



**ISBD**

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

May 17, 1976  
305.59

## All-New Securities Data Base System Now Commercial . . . New MARK III<sup>®</sup> Tool for Money Managers

The new Foreground Securities Database (SDB) system is here, it's debugged, field tested and running smoothly. It's up to date, it's flexible, it's easy to use, it's comprehensive, and it's cost effective.

The new database and its flexible retrieval and reporting features are designed to assist fund managers, investment advisors and institutional investors in pricing portfolios and analyzing securities. According to Jerry Paulsen, Manager of Application Programs, we now have the data and the tools necessary to address some of the business reporting requirements of the investment community.

The Securities Database contains current and historical trading, financial and descriptive information for some 28,000 different securities. The database is updated nightly with the latest trading data on common and preferred stocks; corporate, municipal dollar and government bonds; stock options; mutual funds; and foreign issues.

A minimum of 10 trading days and 53 weeks of pricing data is retained in the Securities Database. In addition, up to two years of time-series information on earnings, dividends, special distributions and interest payments is available. There is a total of 80 individual data items for each security.

Naturally, the user needs a capability for getting to the data. The most important feature of the Securities Database is its direct compatibility with our powerful Data Management System. Ad hoc retrievals or standard reports can be produced in a matter of minutes with DMS. Furthermore, four SDB access subroutines are available for the Fortran programmer.

SDBQUERY and SBDVAL are two

programs that are also a part of the SDB package. SDBQUERY displays the latest five days of pricing information for a given security. SBDVAL is a portfolio valuation program that allows the fund manager to determine the current market value of his security holdings as compared to its original cost.

Organizations that have the responsibility of managing trust, pension, and other types of large investment funds

are the prime targets for the Securities Database system. They include bank trust departments, insurance companies, investment management firms, brokerage houses and some corporate trust operations. Investment advisory services and CPA firms are also candidates. The following is a summary of some typical applications:

- Portfolio valuations
- Fund performance measurement

*Continued on page 2*

### ISBD's Robin Ficker and Muhammad Ali: Fellow Athletes!



*ISBD Attorney Robin Ficker is quite the athlete; and this photo bears that claim out. For four mornings, at 5:30, Robin set a fast pace for 4.5 miles to help his friend, World Heavyweight Boxing Champion Muhammad Ali, "get myself in shape and lose some weight" prior to the April 30 championship fight against Jimmy Young (and we all know how it turned out!) at Washington's Capital Centre arena. As Muhammad put it, "Robin makes me run faster; and that's good for me!"*

GENERAL  ELECTRIC

For General Electric Employees Only



## Central Zone and Detroit Branch Lead in Terminal Sales, Leases

The Central Zone led all zones in the first quarter of 1976 in Quota Realization of terminal leases and sales, achieving 260 percent of quota for the quarter.

As a result of this strong performance, Bob Manning, Central Zone Manager, and Dick Burke, Terminal Sales Manager, have initiated a "Top Salesman Award"

### Securities Data Base

*Continued from page 1*

- Investment research and analysis
- Margin and collateral loan analysis
- Securities tax analysis

A three month field test was just completed providing valuable user and operational feedback. According to Jerry, "User Systems and Quality Assurance have done a tremendous job in getting the product ready for our customers." In the area of sales support, a new user manual (5105.05) replacing the field test version is available from OLOS. Another publication, the Securities Database Directory (5105.07) lists all the securities available in the database. Copies of a detailed sales guide covering sales strategies and competition are being sent to the branches.

Announcements on a sales training class will be coming out shortly.

All SDB customers are required to sign the Securities Database Supplement (5103.28) to the Agreement for Computer Services. Ray McNees (8\*273-4639) in Sales Support must have the customer's signed supplement before access to the database can be permitted. Make note, too, that SDB is being made available from a single catalog (KBQ54). Validations should be performed through normal mailbox procedures.

The new MARK III Service Securities Database System looks very much like another ISBD winner!

to be presented each quarter to the top terminal salesman in the zone.

Winner for the first quarter is Ernie Birge of the Detroit Branch. Ernie secured a large terminal order from Federal-Mogul, Inc., amounting to a lease for 42 TerminiNet\* 30's. Emerging victorious from a real fight with a major competitor, Ernie not only won the terminal lease, but also received an order worth \$40,000 for CAO to develop the software on Federal-Mogul's new automated ordering system for warehouse distributors.

After reviewing the company's requirements for its new ordering system, Ernie and the Detroit Branch presented a cost comparison between the TerminiNet 30 and a competitive model. The savings associated with MARK III Service by using the TN-30 was the motivating factor which convinced Federal-Mogul to cancel a lease with the competitor and go with GE all the way. In addition to the 42 TN-30's leased, Ernie was also responsible for leasing five TN-300's and two TN-1200's. This brought Detroit's performance for the first quarter to a whopping 833 percent of realization against quota.

The new automated ordering system for distributors being developed by CAO for Federal-Mogul is also believed to be unique in the automotive aftersale market. Federal-Mogul, along with the cooperation of Monroe Auto Equipment, Moog Automotive, Wagner Electric, Champion Spark Plug and Gates Rubber, is setting up an automated ordering system on the MARK III System to serve more than 1,000 distributors. The new system is called TRANSNET.®

The big gainers will be warehouse distributors, as they will now be able to enjoy what is called "almost instantaneous" ordering of automotive replacement parts from up to six manufacturers.

TRANSNET is said to be the first in the industry to offer distributors a computerized service for multiple lines of products.

In operation, distributor personnel follow a common entry procedure to order any part from any of the TRANSNET companies. The order is fed from the distributor's terminal into the MARK III System. Immediate verification of the part number, notification by manufacturer of changes in number and cancellation of parts are only a part of the results. Also provided is a total of the weights and quantities ordered, and if appropriate, a reminder that a discount level is near or a break in prepaid freight may be coming up. The manufacturer can also restructure its parts numbering system at any time.

TRANSNET accepts orders sent in day and night, and stores them until the distributor signals the computer system to release them to the manufacturer. Based on the "pilot run," the member manufacturers are confident they have a package that will offer their distributor customers a long list of benefits which will translate into increased profitability and improved delivery service.

Federal-Mogul plans to place a GE TerminiNet 30 in each of its 42 warehouses for extracting distributors' orders and producing shipping documents several times daily. The other five member manufacturers are inter-processing directly with MARK III Service.

\*TerminiNet is a registered trademark of the General Electric Company, U.S.A.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8\*273-4387.



## Five ISBDers Celebrate 125 Years of GE Service

Five Headquarters employees have recently passed the 25-year mark with General Electric. They are John W. Neuenschwander, Acting Manager, Product Programs; Frank W. Gibbins, Field Organization and Manpower Manager; James B. O'Brien, General and Tax Accounting Manager; Paul L. Beaudry, Compensation and Practices Manager; and Robert B. Smith, Purchasing Specialist.

Each of them has contributed meaningfully to ISBD's almost incredible growth and success since joining the division.

John Neuenschwander joined GE on the Manufacturing Training Program in the Test Engineering and Electronics Division. Named manager of information systems and data processing at Missile and Space in 1956, he moved to Corporate Information



*Five major contributors to ISBD—25 years of GE service each. From Left: John Neuenschwander, Frank Gibbins, Jim O'Brien, Paul Beaudry and Bob Smith.*

Systems Consulting Service, and held posts with Bull-GE in Paris and with Information Systems Group staff, before coming to ISBD in 1970.

Frank Gibbins was with Boeing and General Dynamics before joining GE. He's been with ISBD since 1967 when he was a sales representative in Seattle, moving on to manager of the

Omaha Branch in 1969. Since 1970 he has been an account representative, senior technical representative and technical manager in Chicago.

Jim O'Brien joined General Electric in Schenectady as a member of the Business Training Course. He has held positions in Personnel Accounting, Business Analysis and General Accounting in a number of components in Schenectady, Philadelphia and Rockville.

## Senatorial Candidate Sarbanes at ISBD



*"Hi! I'm Paul Sarbanes, candidate for United States Senate." Democrat Maryland Congressman Sarbanes shakes the hand of Robin Ficker, ISBD Attorney (in shirt-sleeves), during lunch hour on April 26 in the ISBD Cafeteria. The man in the center is Maryland State Senator Victor Crawford, who has a law office in the Maryland Center Building. Employee Services Specialist Dorothy Hevey says that other candidates are welcome to visit ISBD and meet ISBD voters.*

Paul Beaudry joined GE in San Jose, California, as a relations clerk. From there, he held various employee relations posts with Microlab, Power Tube Department and the Residential Distribution Transformer plant. In 1969, he came to ISBD as Manager, Personnel Administration.

Bob Smith joined the company on the Financial Manpower Program in Schenectady. He moved on to the Aerospace Electronics Department in Utica, then joined ISBD in May 1969. He is currently Specialist—Purchasing in the System Department.

## Cleveland Branch Moving!

Figures show that Cleveland's March performance moved up seven places from the bottom. . . to 24th place. Watch Update for news of the branch's progress.

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## People On the Move

George Bottarini, from Tech Rep; to Senior Tech Rep, East Orange.

David E. Cearnal, from Product Programs Manager; to Special Programs Manager, Rockville.

James R. Clement, from Tape Librarian; to Micrographics Operator, Brook Park.

Peter A. Curtin, from Account Manager, Chicago; to Manager, Chicago Industrial Branch.

Armand Ettedgui, from Senior Account Rep, Stamford; to Senior VS Sales Rep, Los Angeles.

James L. Gilbert, from Account Rep, Los Angeles; to Industry Account Specialist, Rockville.

Willard A. Gilly, from Manager, Custom Applications Projects; to Manager, Project Review Office, Rockville.

Barbara Harbison, from Tech Manager, New York; to Manager, CAO Atlantic Zone, New Jersey.

Dan J. Henderson, from Tech Rep; to Senior Tech Rep, Houston.

Victor Henschel, from Account Manager, New York; to Manager, New York Commercial Branch.

Mathew D. Herman, from Senior Tech Rep, New York; to Manager, New York Technical Branch.

Thomas B. Hickey, from Market Analysis and Pricing Specialist; to Manager, Pricing, Rockville.

John L. Ignozza, from Technical Manager, East Orange; to Manager, Atlantic Technical Branch.

Hugh Jackson, from European Operation Manager, London; to Manager, European Network Operation, Amsterdam.

June Keene, from Disbursement Clerk; to Accounts Payable Clerk, Rockville.

Robert E. King, from Project Manager; to Manager, Custom Applications Projects, Rockville.



*George Bottarini*



*Dave Cearnal*



*Jim Clement*



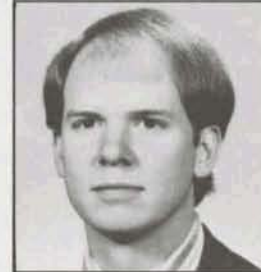
*Pete Curtin*



*Will Gilly*



*Barbara Harbison*



*Dan Henderson*



*Vic Henschel*



*John Ignozza*



*Hugh Jackson*



*June Keene*



*Bob King*



*Marianne Millett*



*Jerry Paulsen*



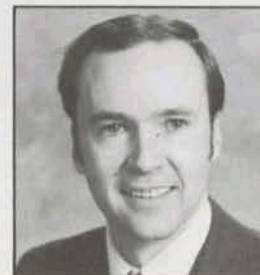
*Conrad Persels*



*John Prior*



*Kathy Sobel*



*Bob Straight*



*Joe Stubbs*



*Andre Thompson*



## New and Revised Documentation

The *Securities Database System* user's guide (5105.05A) has been published in its final version; it describes the database, which contains over 28,000 securities listed on all major exchanges, and explains use of retrieval and reporting techniques using application programs, DMS, and FIV subroutines. The *Securities Database Directory* (5105.07) is new. It is a complete, 400-page listing of all securities in the database.

All sections of the *VS Background* user's guide (2050.09B) have been updated. Major changes include descriptions of the command procedure feature, data set naming conventions, new PROC usage, and an expanded section on VS error codes and their meanings.

An April 1976 reprint of the *STAT-SYSTEM* user's guide (5705.01C) includes updated printouts in programming examples for dozens of statistical routines. The recent modifications are:

- Enhancements in output formats
- Additional options
- Simultaneous analysis of several variables

Also included are minor additions which augment the reference list and categorize and index the routines. For users who just purchased Revision C of the user's guide in December, a supplement (5707.01C-1) containing the changes is available at no charge.

A supplement to the *FIV Instructor's Guide* (3102.05B-1) contains corrections to guide viewgraphs, and student's guide published in December. The *FIV Student Guide* (3102.06B) has been reprinted with the changes and corrections included. Due to high cost, the viewgraphs are not yet being revised.

Michelle I. Marland, from Secretary; to District Administrator, Los Angeles.

Jon S. Melnyk, from Product Programs Manager; to Manager, Network Software Services, Rockville.

Marianne M. Millett, from Product Programs Manager; to Manager, Market Analysis & Competitive Programs, Rockville.

Gerald A. Paulsen, from Product Programs Manager; to Manager, Application Programs, Rockville.

Conrad G. Persels, from Manager, Operations Analysis; to Manager, Strategy Development, Rockville.

John Prior, from European Network Manager, London; to Manager, European Supercenter Operation, Amsterdam.

Charles Romero, from Account Rep; to Senior Account Rep, New York.

Grace Royall, from Clerk, Customer Problems; to Clerk, Customer Account File, Rockville.

Katherine Sobel, from Secretary; to District Administrator, Chicago.

Robert F. Streight, from International Market Development Manager; to Manager, Management Data Services, Rockville.

Joseph L. Stubbs, from Account Rep; to Senior Account Rep, New York.

Andre E. Thompson, from Account Rep, Los Angeles; to Manager, St. Louis Branch.

Michael L. Weinstein, from Senior Tech Rep, East Orange; to Sr. V.S. Tech Rep, Los Angeles.

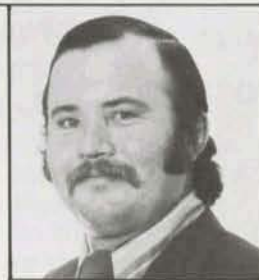
Donald T. Wright, from Account Rep, Indianapolis; to V.S. Sales Rep, Chicago.



Pete Curtin



Armand Ettedqui



Jim Gilbert



Vic Henschel



Matt Herman



Tom Hickey



Bob King



Michelle Marland



Jon Melnyk



John Prior



Charles Romero



Grace Royall



Andre Thompson



Mike Weinstein



Don Wright



## The General Electric Money Year. . .

How can a person really understand what happens to the money a large company like General Electric earns and spends during a year? The numbers are so big that they don't have any real meaning for an individual taking home a paycheck. How does a person trying to balance an annual family budget dealing in hundreds and thousands of dollars understand a corporate one dealing in millions and billions?

Let's let the days of one year represent all of the General Electric Company's income. We're going to make believe that GE earned its \$13.6 billion total income for 1975 equally throughout the year, and we'll call those 365 days the money year.

By taking a close look at GE's money year, beginning January 1, 1975 and ending December 31, we can get a good idea of what happens to the dollars the Company earns. For example, the \$581 million in profits GE earned in 1975 (roughly four percent of total revenues) are represented by the final 15 days of the money year. But if profits total only 15 days of the money year what happened to the other 350 days?

The largest part of the money year went to pay suppliers for materials and services. It took from January 1 until July 6 just to cover those expenses.

The next biggest chunk of the money year, over four months, went to cover compensation to employees. That takes us to November 10.

In addition to the things GE purchased from outside suppliers and the compensation paid employees, there is the expense of equipment and buildings. That equipment and those buildings wear out as they are used. To recover the money spent on them the Company must reflect their depreciation. That depreciation will partially offset their eventual replacement at much higher costs. This expense is like an insurance policy to

provide continuing production and jobs. Eleven days of the money year paid for depreciation. We are now up to November 21.

Some of the capital used by the Company in carrying on its business has been supplied by lenders, who expect to be compensated for the use of their funds. Interest and other financial charges for 1975 took up three-and-a-half more days of the money year.

Taxes accounted for 22 days of GE's money year, and that brings us to December 17 and those final 15 days of profit. Seven-and-a-half days of the final 15 represent retained earnings—the profit that was kept by the Company. This profit is reinvested in the business and is combined with money from depreciation, loans, and capital investments in order to help the Company grow.

Finally, on December 24, the day before Christmas, GE's money year began to pay the Company's investors. Only the last seven-and-one-half days of the money year went to compensate share owners for their investment. The \$293 million earned in the last week of the money year became the dividends paid out, and those dividends were only about two percent of GE's total income for the year.

### In Other GE Divisions . . .

**Erie:** The New Jersey Department of Transportation announced recently that it was awarding a contract worth about \$117.5 million to Erie GE for 160 electric commuter cars. Gerald Gould, acting general manager for the Transit Vehicle Products Department stated that, "This is the largest single order we've received." And added, "This important order will allow us to maintain job continuity for our experienced transit car work force."

## Paul Inserra Joins ISBD as Manager, Strategy Development



Paul Inserra

P.H. "Paul" Inserra has joined the division as Manager, Strategy Development. He will be reporting to Paul R. Leadley, Manager of the Strategic Planning Operation, and as his first assignment will be working on the Market Development Task Force.

Paul is a graduate of the University of Pittsburgh, where he earned a BBA in business administration. He was a sales representative for the Univac Division of Sperry-Rand prior to joining GE's computer business in 1961. His experience covers a wide range of data processing, process control and teleprocessing applications, and such GE products as computers, industrial apparatus, controls, relays and data terminals. In fact since May 1972, he has been responsible for marketing GE TermiNets\* out of Waynesboro, Virginia. Ninety-two service locations were under Paul's direction.

\*Terminet is a registered trademark of General Electric Company, U.S.A.

### S&SP Prices — March

Month	Stock Price	Fund Unit Price
March	\$52.098	\$27.962
February	53.329	28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213



## Canadian Company Uses MARK III Service to Draw Pictures of Forests As They Grow

Canadian General Electric, our distributor to the North, has advised Update of an ingenious way MacMillan Bloedel's Nanaimo Division in British Columbia is making use of our service in the area of forestry research. Forest biometrician Don Reimer is involved in statistical and mathematical research, and his figures represent living, growing trees; trees that are or will be the company's timber resources in years to come.

Before forest management policy is decided, a number of factors must be tabulated and tested, and projections made. To accomplish this, MacMillan Bloedel has 2,000 research plots with a total of about 200,000 trees located along the coast of British Columbia. Every tree is measured at regular intervals and the data stored on magnetic tape. Testing and projecting growth patterns in each plot help determine management practices for the whole forest reserve.

"Forest inventories have been done on computers for some time," says Don Reimer, "but allowable cut and growth projection figures were derived by hand prior to my joining the company in 1968. A great deal of what we're doing now there simply isn't time to do manually.

"Without using a computer, we couldn't possibly do the same number of tests. . . it would cost too much, besides taking up too much time."

The company uses several CGE graphic packages to be able to display its statistics in a highly readable form. Instead of printing figures, MARK III Service actually produces line drawings of trees, shows their growth and displays pictures of the stand as it grows. As these projected growth patterns are displayed, the effects of treatments such as thinning can be studied. "This can be more useful than a whole room full of statis-

tical tables," Reimer said. "You can show someone chart after chart of figures and computer printouts and it doesn't have the impact of just one of these graphic displays."

## New Value Brochure Now Ready to Use

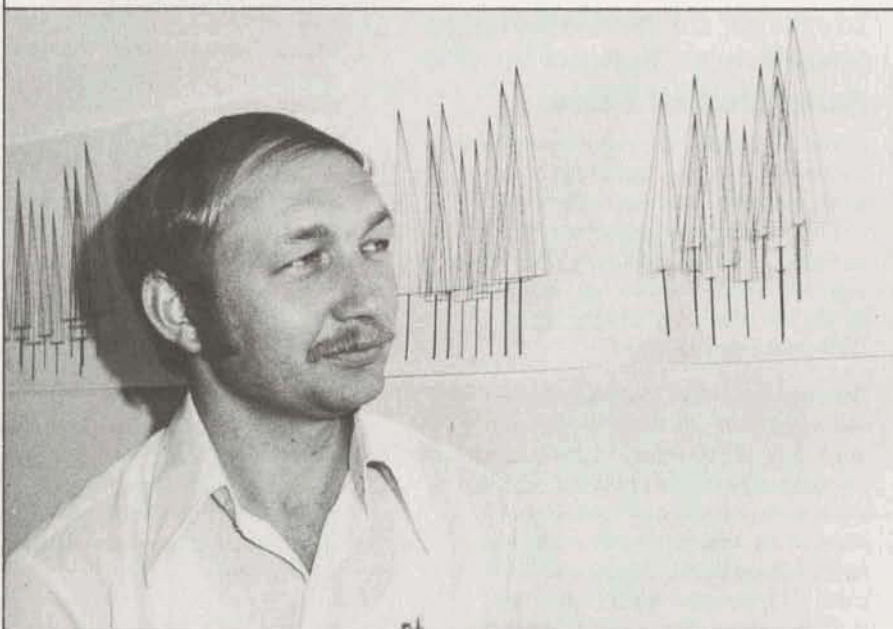


"MARK III Service is Worth More Than Ever" is the title of a brand new sales brochure which depicts the evolution of GE's information services. . . in terms of dollars and cents. . . from 1969 through 1976.

The colorful new brochure verifies to ISBD customers and prospects that even though the U.S. Dollar has eroded to only 66 cents in 1969 values, MARK III Service really is the biggest bargain ever. . . and cost graphs also reflect the ISBD rate restructuring coming up July 1.

The brochure should go far in convincing users that even though it is necessary for some MARK III Service rates to be slightly increased, they're still getting more for their money than ever before in the cost areas of processing, input/output, terminal connect time and storage.

Initial supplies have been distributed to all sales branches throughout the United States; and additional supplies may be ordered through OLOS (0910.20) as needed.



*Forest biometrician Don Reimer displays one of his MARK III Service-created forestry plots. Not only does MARK III Service actually draw the trees in terms of frequency and thickness; it also shows each tree's relative size as it grows.*



## Nilsson, McCormick Hold Key Posts At International Tech Conference

J. D. Nilsson, Manager, Documentation, and Barbara McCormick, Technical Editor, held key roles as Program Committee Chairmen for the 23rd International Technical Communication Conference for May 12-14 at the Statler Hilton, Washington, D.C.

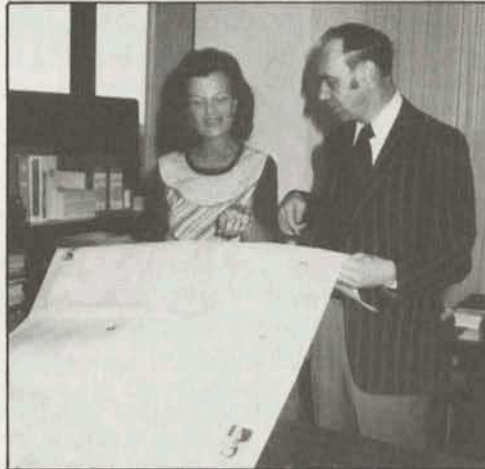
Barbara is Chairman of the Washington Chapter of the Society which is hosting the Conference. She is also Deputy Program Chairman, while Dex, a long-time member and himself a past Chapter Chairman, was the Conference Program Liaison Chairman. As such, he was responsible for writing and publishing the 400-page, case-bound *Conference Proceedings*. He has also prepared the preliminary and final program booklets. Both Dex and Barbara have presented papers and served as Panel Moderators in previous International Technical Communication Conferences. This year, in addition to her duties as Deputy Program Chairman, Barbara worked as a contributing editor in the Conference Press Room.

Barbara was recently also elected to serve a three-year term on the Board of Directors of the Society, and will be GE's first representative on the Board since Warren Deck, manager of the Instruction Book Dept., in the 1960's.

This year's Conference drew technical communicators from the U.S., Canada, Europe, Central and South America to participate in the three-day Seminar/Workshop sessions which involved more than 120 speakers from industry, government agencies, colleges and universities.

Other ISBD personnel involved with the Society include Norm Otis, Manager of Documentation Services, who is Treasurer of the Washington Chapter;

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*Dex Nilsson, Barb McCormick check final proof pages of the 400-page conference Proceedings.*

Gloria Chang, Programmer; Jim Medley, Audio/Visual Communications Specialist, and Kathy Stevenson, Technical Writer, who supplied the graphic art for the Chapter's recently published anthology.

## Inventor of Sealed-Beam Headlamp Named to the Auto Hall of Fame

Daniel K. Wright, GE lighting engineer and inventor of the sealed-beam headlamp, was inducted last month into the International Automobile Hall of Fame in Sebring, Florida. The honor, awarded posthumously, was accepted by his son, Daniel K. Wright, Jr. of Cleveland Heights, Ohio.

Developed in 1937 and patented two years later, Wright invented the sealed beam by coating a glass custard cup from the dime store with a new vaporized aluminum process then being experimented on, rigging it with a filament and a curved piece of glass cut from a giant incandescent lamp to give the surface a curve. From this humble beginning, the sealed-beam lamp business now enjoys sales of 70 million units a year!

## Stu Sather Earns MBA Degree

Stuart A. Sather, Senior Tech Rep in the Rochester Office of the newly created New York State Technical Branch, has earned a Master of Business Administration degree at Rochester Institute of Technology. . .he's in next month's graduating class.



*Stu Sather*

Stu has been with ISBD since last July, and he's handled his studies evenings and weekends. His MBA thesis, "The Sather Options Model," is a time-sharing model to determine the best investments on the Chicago Board Options Exchange. A hypothetical investor following the model's recommendations would have parlayed \$10,000 invested in July 1974 into \$33,000 a year later.

In addition to his newly earned advanced degree, Stu already held two bachelors' degrees, in chemical engineering and business administration, from the University of Minnesota. As though it weren't enough, he's beginning evening studies to earn yet another academic degree. . .this one to be an MS in computer systems management. That's dedication!

Stu's wife Gwyneth is also active in the information services industry. She serves as a computer project leader for a private consultant.