

# UPDATE

ROCKVILLE, MARYLAND  
DECEMBER 15, 1978 305.92

## INTERNATIONAL BANKING SPROUTS IN BRUSSELS

Twenty-nine Banking Sales Specialists gathered in Brussels, Belgium on November 6 and 7 for the first International Banking Workshop.

The 29 specialists represented Europe and the United States, and included participants from distributors Honeywell (Europe), ØK Data (Denmark), and Oy Nokia (Finland).

The workshop, according to Nick Pry, Sr. Specialist European Accounts, was the beginning of a coordinated European and U.S. effort to penetrate the industry.

Under the tutelage of the International Accounts Europe group, the participants spent the two days exploring the worldwide banking industry, with emphasis on Europe and the U.S.

Participation was a definite priority, and, according to Pry, "interest was so high that discussions played havoc with the planned agenda. But it was so important and relevant that we threw out the agenda and continued activities without bothering about the time."

After a long-running first conference day filled with presentations by representatives of individual countries, participants continued discussions during the pre-dinner "attitude adjustment hour" and took the evening to form tour groups. According to Pry "It was quite fun to see groups of five or six people of different nationalities touring the city."

The second day was devoted to workshops. Vincent Trost, Headquarters Industry Marketing Manager, began the day by giving participants an overview of U.S. plans. Attendees were then divided

*(Continued on Page 3)*



Participants in the Belgian banking workshop take a moment to pose for the camera. Pictured are: Paul Kallesoe, Jeff Tyler, Wolfgang Nickel, Monse Weijers, Vincent Trost, Ron Straight, Lydie de Breucker, Jacques Poma, Charles Neyt, Giorgio Coglio, Harry Hooper, Ben Garst, Horst Berger, Liisa Nakari, Peter Lorentzen, Peter Kauer, Jesus Aguirre, Nick Pry, Karl Landolt, Russell Murray, Bob Donnestad, Jen-Pierre van der Eynde, Michel Lubelski, Ken Andersen, Chuck Hurd, Eddie Mooney, and Jos Heinsdijk.

## AMSTERDAM STEPS INTO CENTENNIAL WITH FIRST-CLASS FETE

When it comes to celebrations, quality can make up for quantity—especially if the party happens to be in Amsterdam.

While 2,000 people romped at the Washington Area GE Centennial Celebration last September, GE employees at the Amsterdam Supercenter were planning their own "modest" gathering.

On November 9, about a hundred Amsterdam Center employees, other GETSCO employees, special guests and a few lucky headquarters people celebrated the GE centennial in style, nearly halfway across the world from Thomas Edison's first research laboratory.

The festivities began with a bus ride from the suburban Amstelveen center to the heart of Amsterdam, where partygoers descended on the Tuschinski theatre to view a film of the multi-media GE historical spectacular, along with the excellent "Reflections of a Genius," starring Pat Hingle as Thomas Edison.



Guests board the canal tour boat for a night tour of the city's canals, complete with guide and champagne.

Dave Simshauser, European Supercenter Manager, served as Master of Ceremonies, and Dick Lewis, Supercenter Operations Manager, provided the official welcome and words of thanks to the European employees.

*(Continued on Page 8)*

**THE  
MARKLINK<sup>\*</sup>  
SYSTEM**  
SEE PAGES 4-6

\*Service Mark of the General Electric Company

# ANSWERING SERVICE 8-273-5836

**This Month's Questions:** Special Dental Coverage; Adding a Dependent to Insurance Coverage

- Q. My dentist says I need to have a porcelain cap on one of my teeth (or lose it) and this tooth is essential for eating. Is the cap covered under the Insurance Plan?
- A. Probably not. But you should process the claim anyhow. Send along a statement from your dentist as to

which tooth it is and how it affects the entire eating process, etc. Also, send the X-rays (they'll be returned). All of this is needed to substantiate anything out of the ordinary.

- Q. I just got married. Can I cover my husband under the medical insurance even though he's covered where he works?
- A. Yes. You have 31 days after you "acquired a dependent" to sign up. If he submits claims first to his car-

rier (prime carrier) and then to General Electric, the GE Plan will pick up whatever *is not* covered by the other plan, but *is* covered by the GE plan up to a maximum of 100% of the claim. Please refer to your Insurance Plan booklet (ERB201) for GE coverage.

Answers from Paul Beaudry, Manager Compensation & Benefits

## FSO RENEWS MULTIMILLION DOLLAR CONTRACT

Kenneth F. Santucci, Manager, Federal Sales Operation, has announced successful renewal of the Multiple Award Schedule Contract (MASC) with the General Services Administration, effective October 1 of this year. The contract, which falls under the auspices of the GSA Teleprocessing Services Program, is for the entire 1979 Federal Fiscal Year. A new contract for follow-on work may be negotiated next summer for Fiscal Year 1980, with options to renew for three more years.

The contract authorizes Government agencies to issue Purchase Orders for

MARK III<sup>®</sup> Service in the continental U.S., Alaska and Hawaii.

The GSA's Teleprocessing Program also provides another way for Government agencies to order MARK III Service. The Basic Agreement (BA), signed earlier this quarter, typically addresses larger procurements than the MASC.

While the Teleprocessing Services Program provides those two methods for Federal Government use of the MARK III Service, a third method, under ISBD's Federal Government Pricing Plan formerly known as FedNet, enables some Government customers to order directly from ISBD. Those customers are Government agencies not

required by Federal policy or law to go through GSA for ADP services procurements.

The Federal Sales Operation is presently providing more and more MARK III Service to a wider variety of Federal customers than ever before. Revenue growth for the third quarter of 1978 was up 95.85% over the first quarter of this year for all orders placed under the renewed MASC contract.

According to Santucci "The prognosis for continued growth from all Federal sources is excellent, especially with more IBM capability being phased in."

## NEW ARRIVAL AT ROCKVILLE SUPERCENTER

READY . . . SET . . .

*Al Orlup, flanked by the guts of the new IBM 3033, helps get the sophisticated hardware ready for operation.*



GO!



*Systems Operations and Engineering Managers celebrate the "switch on" of the new 3033 on December 7. The IBM 3033 System is the most powerful in the Supercenter, and will be used to support MVS software. Left to Right: Dick Garver, IBM; Gary Mueller, Ziggi Quastler, Dick Lewis. Seated: Mike Walker, VS Console Operator, and Joe Martin, VS Console Analyst.*

# COST IMPROVEMENT

## SYSTEMS HONORS 3RD QUARTER REGATTA WINNERS

Three great thinkers from Quality Assurance—Gary Mueller, Rick Walsh, and Joe Pursel—received special recognition for their contributions to the Systems Operations Cost Improvement Program at an awards ceremony held on November 8.

Gary Mueller, Quality Assurance Manager, accepted a traveling plaque from Department General Manager Ray



Gary Mueller and Rick Walsh proudly pose with the Systems Operations Cost Improvement traveling plaque. Joe Pursel (not pictured) was also recognized.

Marshall, honoring QA as the section with the best combined cost improvement performance through the third quarter of this year.

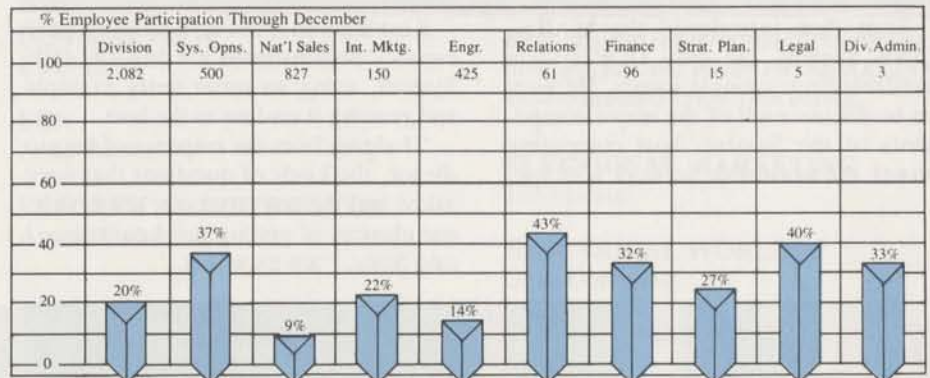
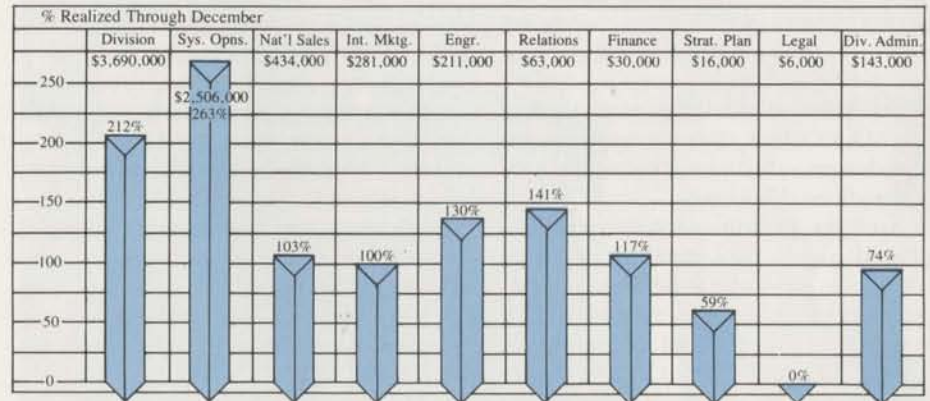
QA has realized 253% of its section goal for the year and has achieved 45% employee participation.

QA Specialists Rick Walsh and Joe Pursel were awarded gold pen and pencil sets with GE monograms for their significant individual contributions to the program.

Rick submitted a suggestion worth \$17,100 that internal 1200 Baud terminals be hardwired through a T-Bar device in order to reduce modem and circuit costs.

Joe's suggestion saved the department \$11,000 by implementing software changes to eliminate writing FIC memory into the BATC library whenever FIC encounters a busy file, thereby saving 24,000 PSUs per month.

## 1978 COST IMPROVEMENT PROGRAM RESULTS



## INTERNATIONAL BANKING

(Continued from Page 1)

into five groups and asked to produce reports on the banking market and how it should be approached, along with the steps taken to arrive at that conclusion. The groups were also requested to identify types of products that can and should be sold to different segments of the banking industry.

According to Pry: "It was interesting to see that, even though markets are different in every country, with some types of banks existing only in one or two countries, the overall problems are similar."

"As a result of this workshop," Pry said, "we are planning further work on banking industry training, and creation of a special group including the main motivating countries: France, Belgium, Germany, and Scandinavia as a whole. We are also planning methods of communication among banking sales entities."

Pry added "One of the benefits of the workshop, in the eyes of participants, is the feeling of belonging to a group that is going to do something concrete, quickly, for 1979."

## MARKLINK SYSTEM UNVEILED AT 21 CLUB PRESS CONFERENCE

On November 30, 25 editors from major business and trade publications gathered at the 21 CLUB in New York City for a special preview of the MARKLINK System.

Don Bates kicked off the conference with a discussion of the broad opportunities distributed data processing offers. Bates identified specific particularly useful MARKLINK System applications and also provided a brief background on our traditional business.

Art Sims, Distributed Systems Operation Manager, then detailed problems companies can experience when they attempt to piece together their own DDP system. "Many, if not all, of these problems," Sims pointed out, "tend to disappear when the customer deals with a single, accountable source of supply."

Sims then introduced the MARKLINK System, the only DDP system available from a single source. He went on to discuss each of the major components of the System: host computing power; the worldwide network with spe-

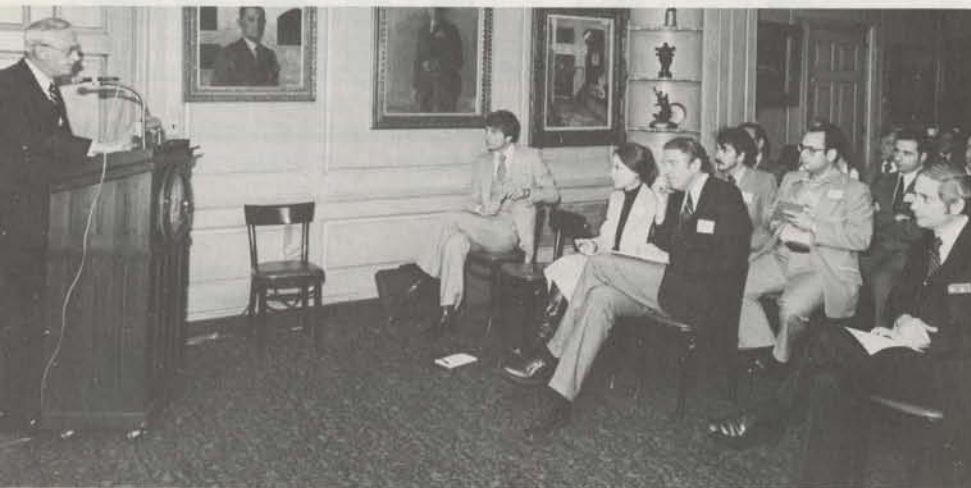
cial protocol; the intelligent terminal; maintenance, and software development.

To close the formal presentations Sims threw the meeting open to questions from the press. One reporter asked whether the MARKLINK System business will have an adverse impact on our traditional time-sharing business. Sims responded by stating that since the MARKLINK System is designed for transaction processing, it will carry us beyond classical time-sharing and remote batch processing and therefore will not impact our traditional offerings.

Following the question and answer session, spotlights were turned on to reveal the MARKLINK<sup>TM</sup> Terminal, which had been concealed in an alcove behind a curtain.

Kent Schwab, Product Specialist, very capably demonstrated the MARKLINK System, using an order entry example and running it on-line to the host.

"Judging from the response of the audience, the kinds of questions that were asked and the conversations afterwards, our chances of getting good coverage," said Sims, "are excellent."



*Don Bates discusses the opportunities involved in Distributed Data Processing in the 21 Club's Jack Room.*



*Art Sims tells the press what kind of significant benefits companies that use the MARKLINK system can expect.*

### FACE-TO-FACE MEETINGS INCREASE PRESS UNDERSTANDING

Separate meetings were held on November 29 between Sims, members of his staff and editorial representatives from Business Week, Datamation, Electronic News, and Computerworld.

As a result of these individual meetings, articles have already appeared in *Electronic News* and on the front page of *Computerworld*. In response to a prepared press release, the *Wall Street Journal* has also given coverage to the MARKLINK System announcement.

On December 4, at the Hyatt Regency in Chicago, Sims and Bob McCalley, Communications System Manager, met with the editors of *Infosystems* and *Data Management*.

"The bottom line," Sims said, "is this: More than anything else, the quantity and quality of editorial coverage we receive is a function of just how newsworthy an event the MARKLINK System announcement is. I personally believe it's one of the most exciting developments to come along in many years."

# MARKLINK SYSTEM NEW YORK PRESS CONFERENCE ATTENDEES

NOVEMBER 30, 1978

## ADMINISTRATIVE MANAGEMENT

Bill Selsky

## BARRON'S

Kathryn Welling

## COMMUNICATIONS OF THE ACM

Alan Comeretto

## COMPUTER BUSINESS NEWS

Bob Kozma

## COMPUTER DECISIONS

Mel Mandell

## CONTRACTORS' ELECTRICAL EQUIPMENT

Milton O'Neal  
Caroline Jackson

## CORPORATE SYSTEMS

Eileen Tunison

## DATA COMMUNICATIONS

Glenn Hartwig



*Kent Schwab (at terminal) demonstrates how quickly and easily the MARKLINK system handles order processing.*

## DUN'S REVIEW

Carol Levy

## EDN

Andy Santoni

## ELECTRICAL DISTRIBUTOR

Arnold Farber

## ELECTRICAL MARKETING

Jim Morris

## ELECTRICAL WORLD

Gene Gorzelnik

## ELECTRONIC NEWS

John Verity

## ELECTRONIC PRODUCTS

Connie Hassberg

## ELECTRONICS

Anthony Durniak  
Mike Riezenman

## GE INTERNATIONAL

Brij Jairath

## INDUSTRIAL DISTRIBUTION

Duffy Marks

*(Continued on Page 8)*

*Thayer Taylor of Sales & Marketing Management asks a probing question.*



## MARKLINK SYSTEM BACKED BY COMMUNICATIONS PROGRAM

On December 12, the entire center spread of the *Wall Street Journal* was devoted solely to the MARKLINK System. The ad was repeated on December 14.

On December 18, another ad with a slightly more technical twist will appear in *Computer World*. And, on December 25 another in *Business Week*. Copies of all three ads are available on OLOS for your use with customers and prospects.

Backing up the ads is a brochure, which many of you have already seen, and which Art Sims refers to as the "centerpiece" of our marketing efforts. According to Dick Bailey, Marketing Communications Project Manager, "the brochure is designed not only to fill requests generated by the ads and press relations activities, but also as a leave-behind for customers and prospects. We believe the brochure will prove an effective catalyst turning customer awareness into preference for the MARKLINK

System." The brochure is available on OLOS 1300.10.

Also available are Sales Guides for every account and tech rep and Sales Department manager, as well as a large number of Headquarters people. Each guide contains information essential to selling the MARKLINK System, ranging from a Market Overview and Sales Strategy to a complete set of slides and script.

Each district office will also be furnished with a Singer Caramate Sound/Slide projector and an audio cassette that can be used with the slides.

"What we've attempted to do," Bailey said, "is to put together a communications package that will effectively complement and assist the sales effort to make closing opportunities faster and easier."

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## A SECRETARIAL SCENARIO

*Editor's Note: This short piece appeared mysteriously in the Update office (perfectly typed, of course.) We may safely assume that it was written by a female secretary, and probably a good one, who prefers to remain anonymous. When she identifies herself, we'll identify her. In the meantime, we'll take her words to heart, and give special thanks to the secretaries who have worked on Update during 1978. Thank you, Susan Sinkhorn, Janet Mroz, and Debbi Bush.*

The stage is set. The secretary is busily typing, the phones are ringing, and three people are hovering over her desk. Her manager is in the office getting ready to go to a meeting.

The play begins.

"This is a rush—it's a 20 page memo due in 10 minutes. Can we get it done on time?"

"Would you please white out this word for me?"

"Would you *run* to the xerox and make one copy of this page?"

"I can't find that info you wrote for me this morning—oh, here it is—I must have thrown it into the trash can by accident."

"No sir, I don't know where he is right now—he didn't say where he was going."

"Well find him—*right now!*"

"Where were you when I called?"

"I was xeroxing the one page somebody asked me to xerox."

"You spend too much time away from your desk!"

"You can go to lunch now, but hurry back. We have a crash project to do."

"Thanks for your help today, but come in early tomorrow. We have a lot of work to do. . . ."

Curtain.

What you have just read, for the most part, is typical of most secretaries' work day. They go home at the end of the day with their fingers still vibrating from all the typing they've done, the sounds of phones ringing in their ears; words like "rush," "crisis," and "hurry" dancing through their heads and a stomach ache from the lunch they gulped down in ten minutes.

Have you gone out of your way today to say thank you and tell your secretary how much you appreciate her? (Ed. Note: Or *him?*)

## THE MARKLINK SYSTEM: A TRUE TEAM EFFORT

While it's indisputable that the MARKLINK System is ISBD's hottest new project, there is one other indisputable fact about it. The MARKLINK System is the result of some of the most challenging true teamwork ever attempted, much less accomplished, within ISBD.

According to Art Sims, completion of the project entailed over 800 staff months of effort, with every department in the division—bar none—involved in some way.

As for individual sections and subsections, Sims said, "It's easier to count the ones not involved than to count the ones that were."

Over 130 individual developmental and planning activities went into the making of MARKLINK. Sims and his staff have coordinated those efforts since January of this year.

While reluctant to begin naming individuals who contributed extensively ("because I'm sure to forget someone"), Sims did cite the following people for their work on the project:

**Engineering:** Bob McCalley, Tom Kent, Dave Foster, Pete Manzo.

**Systems:** Ralph Taylor, Hal Schronberg

**National Sales:** Paul Insera, Lee Beyer

**International Marketing:** Dick Bailey, John Kosta, Mel Szot

Sims's Distributed Systems Program Staff includes Conrad Persels, Norm Harvey, Harold Stover, Raj Chopra, Pat Clark, Morris Patterson and Gayle Bleichner.

And, Sims did have a few other people to mention: "The biggest thing of all," he said "was the unwavering support of Division Staff. Without their continued support, this never would have happened."

As for the anticipated revenue impact of the MARKLINK System, Sims could only say that "over the next five years, the MARKLINK System's revenue impact in relation to total revenues will be very, very significant."

And *that's* what teamwork can do!

# NEW SALES AIDS

## FINANCIAL AND RESOURCE MANAGEMENT APPLICATIONS FEATURED AT ORSA/TIMS EXHIBIT

The ISBD exhibit at the Joint National Meeting of The Operations Research Society of America and the Institute of Management Sciences on November 13-15 in Los Angeles attracted "many interesting new prospects," according to Marketing Specialist Kathy Anna.

The exhibit was designed to promote financial management and resource management applications tailored to the needs of the nearly 1500 ORSA/TIMS members who attended the conference.

Senior TR Carole Bennet, Senior AR Fred Serfas, TR Kathy Park, and Systems Consulting Specialist Bob Christopherson, all of the Los Angeles District, and Jack Turner of the Western Region Staff helped staff the exhibit during the three-day conference.



Booth staffer Kathy Anna of Financial Management Services demonstrates business plots while Sue Fox of I&SE in Schenectady discusses ASTRA with potential customers.

## RUNAWAY FLYAWAY FOR '77 WINNER

If you have ever wondered what it must be like to die and go to heaven, ask Mark Hines. Mark, a senior TR in the San Francisco District, recently returned from a month-long Flyaway vacation to Europe and says he still has not come back down to earth after a trip he describes as "fantastic."

As the top Flyaway winner for 1977, Mark accumulated 29,900 air miles for his excursion, which started out in Greece in early October.

The highlight of the trip, says Mark, was his participation in the Greek Marathon—a foot race commemorating Pheidippides's run in 490 B.C. from the plains of Marathon in northeastern Greece to Athens to announce the Athenian victory over the Persians.

In this year's race, Mark placed 32nd in a field of over 1,000 international runners by completing the hilly 26-mile course in 2 hours 51 minutes 22 seconds.

Running in the Marathon was the fulfillment of a dream for Mark, who has

participated in 15 marathons in the past three years and runs 50 to 100 miles a week in San Francisco to keep in shape.

After the big race, Mark says he became "just a normal tourist." Traveling with a friend, Mark went from the Greek islands to Rome (where he watched the smoke rise over St. Peter's Square on the day Pope John Paul II was elected), to Florence, Lausanne in Switzerland, the Black Forest of southern Germany, Geneva, and then to Ireland for a week of "bed and breakfast" and a visit with Old World relatives.

Mark accumulated his Flyaway miles while working as the TR on the Stauffer Chemical Company account. Although his forte is order entry systems, he says he could have used a currency exchange program during his travels. "We had a real problem trying to convert dollars to drachmas to lira. Next time I'll be prepared."

## DECEMBER SERVICE AWARDS

Twenty Years	Location
L. Wayne Rice	Brook Park
Stuart G. Morehouse	Rockville
Fifteen Years	Location
Rudolph H. Gawron	Philadelphia
Janice E. Grobes	Philadelphia
Ten Years	Location
Alan K. Young	Erie
William F. Tierman III	Greensboro
Charles B. Wood	Lynchburg
James J. Shields	Newton
Five Years	Location
Thelma R. Halliburton	Rockville
Dana M. Lowry	Rockville
John Q. Gibbs	Rockville
Gregory Y. Hu	Rockville
Janet L. Mroz	Rockville
William P. Booth	Washington, D.C.
Joseph G. Hudak	Brook Park
John R. Hydock, Jr.	Brook Park
Mary C. LeFave	Rockville

## AMSTERDAM STEPS INTO CENTENNIAL

(Continued from Page 1)

Quoting former GE president Ralph Cordiner, Lewis reminded the group that "Our past success is due to many things, but more than anything else to people—people who have brought skills and thinking to this company, people who have worked long hours, people who have never stopped trying to do a better job."

After a short, invigorating walk, revelers boarded an Amsterdam canal tour boat, specially fitted out with booths. Which, of course, made it all the easier to drink the champagne provided. The 25 minute ride took the group through the major canals of historic Amsterdam into the port, and finally docked just a short walk from the Club Lido, a local disco.

The entire club, complete with disc jockeys, definitely audible stereo sound and American music, was closed for the evening to all but Centennial celebrants.

The evening carried an American flavour—literally, in the case of food and wine. Partygoers stuffed themselves on an excellent cold buffet, consisting of food from both Europe and the States, only to discover that there was a hot Roast Beef buffet still to come. California wine had been specially imported (in the capable hands of Gary Mueller and Dick Lewis) for the occasion.

Lido waiters then brought out a spectacular GE birthday cake, complete with 100 lighted candles.

And, of course, the revelers danced. The dancing was occasionally interrupted for "special presentations" to managers, both from Rockville and Amsterdam, who are involved in one way or another with the Amsterdam operation.



Dick Lewis officially welcomes guests to Amsterdam's Centennial Celebration.

Those who received special gifts were Dick Lewis, Tom Schuyler, Gary Mueller, John Prior, Malcolm Davies, Fred van der Waals, Dave Simshauser, Willem de Jong, Helmut van der Sanden, and Henno Rijnders.

While the nature of some of the gifts could probably be revealed, it is highly likely that the recipients prefer to treasure their gifts in privacy. Each gift was selected by Amstelveen personnel to suit the individual recipient, and the presentations sent the rest of the revelers into gales of laughter.

The managers were not, however the only ones to receive gifts. Each Amstelveen employee had already received a replica of Thomas Edison's first incandescent bulb, and every celebration attendee received another bulb replica—of sorts. Each upside-down bulb featured a removable cap and contained liquid guaranteed to help enliven future parties.

For most, the celebration ended promptly at midnight, when the buses returned the celebrants to the Amstelveen center.

Members of the Steering Committee for the Amsterdam Centennial Celebration were: Dave Simshauser, John Prior, Helmut van der Sanden, Willem de Jong,

Henno Rijnders, Jorine Wijmans and Alex Fraser. Working with them from Rockville were Dick Lewis, Gary Mueller, Sally Smith, and Clare Aukofer. And, of course, Ray Marshall, whose Systems Operations budget generously provided the funding.

According to Marshall, "They (the Amstelveen personnel) are top-notch troops and deserved every bit of the celebration, including the main event, which fully recognized the International aspects of the General Electric family."

## CONFERENCE ATTENDEES

(Continued from Page 5)

**INDUSTRIAL EQUIPMENT NEWS**  
Frank Colucci

**IRON AGE**  
Bob Regan

**NEWSWEEK**  
Dave Friendly

**SALES & MARKETING MANAGEMENT**  
Thayer Taylor

**TELECOMMUNICATIONS**  
Charles White

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Editor: Clare Aukofer

Associate Editor: Sharon Dillon

Documentation: Dex Nilsson

Contributors this Issue:

Dick Bailey

Charles Hasert

Nick Pry and

The Mysterious Secretary

**GENERAL ELECTRIC**