final features. Initial lists include some which are not possible, some can be accomplished in another way, some involve techniques not possible in the time allowed, while most are approved as specified.

The Systems Engineering Unit interfaces with other functions of Engineering, works with Operations, and verifies all field configurations. This coordination is ongoing throughout any new product design—they are now involved in PR30 and CRO4.

The Systems Integration Unit is the focal point for the assembly and system test of major and minor releases of software. They have the difficult task of putting a stop to the programmers' work by freezing the release and declaring no more changes are to be made. A new product cannot be held until it is perfect, but it must be changed and corrected until it is a sound product, with errors identified and corrected or a correction time agreed upon. Another time-consuming task of Systems Integration is their responsibility for problem correction, coordination and patch check out subsequent to releases. The subsections under **Jim Porter** and **Don Montgomery** have sent correction in patches, but they are verified and released by Systems Integration.

**Dex Nilsson's** Technical Support Subsection includes the Development Facility (System 3) which is run for development purposes almost around the clock. Unlike a commercial system, a typical day now might see PR29 run most of the day, but also versions of PR28 for patching, unique hardware configurations, programmer hands-on work, or even PR30.

Technical Support's writers prepare the documentation which supports the IND releases of software and covers their field test periods. For instance, for PR29, an advance copy of a new Fortran IV reference manual and a

book of "New PR29 features" are now being readied. Such books may be republished later by ISMD for wider distribution.



**Bob Hench, Jim Castle, and Dex Nilsson** discuss a product requirement definition for PR30.

Technical Support also writes and produces "blue books" containing proprietary features of a new product release for internal use only. They also produce the "black books" of instructions to operators in the NCC's.

The Development Facility also serves the function of software distribution. Its files contain all the master tapes, patch tapes and files, backup decks, and communication system software. Distribution of these to all NCC's and RC sites is a full time effort. Distribution doesn't occur, however, until after testing by Verk Eubanks' Network Integration Subsection. And that will be described in the next article.

**ELECTRICITY**  
**NATIONAL**  
**IS FOR PEOPLE**  
**ELECTRICAL WEEK**  
**FEB. 7-13, 1971**

For only two cents worth of electricity you can cook eight pieces of bacon and eight eggs, or operate a color TV for three hours or run a clock for five days. This is National Electrical Week, a time to think of how electricity—America's main power source—economically serves you.



## Insta-Tax '70 Taxes Mark I Engineering



*Hugh Calkin (left) and  
Lee Stanton check  
a mammoth tax return.*

Insta-Tax '70, a comprehensive personal income tax package, is meeting considerable success in the marketplace, but it might never have gotten there at all if it weren't for Mark I engineering.

In terms of sheer size there isn't a program on Mark I, or probably Mark II, that can touch it. Over 150 source files and dozens of binary files make up the Federal plus seven state packages. The entire coding, printed by a line printer, stacks up eight inches deep.

While the program itself was written by Shared Applications, Inc., (Mark I's first DSS author), Lee Stanton's engineering group had to make some significant software adjustments to make it a marketable product.

First item was automatic CHAINING capability for Saved Object Code files. In less than two months this problem was licked and field tested on all systems. Without this the Insta-Tax user would have had to type an EXECUTE command up to 25 times to compute some tax returns.

Next challenge was a fully automatic transaction billing routine. In

order for Insta-Tax to be market competitive, it had to be charged and billed on a per Form and Schedule basis other than standard terminal connect time and CRU's. Mark I Engineering implemented the capability of putting these on the billing tapes. Bob Niemann and Frank Beal of IND Finance wrestled with getting it into the billing system.

In order to encourage "off prime" time usage, lower prices were set for after 6 p.m. and Saturdays and Sundays. This meant that the Mark I had to automatically change prices according to the clock and the calendar. This was one of the tougher challenges, but when it was done it even allowed the user in Dallas to work on his time zone while the Los Angeles user worked on his.

Says Lee Stanton, "Everybody really went all out, spending many evenings and weekends to get it out on time. Now that it's done, we're looking forward to similar challenges from our marketing people." He didn't say it, but he probably hopes the next challenge is a little less taxing.

## California Offices Weather the Quake

The entire world has heard about the February 9 earthquake in southern California and its aftershocks, but not about our computer center in Los Angeles, our sales offices in the area, or the professional sales seminar being held that week in Los Angeles.

The branch sales office at San Fernando Valley, the epicenter of the quake, is just a few blocks outside the area evacuated below the Van Norman Dam. Hilda Blonder, secretary in that office, reported many broken windows and cracks in the building, plus a file cabinet turned over by the earthquake. She has "only pieces of china left at home," but feels fortunate that her house is still standing and her family had no injuries.

Carolyn Fry, in the El Monte branch office, reported no real problems although there were some windows out, and "when you walk across the room you find lumps in the floor."

The Professional Sales Seminar (earthquake class) met in Los Angeles February 8-10. On the second day Jack Cuney, manager of the San Fernando Valley office, said "the wake up call came a little early and a little strong." Jim Quayle, manager of technical services in the Central Region, had never experienced an earthquake. He noticed that most people spent the day waiting for the next shock, "but the instructors in our class were good enough to overcome what was on everybody's mind."

Arthur Peltosalo, Vice President and Division General Manager, arrived in Los Angeles five hours after the first tremor, to speak to the sales seminar. After his talk he went to the computer center, interested to find out what had happened. "I was pleased to see there was no physical damage to our facility," Mr. Peltosalo commented, "although we did lose service to customers while the computers were out from a general power failure in

continued

the area. Great work was done by our own and Honeywell employees during the crisis."

Chris Pinson, manager of the Network Computer Center, reported "Quick action by shift supervisor Bob Nelson, and operators Allan Hale and Don Proper, and our Honeywell FED personnel, enabled a quick return to service. An electrician arrived on the scene at 6:30 to check circuits and return power. FED powered up the systems and ran complete tests, enabling Mark I service to be restored at 7:40 and Mark II at 8:09. IND facility maintenance technician Harry Wentworth and FED site manager Dale Rude came to the site to assist as soon as they felt the quake. The action all these men took in doing their jobs in a crisis, under potentially hazardous conditions, exemplifies the dedication and service orientation of these employees. While crisis is not unusual in a supercenter, major earthquakes are, and the actions taken demonstrate our ability to serve our customers under the worst of circumstances."

The Division facilities and offices had minor physical damage of broken glass and much inconvenience. Employees were not as lucky—some of their homes are structurally unsound, a few had to evacuate their homes, and many will have large replacement expenditures for glass and other breakage.

## Minnie Marks 25th GE Anniversary



In 1946 Minnie Ferguson went to work at the Motor Generator Department of General Electric at Fort Wayne, Indiana. When that Department moved out of Fort Wayne, she stayed behind and transferred to Specialty Transformer.

She and her husband went to work in Phoenix for the Computer Department after some years in Fort Wayne. When Minnie's husband left General Electric after 35 years to work for the federal government in Washington, Minnie transferred to the Information Services Marketing Department (in June, 1968), and is now a Specialist in Marketing Communication.

## Cancer Study Aided by Statistics on T/S

A high-speed computer at Dartmouth College is keeping tabs on more than 8,000 cancer victims in New Hampshire and Vermont and also helping therapists develop better cancer treatment plans.

Cancer data stored in the Kiewit Computer's vast memory system is constantly kept up to date and is immediately available for "on demand" analysis through the Dartmouth Time-Sharing System (DTSS).

"In treatment planning and scientific analysis, the computer has emerged as an important if not indispensable component of the radio-therapist's armamentarium," says Dr. Edward S. Sternick, radiation physicist at the Radiation Therapy Department at the medical center associated with the Dartmouth Medical School.

"One of the most valuable features of a time-sharing system," Dr. Sternick says, "is the rapport established between machine and man interacting on a real-time basis."

With the Dartmouth Time-Sharing System and its instant access features, the current status of all cancer cases can also be obtained within minutes.

## Liberace Tries a New Keyboard



Switching from a keyboard to a computer, Liberace is one of the first entertainment stars in the U.S. to register with the booking agent Talent Registry International under its new computerized service. TRI is inaugurating the world's first such entertainment booking service via General Electric's information services network.

Using GE's DATANET 730 terminal, Liberace is actually making a local phone call to the GE computer in Cleveland and advising the computer of his booking schedule. Booking agents anywhere in the U.S. or London, England, using a similar terminal can instantly find out when Liberace is available for a performance in their city.

## Twenty Years Service



John Neuenschwander



George Schultz



Frank Gibbins



## Time Sharing Service Strategy Outlined

Meetings were held in Schenectady last month for GE management and area time-sharing users by a team from ISMD outlining the Department's strategy in providing a computer processing system 7,000 miles wide to American business and industry.

Leland Denny, manager of internal accounts opened the session, and Al Parker, manager of the Empire district commented on the general growth and expansion of the business.

Bill McClary, national coordinator of GE accounts stated that the various GE department represented one of the major time sharing users.

Gerhard Mueller, Paul Leadley, and Ken MacDonald of the headquarters office attended the meetings. Al Jones, manager of the Central Region, gave a slide presentation and details on the present and future of time-sharing.



Showing a manual at the Schenectady meeting to D. E. Craig, Vice President and General Manager of the Large Steam Turbine-Generator Division are from left: Ken MacDonald, then manager of the field sales operation; D. E. Craig; Al Parker; Al Jones; and L. A. Denny.

## Preparing to Market a New Product Release

During the designing, implementation and testing of a new product within the Information Networks Department, the Information Services Marketing Department has been making plans for handling the marketing activities associated with the new product release. These activities center in Bill Thorne's Marketing Section, particularly Hal Greenberg's Headquarters Sales subsection and Bob Richardson's Communications subsection.

Based on advance product information received from IND, Bill Backer of Headquarters Sales develops a sales plan for the new product. Depending on the content of the release, this plan may be elaborate or simple. However, its main purpose is to define a sales strategy to maximize the value of the release in the marketplace, and to define what preparations are required to equip field sales people to sell the new product. In the case of Product Release 28, a major release, the plans were quite elaborate.

The specific means of communicating new product information to our sales people, customers, and the general public are developed by Dennis Maxwell and Bruce Wilson in Marketing Communications. Bruce is in charge of customer documentation, transforming the technical documentation prepared by IND into suitable documentation for customers to use. The process begins with writing and editing, and ends with publication and distribution of product reference manuals and users guides.



Bill Backer, Dennis Maxwell and Bruce Wilson.

Dennis Maxwell develops specific sales promotion campaigns to support the new product. He controls the copy writing, art layout, printing, and distribution for whatever promotional material is chosen—from brochures to advertising. If the product release warrants it, a press release is prepared for news media by Jack Sweeney. Jack also arranges press conferences if required.

While field testing of the product is underway, and sales promotion material is being developed, Headquarters Sales has been preparing field sales people for what is coming. Key technical people in the field are briefed on innovations well in advance of the new product release, so they can become familiar with the subject material and try out the new features as early as possible.

Sometimes technical sales training is required, in which case the curricula has to be developed and classes conducted. In the case of PR28 a series of field meetings were conducted and one of the subjects discussed in detail was the content and promotion plans for the new product release.

*continued*

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Finally the product is ready to be released to customers. Product testing is completed. Customer manuals are printed. Training is accomplished. Sales promotion literature is available. All of the printed material supporting the product release is assembled into a sales kit along with a Sales Bulletin which offers suggestions as to how to use this material effectively. The sales kit is distributed to all field personnel and bulk supplies of the manuals and promotional literature are shipped to field offices. The preparatory activities culminate with an announcement of the commercial availability of the new product.

Our next article will describe how field sales uses a new product release in acquiring additional customers and increasing revenue dollars from existing customers.

## GE Joins Other Firms in Scholarship Offer

Ed Ward, ISBD Relations staff, has been named chairman of the Equal Employment Opportunity and Minority Relations committee of the Washington Technical Personnel Forum. Research and development oriented firms organized the Washington Technical Personnel Forum to increase inter-company cooperation in personnel and industrial relations.



*At a meeting of the Equal Opportunity/Minority Relations committee of the Washington Technical Personnel Forum, personnel from IBM, Mitre Corporation, Applied Physics Laboratory of Johns Hopkins, and Vitro Corporation discuss plans for the Howard Scholarship. Ed Ward and Len Black of ISBD are facing the camera.*

## Mailing Costs Rising

Division mailing costs have zoomed upward over the past few years. A steady rise in this expenditure was to be expected as we increased in size and number of locations—but the costs have gone up too high, too fast in the past year.

With a substantial increase in postal rates expected May 1, all offices are urged to look carefully at their mailing methods. Speed is not always essential, airmail is seldom necessary, and printed matter should be mailed as such.

U.S. Post Offices have a short pamphlet listing methods and costs of mailings. Every office should have a copy.

The 43 member firms have agreed there is a need for greater representation of minority groups in personnel work. To encourage minorities to enter this field, Ed's committee is establishing a scholarship for a junior or senior concentrating on studies in the personnel field at Howard University.

Howard and the EEO/MR committee will select recipients of the scholarship. The size and number of scholarships will depend on the total contributions and the need of the recipient.

## Winners of Phillippe Awards for Public Service are Announced

A General Electric women's service club and four GE employees whose volunteer service has aided disadvantaged people and youth have been selected as the 1971 winners of the Gerald L. Phillippe Awards for distinguished public service by the General Electric Foundation.

The five winners of this annual award receive the Phillippe medallion and are entitled to choose charities or educational institutions for \$1000 grants from the GE Foundation.

The 1971 Phillippe Award recipients are Melvin G. Bishop, a maintenance mechanic at the Nuclear Energy Division plant in San Jose, Calif.; Daniel Sanchez, an instructor on a job

## Credit Line



Dr. D. L. Shell, Manager of the Technical Planning Operation, spoke before a recent meeting of General Electric managers of information systems, held in Charleston, S.C. Representatives from many GE components compared their system activities, heard about TIPO's plans for the future, and discussed the relationship of the Information Systems Plan to the Business Plan. Dr. Shell spoke on "The Concept of the 'Separate' Data Management System."

On February 2, Dr. Shell lectured at Professor Schwart's Computer Control Systems Course at the Amos Tuck School at Dartmouth, on "On-Line Computer Services."

training program in the Industrial and Marine Turbine Division in Lynn, Mass.; Vincent F. Jarvis, a T58 engine assembler at the Aircraft Engine Group plant in Lynn; Kenneth H. Wolvington, manager of marketing and advance programs for the Armament Department in Burlington, Vt.; and the Nela Politans, an organization for GE women in Cleveland, Ohio.

Five other GE employees among the 80 nominated for the award by Company operating components were considered so outstanding by the Phillippe Awards committee of the GE Foundation that they were cited for special honorable mention. They are David E. McDaniel of San Jose; Thomas P. Shaw of the GE subsidiary in Shannon, Ireland; Calvin Conliffe of Evandale, Ohio; Martin J. Cooney of Pittsfield, Mass.; and Marion O. Folk of Irmo, S.C.



## Top Salesmen Honored at Conference

At the Hilton Head sales conference the twelve salesmen who exceeded their quota in 1970 were honored. They were given distinctive plaques on the "Master Circle" theme, and a red blazer. The award winners were:

**Michael J. Emmi** of the Detroit branch is in his fifth year with General Electric, and joined ISMD after working for GE's Agency and Distributor Sales Operation. His marketing emphasis is on large customers with business and data base applications.

**Joseph Firetti** of the Washington Commercial branch has helped his office win the 1970 spring Revenue Rally twice, the fall Revenue A-Go-Go twice, and the BASIC I field test for most new orders secured—all since he joined ISMD in 1969.



*Michael J. Emmi*



*Joseph Firetti*

**Bert Gottenberg** of the southern New England branch began his career with General Electric as a participant in GE's Management Manufacturing program and joined ISMD in April of 1969. His emphasis with customers has been on management science and financial applications.

**Joe Juliano** of the western New York branch in Buffalo joined General Electric in 1969, having worked as a sales representative for Honeywell prior to that.

**George Laraia** of the northern New Jersey branch in East Orange — has been with ISMD since March of 1969. George is also one of the employees who helped police in East Orange catch the thieves who removed office

equipment from the branch office in November of last year.



*Bert Gottenberg*



*George Laraia*

**George Nazarian** is a senior sales representative in the San Diego office—a two man office under the Orange County/Long Beach office.

**Jack Novick**, a marketing representative in the Dallas branch, is active in seeking out and selling customers with large data base/data management applications. He is responsible for regular and nationwide telecommunications applications in his area of Dallas/Fort Worth.

**Ron Nutter** of the Rocky Mountain branch, worked in the oil and aerospace industries before joining GE in 1965. His territory is the entire states of Colorado and Wyoming.



*Jack Novick*



*Ron Nutter*

**Joe Scanlon** is in the Manhattan Industrial branch and has been with General Electric since 1966. He was with A & D Sales before joining ISMD.

**James P. Schuster** of the Carolinas office works out of Greensboro and is responsible for all types of markets in his area. He came to the Department after two years with GE at Cape Kennedy.

**Jim Spencer** was in the Manhattan Financial branch during most of 1970, and is now in London as Manager of

the European Marketing Support.

**Ken Wallace** works in the Indianapolis branch, having joined ISMD in March of 1969. He uses the products he has to get to top level management and sells from the top down.



*Joe Scanlon*



*James P. Schuster*



*Jim Spencer*



*Ken Wallace*

## Programming Services Tailored to User Needs

ISMD's Programming Services Operation (PSO), managed by **Ralph Loftin**, serves to bridge the gap between the computational resource and its utilization in the solution of complex information processing problems. The computational resource may be a user's in-house computer system or a customer's user number which provides access to one of the Division's on-line computer services.

In plain language, PSO is a "people-service" business. It designs, develops, and implements computer-based solutions to information processing problems. The essence of PSO and the characteristic that most distinguishes it from the large software groups in the Division is its level of involvement with the end user. PSO's activity is primarily aimed at the creation of systems which are tailored to the

*continued*

continued

user's functional requirements and economic dictates.

These customized systems are developed through close and continuous contact with the user from the initial formulation of his requirements into a functional specification through the design and implementation of the resultant system.

The Operation, which numbers 75 programmers, analysts, and consulting specialists, encompasses a broad spectrum of development experience ranging from customized application programs to an entire operating system.

The diverse activity of the group can best be illustrated by citing some of its accomplishments and recent involvements.

- A time-sharing operating system for the Bell Telephone Laboratories.
- A machine-independent data management system which functionally duplicates the IBM Formatted File System.
- An advanced information retrieval system which utilizes the latest time-sharing and file structuring techniques to facilitate military intelligence research.
- A conversational retrieval and report generation system which enables the Maritime Administration to process U.S. Waterborne Trade Data.
- A program which enables a company to calculate the cost impact of hypothetical changes in union contracts.
- A large-scale MIS program developed for the Navy to assist in the analysis and projection of equipment requirements for the Polaris/Poseidon fleet.
- A time-sharing application program developed for the C&P Telephone Company to enable its customers to perform cost/benefit analyses on various communications alternatives.
- A system which performs all accounting and billing functions for commercial users of the GE-605 Desk-Side Time-Sharing Service.
- A system of programs to facilitate the prediction of future highway requirements.
- A series of programs to enable the plotting of network data on automatic data plotters.
- A personnel data management system to facilitate the storage, retrieval, and evaluation of personnel rec-

ords and perfection of manpower requirements.

- An On-Line Order Entry time-sharing program being developed to facilitate the ordering and inventory control of ISMD publications.
- A study presently underway to develop a Juvenile Justice Statistical System for Fairfax County, Virginia.
- A user survey, formulation of user requirements, and a preliminary system design to enable CUNADATA to provide financial processing services to credit unions and state leagues.
- Basic programming course designed and conducted for patients at Long Beach Veterans Administration Hospital using Mark II for demonstrations and lab exercises.

Because of its broad charter, its wide range of experience, and variety of skills, PSO is an organization that is flexible, responsive, and capable of responding to a broad spectrum of information service requirements.

## Twenty Years Service



Robert F. Richardson



Harold A. Santucci



Robert B. Smith

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## Boy Who Beat Rabies and His Family



Seven-year old Matt Winkler, first in history to apparently survive rabies, is shown with his father, mother and sister. Dad is Nicholas Winkler of GE's Decatur, Indiana plant. Says Nick: "I never had any type of insurance until I came to work for General Electric, and I'm certainly glad I'm in a company with a plan such as this one." GE Plan paid 100% of young Matt's \$4860 hospital costs and \$7408 of the \$7820 total expense, including hospital and other medical costs.

## Howard University-Industry Cluster Names Chairman from GE

Frank Gibbins, Manager of Salaried Relations and Employee Communication, has been elected chairman of the Howard University-Industry Cluster. The cluster is a group of 18 major nation-wide industries, organized in 1969 to aid Howard University by other than financial means.

Similar clusters of industries have assisted neighboring minority colleges in other sections of the country.

At Howard, cluster members have designed and printed brochures for student recruitment, secured laboratory equipment, instituted a Cooperative Education Program, and are providing both part-time and summer employment for students to assist them with their educational expense.

# NEWS-SHARE



Information  
Services

World Leader  
In Time-Sharing  
Service

Vol. V, No. II

Bethesda, Maryland

March 26, 1971

## Suggestion Plan Pays \$135 in March

General Electric is always interested in ideas from its employees on all subjects relating to Company business. All non-exempt employees are eligible to submit suggestions and to receive awards for those which are adopted and are beyond the scope of their assigned duties.

In March, four employees were awarded a total of \$135 for suggestions:

**Becky Ricucci**, of IND Relations, suggested that negatives of studio photographs of employees be retained by the Division.

**Hazel Betts**, Office Services (Bethesda), suggested a secretary's newsletter for Bethesda employees.

**Robert Grabowski**, Brook Park, suggested the system number for each billing be printed on our invoice.

**Bernard Bounce**, Brook Park, was given an additional award this month for a suggestion made a year ago for a programming change in the use of Mailbox to eliminate unnecessary printouts. His first award came in December, when the suggestion was implemented in Brook Park. The additional sum is for implementation in Los Angeles and Teaneck.

## March Service Awards

### TWENTY YEARS

Robert Richardson ..... March 14, 1951  
Harold Santucci ..... March 8, 1951  
Robert B. Smith ..... March 18, 1951

### FIFTEEN YEARS

John Brownlow ..... March 23, 1956  
George Sarantes ..... March 5, 1956

### TEN YEARS

Francis Haynes ..... March 20, 1961  
Thomas Taylor ..... March 30, 1961

### FIVE YEARS

Du Busc, Lewis ..... March 14, 1966  
Jackson, Lynn ..... March 7, 1966  
Jorgenson, Daniel ..... March 31, 1966  
William Muller ..... March 28, 1966

## National Sales Conference Highlights



The first six salesmen into the Master Circle—at the first session of the National Sales Conference: left to right, **Jim Spencer, Bert Gottenberg, Mike Emmi, Joe Firetti, Ron Nutter, and Jack Novick**; with **Paul Sage** facing them from the podium.



Master Circle winners at the second session of the Sales Conference: left to right, **George Nazarian, Joe Juliano, George Larai, Joe Scanlon, Jim Schuster and Ken Wallace**.

**Arthur Peltosalo**, Division General Manager and Vice President, presented **Al Richardson**, Milwaukee branch manager, with a citation given to **Phillippe** award nominees.



Back at home **Jan Gilson** (left, hiding behind tropical growth) and **Yvonne Fleming** prepared a welcome for the Central Region administration staff returning from Hilton Head—decorating the office with an **Executive Sweet**, offers of mint tulips, fishnet and floral displays.



continued



Paul Sage, General Manager of ISMD, surprised Minnie Ferguson of Marketing with a quarter century plaque and a floral tribute, and



Ken MacDonald was presented a silver tray to honor his imminent 25th anniversary with the Company.

## Desk Side Time Sharing Changes Name to Mark Delta

IND's Desk Side Time-Sharing in Teaneck has changed its name to Mark Delta, primarily to emphasize service rather than hardware. Mark Delta contains a unique combination of data management features, nationwide access, and a new approach to reliability.

Frank Kittredge, Manager of Mark Delta, points out that his section is "continually adding new features—we recently installed auto/reboot recovery, and have planned for 1971, 32K core/deferred run." There are, he said, "two commercial and one backup system in the Delta configuration, with peripheral switches; and substantial performance improvements."

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Bill Porter, (right) Manager of the Carolinas branch office, involves Arthur Peltosalo (left) in the skit developed by the Southeast District as an example of the importance of teamwork. From the lineup of hats, you can see they were an important part of the teamwork.



## Here Are S & S Prices During Past Ten Years

### STOCK PRICES

Month	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
Jan.	\$69.440	\$72.142	\$78.216	\$85.960	\$96.344	\$117.173	\$87.994	\$93.989	\$91.670	\$73.988
Feb.	66.155	75.566	77.257	87.553	97.862	111.980	86.947	88.112	89.715	69.921
Mar.	66.727	77.284	73.601	87.792	100.870	109.005	88.875	86.744	88.825	72.268
Apr.	63.225	73.944	77.202	86.051	102.214	112.350	89.744	92.219	91.667	74.165
May	65.196	69.438	81.790	82.463	104.413	107.375	90.222	90.477	95.994	66.429
June	64.642	60.940	81.169	79.761	97.420	109.267	87.023	88.088	91.095	67.636
July	63.631	63.518	78.676	83.278	98.774	104.256	96.506	85.243	86.554	73.023
Aug.	68.674	67.217	80.602	82.750	103.063	90.750	106.723	82.883	84.048	76.214
Sept.	73.631	66.138	81.625	87.702	111.792	85.804	111.896	85.831	84.292	80.702
Oct.	74.580	66.332	80.359	87.977	117.185	90.077	109.665	92.236	85.701	80.727
Nov.	77.269	72.325	80.097	89.559	115.244	97.225	102.188	96.544	83.230	86.463
Dec.	77.119	76.138	84.042	91.142	114.710	93.286	98.094	96.049	77.693	90.114

### FUND UNIT PRICES

Month	1967	1968	1969	1970
Jan.	—	\$25.805	\$27.797	\$28.086
Feb.	—	24.52	27.690	27.007
Mar.	—	23.959	27.050	26.304
Apr.	—	26.226	27.684	25.047
May	—	27.393	28.717	21.950
June	—	28.285	27.369	22.022
July	\$25.170	27.534	26.380	21.475
Aug.	25.555	26.739	26.734	21.547
Sept.	25.779	27.494	27.326	23.276
Oct.	25.795	28.262	28.244	23.958
Nov.	25.406	28.511	28.853	23.852
Dec.	26.392	29.063	28.022	25.358



# NEWS-SHARE

 Information Services

World Leader  
In Time-Sharing  
Service

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## Don't "Split" Stock - You'll Get Matching Shares

The Company's 2-for-1 stock split, which was approved by share-owners last week, has special significance to employees in the Savings and Security Program, according to Leslie I. Asher, manager of GE's Treasury Operations.

- First, a certificate representing an additional share for each share held on April 29 will be mailed to share-owners on June 7. Shares credited to the accounts of S&SP participants will also be matched with additional shares to be delivered at the end of future holding periods.

- Second, original stock certificates held by share-owners should not be destroyed or sent in for exchange. The new additional certificates to be sent June 7, together with the original certificates, will give the share-owners two shares for each one held prior to split.

- Third, the tax cost per share heretofore furnished on S&SP Tax Information Statements will apply to the corresponding two shares after the split.

Beginning on April 29, if an employee wishes to sell such stock, the price paid for shares submitted for redemption through the Company will be the market price of the new shares. This will be about 50% of the price of the old shares. He said that after June 7, of course, the share-owner will submit the original certificate and a corresponding number of new shares to obtain value equal to the shares prior to the split.

During the intervening weeks, the owner wishing to redeem (sell) should submit his original S&SP shares and he will receive the current market price plus a special letter. This letter, plus the proper number of new shares, may be submitted after June 7 to obtain the second part of the redemption.

If a share-owner with S&SP or SB shares wants to obtain immediate market price of "old" shares during the April 29 to June 7 period, he should sell his stock through a broker,



*Becky Ricucci of Relations and Facilities shows what not to do about the stock split. Also, according to Leslie Asher, manager of Treasury Operations, you needn't send your certificates in. "In June you will receive a new stock certificate representing an additional share for each one you now have—giving you two shares for each one you had."*

Mr. Asher said. To do this, he will have to contract to deliver a corresponding number of "new" shares to the broker when he receives them and pay the broker's commission.

ISBD will be well represented in a special Women's Equal Opportunity Panel being formed by the Company. Diane Johnson, marketing representative in ISMD's Dallas office, Gladys Myers, systems engineer with IND, and Jan Stockstill, employee relations representative for the Eastern Region of ISMD, have been invited to serve and have accepted.

The panel composed of professional women from a cross-section of GE locations will provide the woman's point of view, observations and recommendations in all aspects of the Company's personnel practices with respect to female applicants and employees.

## PR 29 Debuts; Careful Planning and Teamwork Do Job

With appropriate fanfare, customer mailings and a New York press conference, pioneering PR 29 is now on-line. Incorporating as it does major software improvements and timed to coincide with innovative network systems expansion, PR 29 called for more careful planning, exact timing and closer inter-departmental teamwork than that of any prior release.

While still increasing service features for our computational user, the new Mark II improvements also provide for data processing applications by way of universal access and INTERPROCESSING.

Some of the highlights of PR 29 include: full FORTRAN IV; larger programs; independent run; subscription management; a "run-only" feature for sub-user control; DATOOL for simplified programming; Remote media service; updated Basic and user-oriented pricing options.

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New York Stock Exchange  
Friday, April 30, 1971

Courtesy Wall Street Journal

-1971-		Sales in				Net			
High	Low	Stocks	Div.	100s	Open	High	Low	Close	Chg.
27%	23%	Duke PW	1.40	250	24	24 1/8	23 3/4	24 1/8	+ 1/4

This is the way the "new" stock is listed, right under the "old."

High	Low	Stocks	Div.	100s	Open	High	Low	Close	Chg.
32%	24%	GenElec	.32	80	30 7/8	30 7/8	30 1/4	30 1/4	- 3/8
30%	18 1/2	Gen Dynam	.445	29 7/8	30 1/4	29 1/2	30 1/4	30 1/4	+ 1/4
12 3/4	9 3/4	Gen Elec	2.60	272	123 1/2	123 3/8	121 3/4	122 3/8	- 7/8

**wi** means "when issued"

62%	62 1/4	GenElec	wi	59	62%	62 1/2	61 3/4	62 1/4	- 1/2
12%	9 7/8	GenFire	.24g	8	10%	10 1/2	10 3/8	10 1/2	.....
43%	37 3/4	Gen Fgnd		490	38 3/4	38 7/8	37 7/8	37 7/8	- 3/4

## Nuss to Manager-Training, Boynton Replaces

Bill Thorne, marketing manager for ISMD, announced last week the appointment of **Allen Nuss** as Manager-Training. Nuss' former position as manager-product service will be filled by **Al Boynton** according to **Bill Howser**, acting manager of



Allen Nuss

IND's product development section.

Boynton joined the Company in the Huntsville Information Processing



Al Boynton

Business Section in 1962. Subsequent assignments included the Schenectady IPC, a General Electric time-sharing pioneer, as CAS, etc. and the Boston IPC where he worked

as sales representative and later sales manager. Al left the Company briefly in 1968 to go with Honeywell returning in July 1969 in Bethesda in product planning. He is married and lives with his wife Judy and three children in Potomac, Maryland.

Secondly, an employee automatically covered by insurance who desires dependent coverage must specifically request it. In addition, if the 31-day period since acquiring such a dependent has elapsed, proof of insurability must be submitted.

In both cases, use white insurance card FN 686B to assure correct notification; if in doubt, call 8\*273-4417.

Cleary said that personnel accounting "would be reviewing insurance authorization cards this summer" in order to pick up discrepancies such as this but that they would appreciate prior cooperation by employees since this would spread out the work load.

### Service Awards

Nick Ippolito	Florham Park	10 years
Michael Mash	Bala Cynwyd	10 years
Jerry Chessler	Bethesda	10 years
Karen Fetterly	Bethesda	5 years
Ruth Adamo	Dallas	5 years
Lyle Clugg	Twin Cities	5 years

### S&SP Prospectus Delivered

The newest Savings and Security Program Prospectus should have been received by all ISBD employees, according to Art Cleary—manager of personnel accounting. An additional distribution of the quarterly report includes details on the stock split.

### All Employees Insured Now; Beneficiaries Submissions Needed

All employees are now covered by the provisions of the General Electric insurance plan including life insurance, weekly sickness and accident and comprehensive medical. According to Art Cleary, ISBD's personnel accounting manager, this coverage automatically became effective on January 1, 1971, concurrent with the elimination of employee cost for such insurance.

Two factors related to this change require employee action, however:

First, to preclude time-consuming litigation in the event of an employee's death, it is important that personnel accounting have on file a current beneficiary (whether changes have occurred as a result of this modification in the insurance plan or as a result of other changes, such as recent marriage, etc.).

### 30 Days To Apply For Courtesy Discount

*In the market for a major GE or Hotpoint appliance? Or maybe you just bought one.*

*In any event, be sure to apply in person at your benefits accounting office for your courtesy discount within 30 days of product delivery.*

*In the case of products purchased from a builder of a new home, the Product Purchase Plan provides that employees have 30 days after the date on which title is taken to apply for the discount.*

## Around The Company

... Pittsfield gave 63 acres of river-front property and sold another 44 acres for \$1,000 to the state for recreational purposes . . . Schenectady R&D Center announced simplified method of producing display panels using lamps no larger than a grain of salt—expected to speed development of low-cost, compact and maintenance-free solid-state display panels . . . R&DC has also developed an electric utility station cooling tower that could simultaneously ventilate inversion layers in smog-plagued areas.

... The Lynn Massachusetts plant receives citation for its contributions to a three-month study to help state solve school management problems.

### Secretaries Recognized

Last week was National Secretaries Week but at ISBD we feel they should be recognized more frequently than that. Here with number 2 of a series:



Sandy Brown (Kolleda) began her secretarial career with General Electric in the Finance and Service Operation's steno pool in Cleveland. A native of Berea, Ohio, where she received her business education, Mrs. Brown says "I wanted to be a secretary ever since high school; it looked to be a great type of job." Now she happily presides as secretary to **Wayne Rice**, IND's central region manager at Brook Park.

Sandy says she likes the Company as a whole, especially the friendly, friendly people. She feels the time-sharing service that we offer people is important and so is the GE family feeling, working as a team and not as separate divisions or departments. She says "secretarial work is a great type of work," just as she thought in high school.



## Executive T/S Key Factor To Internal GE Business

Recently a T/S seminar team headed by **Art Peltosalo** invaded friendly customer territory in Louisville and Fort Wayne. These meetings epitomized our concern with and growing emphasis on our good customer General Electric.

These seminars are aimed at top level decision makers to acquaint them with the tremendous changes that have happened to the little "desk side computer" that was time-sharing when they may have first come in contact with it.

The series, which kind of started in Pittsfield in December has now toured Erie, Schenectady (two meetings headed by **Paul Leadley**), Philadelphia, Syracuse and Lynchburg (headed by **George Feeney**) in addition to the very successful Louisville-Fort Wayne presentation.

The significance of the last two meetings lies in the attendance of a large number of division and department general managers: item—**Jerome Coe**, Vice President and General Manager of Industry Components and Metallurgical Division moved his division meeting from Detroit in order to

participate in the Fort Wayne seminar; item—there were three vice presidents at the Fort Wayne meeting; item—7 department general managers and higher attended the dinner in Louisville and **S. A. Gault**, Vice President and Group Executive for Appliance and T.V., attended a luncheon with Art Peltosalo.

This kind of emphasis is going to be vital in supporting continuing field efforts to serve this very good customer and mine the revenue which rewards that effort.

In addition to Art Peltosalo, the Louisville-Fort Wayne team consisted of **Bill McClary**, GE national account coordinator, **Len Hendricks**, manager applications marketing, **Gary McIrvin**, central region, and **Al Jones**, central region manager. **George Schultz**, east central district manager, and **Charlie Ray**, Louisville branch manager, participated in the Louisville presentation.

**Ed Scully**, manager central district, and **Jim Carro**, at that time Indianapolis branch manager (now manager Boston industrial branch) participated in the Fort Wayne presentation.

## Feeney Announces Organization Changes

**George Feeney**, IND general manager announced the appointment of **Felix Dupont** as manager mark delta services operation effective May 28 replacing **Frank Kittredge**. He also announced the formation of a task force on future technologies, operating full-time through August, under **Bob Hench**. In addition he indicated that **Paul Wexler** would be assigned as the Divisions European representative.



Felix Dupont



Bob Hench

**Kittredge**, currently mark delta manager, has accepted a new assignment as manager sales planning for International Sales Division providing strategic sales planning leadership for the Industrial and Marine Turbine product businesses and their integration with the Division. Frank held several key assignments while with ISBD.

**Dupont**, currently manager marketing for mark delta at Teaneck (formerly the DSTS using the 605), started his professional career in Switzerland. He joined GE in R&D assignments in 1960; one of these included implementation of time sharing programs with the M&P Lab in Schenectady. He joined ISBD in 1968 serving in several capacities in the Boston financial office prior to being made manager there.

**Hench** rejoined General Electric last year as manager of the systems engineering and project office under **Jim Castle**, manager, engineering. A

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The Louisville executive T/S seminar brought together these participants (l to r) **George Schultz**, east central district manager, **William B. Clemmens**, general manager Room Air Conditioner Department, **Art Peltosalo**, **L. J. Bunning**, V.P. and general manager Appliance & T.V. Group Finance Operation, **Al Jones**, central region manager, and **Charlie Ray**, manager Louisville branch.

(cont.)

recognized software authority, Bob brings to his new task a broad background in advanced computer software techniques including such assignments with SRC and prior to that many such assignments with GE including leadership in the design of the 605 time-sharing system and major contributions to the original 225 Fortran compiler.



Frank Kittredge



Paul Wexler

Wexler who will be located in London, moves from his current assignment as manager-network deployment to represent ISBD's growing European interests. (In addition to our Mark I ties there, we are furnishing Mark II power to London via satellite. This is being distributed by Honeywell Information Systems Inc. components for the European market).

### Service Awards

Helen Wood	Denver	— 10 years
Robert Kaiser	Brook Park	— 5 years
Ron Egoille	Teaneck	— 5 years
Joe Burt	Bethesda	— 15 years
Ken MacDonald	Los Angeles	— 25 years

## Benefits - OTHER CHANGES

In addition to assuming the complete employee contribution for the General Electric insurance plan, several other improvements in benefits also became effective on January 1, 1971, these included:

- expanded dental care and hearing aid expense coverage under the insurance plan
- improved survivorship coverage for eligible employees under the pension plan as well as increased pension minimums and crediting of service beyond removal from payroll in certain circumstances such as layoff, illness, etc.
- Income Extension Aid eligibility reduced to two years with a four week minimum benefit and liberalized reinstatement of benefits
- Four weeks vacation after 15 years service and five after 30.
- Service credits granted for 12 months in cases of layoff, illness or accident (18 months for job-related accidents).

Details of the above improvements are to be found in the individual benefit plan brochures.

## ISBD Low In Benefits Comparison

ISBD's percentage of employees participating in the various benefits plans was shown in a recent Company report to be below the average of our Industrial Group and below the Company average in almost all categories. The exceptions were Savings where we exceed both the Company and Group average and Personal Accident Insurance where we were slightly better than the Company and about equal to the Industrial Group. Even in these latter areas there can be little satisfaction since our percentage of exempt employees indicates we are far below where we should be on Personal Accident coverage. Although our Savings participation is very good, it is a direct reflection of the same exempt percentage.

Following is a summary of the report:

Plan	Company	Group	Division
Pension	98.7	99.3	86.5
Savings	46.0	53.0	77.0
Pers. Accident	52.0	56.5	56.4
Long Term Disab.	63.9	63.0	43.2

(Since insurance is now 100%, no comparison is shown)

Following are some rays of light showing through on individual component participation records for the Division:

Pension Plan—		
Medinet Application at		95.8%
Headquarters ISMD at		92.5%
Savings—		
Central Region—ISMD		89.0%
Programming Services		83.5%
Personal Accident—		
Western Region—IND		64.9%
Central Region—IND		64.4%
LTDI—		
Headquarters—ISMD		53.3%
Headquarters—IND		48.0%

At the other end of the totem pole, Eastern and Western Region of both IND and ISMD were low on Pensions while Medinet and Western Region IND shared that honor for Savings. Programming Services, Eastern and Western Region of ISMD trailed in the Personal Accident Insurance statistics while in Long Term Disability statistics, the low men were IND field's Eastern and Central Region with ISMD field's Programming Services and Eastern Region close behind.

The participation record itself is not important except that it represents employees who are not availing themselves of benefits advantages that may be vital to them. In addition, the assumed reason for non-participation is that they have not been exposed to the value of these programs. Steps are being taken by Relations & Facilities to assist managers with this problem. A revised mini-movie (slide and tape presentation) will be ready soon for use in the field. This should go far to help in understanding what is available. In addition, the forthcoming Employee Handbook should be of some assistance. However, it will also require some attention by managers if we expect to improve.

## MEMORIAL DAY Holiday

The highways  
will be more crowded this year, so—  
drive carefully on . . .

Monday, May 31



## Network Service Expands to European Continent

Honeywell Agreements Include Scotland, Wales, as well as Belgium, The Netherlands, France and Italy.

Paul Sage, ISMD general manager, announced conclusion of an agreement with Honeywell Information Systems Italia for access to our international network service from Milan, Italy. Recently a similar agreement was announced with Compagnie Honeywell Bull linking Brussels, Belgium; Amsterdam in The Netherlands and Paris, France with the GE international network.

Concurrently, announcement was made of expanding international network service throughout the United Kingdom with Honeywell Information Systems Ltd. Glasgow, Scotland and Cardiff, Wales will now have access as well as several additional English cities.

Early in May GE announced enlargement of local telephone access of its network from 42 to 250 cities throughout the U.S., Canada, Puerto Rico and overseas to London.

Sage pointed out that in Brussels, Amsterdam, Paris, Milan, Cardiff,

Birmingham, Manchester, Leeds, Liverpool, Newcastle, Glasgow and Edinburgh Honeywell subscribers will be able to dial a local telephone number and access the international network service. At the heart of the network are the three interconnected SUPERCENTERS, in Cleveland, Los Angeles, and Teaneck, N.J.

"With the addition of these new international cities to the GE network, businesses with widely dispersed North American and European operations can gain immediate access to centrally stored financial, sales, production, forecast and technical information to help them plan, direct and control their daily operations more efficiently," Sage stated.

Sage noted that subscribing firms can link as few or as many "local" operations as required to the GE network which will be extended to additional European cities later this year.

Commenting on GE's move to international networking, Sage said that "Throughout the Atlantic economic community, there is an explosive need for international companies to enable more and more of their people to work efficiently and economically with data and information associated with their central file system, and bring relevant information to key executives for day-to-day decision making."

## PAI Coverage at \$5 Billion

GE employees have over \$5 billion in life insurance coverage for accidental death under the company's Personal Accident Plan as the new policy year begins. As announced in the last issue of News-Share, the 50 cents per thousand dollar rate — \$5 for \$10,000 of annual coverage — will be continued this coming year.

There is still time for non-participants to initiate coverage. PAI forms can be obtained from Personnel Accounting.

## Division Marks Suggestion Plan Growth

Although ISBD operations do not compare with the company's manufacturing components in potential for suggestions commendable growth was shown from 1968 to 1970 according to Bill Johnston, manager of business information systems who has responsibility for value programs. "From 0 in 1968 to 9 in 1969 with a burst to 81 per thousand in 1970, ISBD set a growth record" Johnston said "that no other component in the company can match."

(Standard measure in General Electric for notable achievement in suggestions is the fairly exclusive "400" club, that is 400 suggestions per thousand employees. 18 components with more than a thousand employees and 28 with less passed the 400 mark in 1970. ISBD has a long way to go to meet this measure.)

Recently suggestion awards were made to:

Dennis McPhail — Brook Park ..... \$25.00  
J. R. Mayette — Brook Park ..... \$15.00  
Helen Wood — Denver ..... \$15.00

Suggestion blanks are available in most offices for those non-exempt

continued



Colin Church (l.), manager of international market development looks on as Lee Schwieger, specialist Mark II international market development, (both of ISMD) places a pin in the map symbolizing the addition of Milan, Italy to the growing list of international cities having access to GE's international network.

continued

employees who wish to submit suggestions. If not, copies can be procured from Bill Johnston. Exempt employees are not eligible for the program but can receive credit for cost improvements when similar ideas are submitted.

## Service Awards

### FIVE YEARS

Dante Borio .....	Detroit
Larry Capriotti .....	Bethesda
Robert Collins .....	Metairie, La.
Philip Duffy .....	New York
Wilson Lesnett .....	Watertown
Terrence Madden .....	Bethesda
Bob McGregor .....	Cleveland
Ron McKinney .....	Bethesda
David Miller .....	Teaneck
Edward Morse .....	Watertown
Andy Pecus .....	Bethesda
Richard Penrod .....	Los Angeles
Marion Poirier .....	Watertown
Bill Regan .....	Pittsburgh
Joe Thomas .....	Falls Church

### TEN YEARS

Joe Carpentiere .....	Waltham, Mass.
Al DiYenuiti .....	Watertown
Ben Henson .....	Greenville
Roberta Jankowski .....	Watertown

### FIFTEEN YEARS

Art Bailey .....	Bethesda
Bob Garden .....	Seattle
Bill Porter .....	Greenville

## LTDI Pays Income to 250 Disabled GE-ers

General Electric's long term Disability Income Plan for salaried employees brought over \$400,000 in benefits to 250 former employees in 1970. Although the majority of those receiving benefits were in the 50-60 age group and heart disease was the greatest cause of disability, 47 were between 40 and 50 and 10 were under 40.

E. Sidney Willis, manager of Employee Benefits for the company, reported the 1970 statistics of the disability insurance plan for salaried people early this month. He said total benefits paid out amounted to \$416,396. He pointed out that 95 of the 250 disabled employees were struck by heart disease. Other causes for long term disability included 29 disabled by mental problems; 17 suffered serious bone fractures; 16 were affected by respiratory disease, and 15 by stroke. Cancer disabled 14 and arthritis 11.

Under LTDI for salaried employees, a disabled individual becomes eligible for income benefits after six months

of disability. Benefits, when coupled with social security, will usually equal about half the individual's former pay. Premiums for salaried employees' LTDI participation will continue at the rate of 60 cents per \$100 of monthly benefits through 1971.

## Increase in Annual Dividend Rate Approved

An increase in the annual dividend rate on General Electric stock to \$1.40 per common share, as split, has been approved by General Electric's Board of Directors. The Board also declared a quarterly dividend of 35 cents per share of common stock, as split, payable July 26, 1971, to share owners of record at the close of business June 23, 1971.

The previous annual dividend rate prior to the two-for-one stock split was \$2.60. This rate, adjusted for the split, would have been \$1.30.

## 'Stock Price' and 'Fund Unit Price' for May 1971

Here is the average GE "Stock Price" and the average "Fund Unit Price" used in the crediting of participants' accounts for the month of May under the Savings and Security Program.

The "Stock Price" is the average of the closing price of GE stock on the New York Stock Exchange for each trading day in the calendar month.

The "Fund Unit Price" is the average of the daily fund unit prices, determined for each trading day of the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset value of the fund.

The "Stock Price" and "Fund Unit Price" for the month of May 1971 are as follows: Stock Price — \$120.400; Fund Unit Price — \$29.665.

The "Stock Price" and "Fund Unit Price" for each month of 1971 so far is as follows:

Month	Stock Price	Fund Unit Price
January .....	\$ 96.994	\$26.374
February .....	104.645	27.546
March .....	110.043	28.132
April .....	118.964	29.311
May .....	120.400	29.665

(Next month's "Stock Price" will reflect the 'split' stock price quoted at 60½ on June 14, 1971.)

## The Automobile: Number 1 Killer of GE Employees



Latest figures released by Corporate Headquarters concerning company-wide fatal accident experience over the past 10 years indicate that the automobile is consistently the number one killer of General Electric employees.

Of the 146 accidental GE employee deaths recorded off the job during 1970, 93 were attributed to automobile accidents. By comparison, only 8 employees were killed in work related accidents. Fortunately, the Information Services Business Division has not contributed, either off the job or on the job, to the company-wide fatal accident statistics.

ISBD employees will spend a considerable amount of time in one of the most dangerous places on earth—the automobile. Here are the six conditions which can cause automobile accidents:

1. Weather (fog and rain)
2. Traffic (slow, congested)
3. Road (narrow, winding, rough)
4. Vehicle (condition of)
5. Light (glare, darkness)
6. Driver (condition, attitude)

If these conditions are carefully considered and understood, and defensive driving principles practiced, automobile accidents can be prevented. You should see the hazard, understand the defense against it, and take proper action.

### GE Markets A New Medical Aid

GE is marketing a device that reads carbon dioxide levels in the blood of seriously ill patients. The device, which employs a tiny sensor inserted into the patient's artery, takes the place of present time-consuming methods.