

NEWS-SHARE

Joe S.



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June Meeting Stresses Goals Where the Business is and Where It is Going

ISMD personnel gathered in the Versailles Room of the new Holiday Inn, Bethesda, Friday, June 18, to be advised of the state of the business—where it is and where it is going, as noted by **Paul Sage**, ISMD general manager. Sage emceed the meeting which included 6 keynote speakers led off by **Art Peltosalo**, ISB Division general manager.

“This is probably the largest annual meeting of the TGIF (Thank Goodness it's Friday) Club in existence”, declared Sage. In a more serious vein, he said that each employee should examine his or her effort to determine his contribution to increased revenue. He made it clear that increasing revenue is the “name of the game” for the balance of 1971, as well as paths of progress for the sales force and all ISMD employees. Mr. Peltosalo stressed the importance of an upward slope of the revenue curve and a concerted effort on expense control.

The message also included emphasis on the headquarters role of providing superior products, reducing the administrative burden of the field sales force and providing direction to the business. **Ed Bescherer**, manager-financial analysis

and planning, picked up the challenge of reducing the administrative burden by describing work which has been going on in his area to develop a manual of administrative instructions for field guidance. The home office people were told that anything going to the field that would detract in any way from selling and customer contact is to be reviewed by Ed's section.

George Feeney, IND general manager described recent changes in that department organization. Dr. Feeney explained that the interconnection of the network, which is taking place right now, is one very significant step into the future of teleprocessing for our department. He also commented on the advanced technology task force efforts which will result in plans for the future, from a product standpoint.

Ralph Loftin, of our Programming Services Operation, talked of the significant projects which his section is working on currently to produce revenues now and in the future. The photocomposition effort now going on in PSO was described as one of these projects.

Larry Wolfe, of the Applications



Paul Sage

Marketing Development Operation, who was sitting in for Gary Mueller, excited the audience with his narration of how customers are using our inventory and financial programs to advantage.

On a world-wide note, **Colin Church** of the Mark I operation emphasized the new thrust of the Mark II product line into widely scattered areas of the world via satellite communications.

Anchor man on the program, before the summation by Paul Sage, was **Bill Thorne**, manager-Marketing, who presented to the audience the projects which are under way within marketing to build revenue and improve efficiency and responsiveness of that section. The most significant project now under way, according to Thorne, is the revenue opportunity profile (ROP) system which is designed to marshal all required home office efforts to respond to significant opportunities in the field. Ending on a high note, Thorne reviewed the outstanding progress which has been made in the last 8 months in the terminals business.

Paul Sage fielded several questions from the floor at the close of the program.

continued



Enthusiasm about the future was obvious from remarks made by the audience as they left the meeting.



... **Stan Brucker** reports a coup by Bob Reutz in closing a renewal with New York State in the face of major expenditure cuts and agency closings. PR29 and all those good salesman qualities—product knowledge, diligence, initiative and resourcefulness did the trick according to Stan.

Women in Work Force Session Urges Progress

A Workshop last month on "Women in Your Work Force" focused on the implementation of steps to increase General Electric's employment opportunities and to make more effective utilization of women.

The session was co-sponsored by Equal Opportunity/Minority Relations Operation, New York, and Corporate Education Services, Crotonville, at the Loch Ledge Conference Center in Yorktown Heights, N.Y. Attendance included 50 GE managers and representatives from several other companies and colleges. Additional workshops in this and other EO/MR areas are scheduled for the future.

Arthur Peltosalo, Vice President and general manager of ISBD, encouraged all managers to convince their own bosses of the need for progress in providing opportunities for both minority group members and women. **Virgil Day**, Vice President and staff executive of Business Environment, expressed the corporate concern for increased utilization of female talent.

Other speakers included **Barbara Boyle** of IBM, **Ethel Bent Walsh**, commissioner on the Equal Employment Opportunity Commission; **Catherine East**, executive secretary of the President's Advisory Commission on the Status of Women; **Jacqui Ceballos**, president of the New York Chapter of the National Organization for Women; and GE professional female employees.

Newly Designed Service Emblem Symbolizes GE's Appreciation for Loyalty, Effort

This year General Electric employees reaching significant service milestones are receiving newly redesigned service award jewelry and certificates. Use of the newly designed emblems began on January 1 here in ISBD.

"The service award emblems and, in fact, the entire service award program has been redesigned and modernized," says **E. Sidney Willis**, manager of Employee Benefits for the company. "The change is symbolic of General Electric's increased desire to show its special respect and appreciation to employees who have contributed long service and effort to the company's success."

The new service jewelry features the General Electric monogram on a simple gold background with appropriate marks or gems representing the recipient's years of service. The first service award is presented to an employee as he or she reaches five years of service and the individual receives a new and appropriate emblem at each fifth service anniversary thereafter.

"We hope the new jewelry and certificates will serve to strengthen an em-

ployee's sense of loyalty and identification with the company," says Mr. Willis. "The pride which employees evidence to the public in their association with General Electric through such a small thing as the wearing of a service emblem is a valuable asset to GE and to employees themselves in gaining community goodwill and the confidence of customers."

Service award emblems representing 25 or more years of service have gems that graduate to higher quality the higher the service anniversary. Jewelry furnished for award presentations is constantly monitored to maintain highest quality.

A total of 74 service emblems have been presented to employees in ISBD since the new jewelry has been used, reports Frank Gibbins, manager, Salaried Relations and Employee Communication. "The emblem marking the longest service celebrated during the past month went to Bob Garden, manager, Pacific Northwest branch, who joined the company 15 years ago in St. Louis, Missouri. He received his 15-year emblem from his manager, Bill Sanderson."

"In a large measure, General Electric has been built on the efforts of long service people who have blazed General Electric careers, whether they were skilled hourly workers, professionals, clerical employees or management," says Mr. Willis. "As the company has grown larger, the service emblem has become an ever important visible indication of the company's appreciation for continuing loyalty and service."

Good Habits Are Easier Than Apologizing Later

"Good telephone usage is a matter of habit," according to Tony Ciuba, Facilities manager in Bethesda. "By following this list of pointers," he added, "you'll avoid the common pitfalls of thoughtless telephone users."

1. Answer your telephone promptly.
2. Identify yourself.
3. Speak clearly.
4. Keep a pad of paper and pencil handy.
5. Keep a list of frequently called numbers by your phone.
6. Use your new company directory.
7. Handle calls yourself; don't transfer customers.
8. If you have to leave the line, explain why. P.S. Do come back.
9. When you leave your phone, let someone know when you'll return.
10. Terminate calls courteously.
11. Dial Comm costs money. Don't forget to hang up when you finish an audio-coupled call.

DeVaughn Joins ISBD Legal Operation

Gene Baker, Division Counsel, announced appointment of Edward R. DeVaughn as Attorney-Legal Operation, effective June 15, 1971.

Ed is new to General Electric, coming to us from the Midland-Ross Corporation in Cleveland, Ohio, where he served as Senior Member of the General Legal Staff.



From 1945 to 1953, Mr. DeVaughn served as a Captain in the U.S. Air Force. After his discharge from the service, he received his undergraduate degree from Cleveland State University (1961) and his law degree from Cleveland Marshall Law School (1966) while working full time. He is a member of the Ohio Bar.

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New "Market File" Distributed to the Field

This week material for setting up the new Market File in field offices was sent to each field location. Market File is a systematic way of numbering sales information. Field offices can retrieve sales data quickly because the alphabetic list of all ISBD products and services gives a specific file folder number where the sales information is physically located. That file folder contains all other pertinent data on that particular subject.

Bill Thorne, manager of marketing, announcing the availability of Market File said, "Having been in the Field, I know how many items each sales office receives. I also know that a good index/filing/retrieval system can help the personnel in field offices tremendously by making important documents readily available, thereby saving valuable time."

The responsibilities of the Market File librarian and suggested procedures are defined in the startup material sent to each office this week.

While discussing this new Market File, Bill Thorne said, "These Market Files are being located in central locations throughout ISBD, including Medinet and International Sales. I have a Market File at my desk and will receive the same documents that are sent to the field. When speaking with field office personnel, we at Headquarters will use the Market File numbers to refer to letters, instruc-

tions, bulletins and directives.

"This is only the beginning of a method which allows distribution coding of documentation, i.e. N/C material to N/C personnel. Following our own experience, it can become the basis of establishing customer reference libraries as well."

ISSPO Moves into New Offices

Paul R. Leadley, manager of Information Services Strategic Planning Operation, recently moved his organization into new offices in the Old Georgetown Road building. Consolidation of office space for ISSPO personnel provides for more expedient, daily coordination of the vital work of this Division's strategic planning efforts.

The other members of this operation are **Mac McCleary**, manager of sales strategies, **John Neuenschwander**, manager of strategy development, **Phil Berns**, specialist, marketing analysis, and **Beth Halliburton**, secretary.

S & S Prices for 1971

	Fund	
Month	Stock Price	Unit Price
August	\$58.369	\$29.455

RESOURCE Operation Appoints Manager of Engineering

Prior to his departure for Crotonville to attend the General Management Course, **Borge M. Christensen**, manager of IND's RESOURCE operation, announced the appointment of **Jerome M. Butler** as manager of RESOURCE engineering.

Jerry comes to ISBD from the Aircraft Engine Group in Evendale. For the past four years he had been in charge of that Group's computation operation, consisting of five GE-635 computers, a GE-265, and other systems providing local, remote batch and time-sharing services. "Jerry successfully built, staffed and managed the AEG in-house computer service operation, the largest in GE," stated Borge.

Mr. Christensen also noted that this appointment reflects the significant growth of RESOURCE service as the foundation of our business in the data processing segment of the industry.



Jerry Butler, manager of RESOURCE engineering.

As manager of RESOURCE engineering, Jerry will be responsible for technical support to the field and headquarters sales forces, as well as to customers of the RESOURCE remote entry service.

"Jerry is recognized throughout the

Oliver Becomes News-Share Editor

Frank Gibbins, manager of salaried relations and employee communication, announced last week that Barbara Oliver had been appointed specialist employee communications and would pick up responsibility for editing News-Share.

Barbara, formerly administrator on the Division General Manager's staff,

has been with GE since 1963. She worked at GE corporate headquarters in New York until her transfer to ISBD in 1969.

Gibbins said, "I'm very pleased that Barbara can join us and lend her talents to beef up our communications area."

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