

UPDATE

ROCKVILLE, MARYLAND
JANUARY 19, 1979 305.93

HARTFORD CALLS ON 18 CUSTOMERS IN 8 HOURS

The Hartford District has discovered the secret of the nearly impossible.

According to Del Merenda, District Manager, "We made qualified sales calls to 18 companies and 20 executives in eight hours!"

How?

The key is strategic planning. In collaboration with the Futures Group, a consulting firm and NSS author, Hartford conducted two strategic planning seminars for customers and prospects in November and December.

Why strategic planning? According to Betty Merrit, Account Manager for the insurance industry, "More and more of our customers and prospects were expressing the need and concern for strategic planning tools to help them plan their businesses for the future. This need, plus General Electric's reputation as a leader in strategic planning, plus the fact that the customer-planners were executives and decision makers, created a perfect vehicle to gain high-level exposure and credibility in many of Hartford's large Fortune 1300 companies."

The first seminar, on December 8th, was directed toward the insurance and banking community, while the second, on December 5, aimed at the industrial marketplace. Both seminars were held at the Barney House, a country estate facility affiliated with the University of Connecticut.

Both featured either a presentation or a panel discussion led by Ted Gordon, president of the Futures Group, along with speakers or discussion leaders from General Electric, including Merrit, and vice presidents of banking and insurance companies; along with Lynne Cullum, formerly with GE Corporate consulting, and Dick Larson, Manager of Strategy Development for GEIS.

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Hartford seminar guests discuss strategic planning with Ted Gordon (L) President, Futures Group.

GE INSURANCE PLAN TO PAY PREGNANCY DISABILITY BENEFITS

Effective January 1, 1979, General Electric will provide women totally disabled by pregnancy with the same disability benefits as are provided to employees totally disabled because of illness or injury.

A new federal law, which becomes effective April 30, 1979, will require payment of disability benefits to pregnant women.

After the first year, GE's Insurance Plan will pay Weekly Sickness and Accident benefits for "total disabilities resulting from pregnancy, childbirth or related medical conditions." Benefits will be paid for total disabilities which start within 31 days of the date last worked. The amount paid is 60 percent of normal straight-time weekly earnings, up to a maximum of \$175 per week, for up to 26 weeks.

In addition to the change in the Weekly Sickness and Accident Insurance, the company's Salary Continuance Plan for salaried employees is also being modified to permit manager approval of salary continuance for women absent because of disabilities resulting from preg-

nancy, childbirth or related medical conditions. Such salary continuance will be handled in the same manner as for employees disabled because of an illness or injury.

Employees who decide to stop working during pregnancy while they are still able to perform their regular job will be considered on leave of absence during their pregnancy and for up to eight weeks after its termination. In such cases, S&A benefits will be payable for total disabilities which start within 31 days of the date last worked. However, salary continuance benefits will not apply since the employee is leaving voluntarily.

Sick Pay benefits will be payable to eligible hourly employees disabled because of pregnancy on the same basis as for illness or injury.

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1,874 YEARS OF GE SERVICE CITED

No, that is *not* a typographical error. It is the accumulated service years of members of the new Rockville Quarter Century Club, a group of 66 amiable folks who have in common at least 25 years of service with the General Electric Company.

Members of the club got together for their first general meeting on December 5, 1978, in Gaithersburg, Md.

According to club bylaws, the object of the club is simple: "To bring about better acquaintance and good fellowship among those who share the common bond of long-time service with the General Electric Company."

The December get-together proved that good fellowship is not hard to come by when members of the group gather. Members shared experiences, swapped stories about the "old days," and received official membership plaques and cards.

President and founder of the local Quarter Century Club is Frank Ittner. Vice President is Phil Fabrizio, and Bill Backer serves as secretary.

While the majority of the club's members work in Rockville, the club has a special provision for GEIS field people to become honorary members. Three club members work with a Space Division program in Gaithersburg, Md., and have joined the Rockville club in the absence of any other local group of long-time GE employees.

The club has no initiation fee or membership dues, and any active employee of GE in Rockville who has completed 25 years of service automatically becomes a member on January 1 of the year in which he or she celebrates the service anniversary.

Members of the Quarter Century Club as of December 31, 1978 were:

38 Years

Robert Hamilton

37 Years

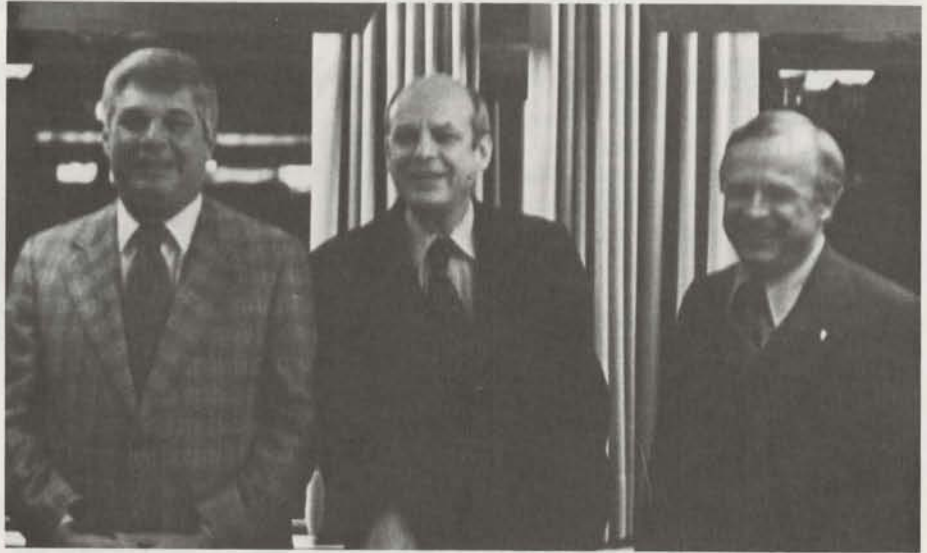
Doris Fratantuono

35 Years

Edwin O. Vandeven

33 Years

Raymond Lopez



L-R: Phil Fabrizio, Frank Ittner, and Bill Backer, Quarter Century Club officers, greet club members at the first general meeting.

32 Years

Kenneth G. MacDonald, Norman H. Beal

31 Years

Bruce O. Randall, Paul R. Leadley, Robert M. Butler (New York), Frank H. Ittner, James L. Miller

30 Years

John F. Chadderdon, Edward Honchanski (Phila.), Hugh S. Jackson, John M. Griffin, Leo Ramer, Raymond P. Bullock (Brook Park), Martin S. Drabek (Brook Park), E. L. McCleary, James H. Wylie, Jr.

29 Years

Frank L. Hopkins, Donald Farrell, Charles F. Regner, Arthur S. Cleary, William J. Graves, Edward Mitchell, Jr., Albert F. Jones (Brook Park)

28 Years

Arthur S. Baker (Syracuse), William L. Backer, Andrew Dino, J. M. Butler, Warner R. Sinback, James F. Tidd, James B. O'Brien, F. Eileen Lynch (Erie), R. James Driscoll, Paul Beaudry

27 Years

Arthur W. Brusila, Frank W. Gibbins, John W. Neuenschwander, Harold A. Santucci, Donald S. Bates, Robert L. Johnson, Peggy A. Patrick, William H. Johnson, John J. Gillette

26 Years

Richard P. Mankowski (Erie), R. D. Henderson, Donald G. Bishop (Dallas), Norm Harvey, James J. Kessler (Tulsa), Henry D. Struve (Denver), Robert H. Knight, Edward I. McPherson (Nash.), Curtis Jones, Jr., Gerhard O. Mueller

25 Years

Wallace E. Bailey, Alexander V. Parker, Thomas A. McGinn, Philip A. Fabrizio, Marilyn MacDonald Friend (Dallas), Joseph M. Bobik (Schenectady), Joseph W. Steel, Robert A. Niemann, Joe Adams (Brook Park), Joseph M. McDermott (Phila.)



Quarter Century Club members swap stories about their days with GE.

NEW AND REVISED DOCUMENTATION

50 WAYS TO KNOW YOUR PRODUCT

About 50 documents were newly issued or revised in end-of-the-year documentation efforts:

Two MARKLINK books were published in final form: the **Site Preparation Manual** (1300.03A) and the **Terminal Operator's Guide** (1300.02A). Now being printed in final form is the **System Programmer's Guide** (1300.01A). All are Revisions A, done during November. The **System Reference Manual** (1300.13) continues to be available in its advance release edition. The **3780 Emulator Guide** (1300.14) is under preparation.

The **Command System** reference manual (3501.01N) underwent its apparent annual revision. A major change was in Section 2, "User Capabilities," which includes more information about the network, databases, and support services. The section on terminals was removed (since it was essentially repeated on individual terminal operations cards). And the "Dictionary of Usage" incorporated summary pages about background editing, and High-Speed Service commands.

ADM is documented in the **ADM System** advance release user's guide (3502.09A), **ADMINFO*****, and an advance release supplement (3501.01N-1) to the **Command System** reference manual. The supplement describes the new catalog group capability.

All FORTRAN 77 documentation was reviewed and the **FORTRAN 77** (3106.01B) and **FORTRAN 77 System Routines** (3107.01B) reference manuals revised. The reference manual revision incorporated an enhancement to INVOKE; the table of run-time fault conditions was revised to indicate a precise fault condition for each numeric code produced by the system during a program run; and minor changes were made throughout the book to correct errors.

HISAM and DMS II documentation was reviewed too, and the **HISAM** reference manual (5605.05B), **DMS II** reference manual (5610.09B), and **Database Administration** user's guide (5610.11B) were revised. The fourth book in the series—the **Retrieval and Reporting** user's guide (5610.10A)—was reprinted with small corrections previously documented in **DMS II Supplement** 5610.30, which was discontinued.

HISAM incorporated an addition to the description of HFRESH, descriptions of new file access routines, and corrections. The **DMS II** reference manual incorporated changes and clarifications throughout, plus new descriptions of PLOTSAVE statement, LOCATION functions, file manipulation, and others. The **Database Administration** user's guide contains a completely rewritten section on updating.

The **Value Line Data Base** user's guide (5900.74A) was revised. There is a supplement (5900.74A-1) that corrects filename VALULFN to VALULS. List also VLINFO***.

Course materials were published for the new **Advanced System and Editing Techniques** course, and for the course on **Data Analysis and Forecasting Using MAP and FAL II**, and were revised for three courses: **Fundamentals of FORTRAN 77**, **Introduction to Financial Reporting & Analysis**, and **Statsystem II**. Other course materials were reprinted with small changes and supplements. Nearly 20 documents are involved. Complete details about course materials are contained in the newly revised **Instructor's Guide to Course Materials** (4001.10K) up to date as of January 10, and mandatory for anyone getting ready to teach a customer course.

CQ LIST TO BE REVISED

The **Course Quarterly** (4000.01N) for January-March was dressed up with a new, more attractive cover, and included both GE Information Services and NSS author course descriptions, schedules, and related information. It was mailed to about 36,000 persons on the MAIL* mailing list at the end of December. It contains a notice asking customers to complete and return the inserted post card for future copies. **Course Quarterly** will not be mailed via the MAIL* mailing list in the future. You should make sure your customers complete and return the card if they wish to receive future copies.

The latest **International Access Directory** (1401.01Y) is that dated January 1, 1979, and marked Revision Y. The current **Publications Price List** (402.01R) is that dated January 1, 1979, and marked Revision R. The **Access Directory** and **Pubs Price List** were also outfitted with new, and more attractive covers.

(Continued on Page 4)

NEWS FROM CORPORATE

IMPROVED BENEFITS, FUND SOLVENCY REQUIRE HIGHER SOCIAL SECURITY TAX:

GE TO PAY \$300 MILLION IN '79

An increased Social Security tax will go into effect for General Electric and for GE employees beginning January 1, 1979.

The money is needed to pay for the retirement income and other benefits that come from the Social Security program as well as to keep the program on a sound long-range financial footing.

Beginning January 1, 1979, GE will pay a Social Security tax equal to 6.13% of the first \$22,900 of each employee's 1979 pay. Because of this, GE's total Social Security tax can reach as much as \$300 million in 1979. In 1978 the tax was 6.05% of the first \$17,700 of each employee's pay. The new rate will push GE's tax up by an estimated \$50 million.

Each individual employee will also pay 6.13% of the first \$22,900 of his or her 1979 pay beginning January 1. For an individual, the total tax can reach as much as \$1,403.77. In 1978 the individual paid 6.05% on the first \$17,700 for a maximum tax of \$1,070.85.

Russ Hubbard, a benefits consultant in the company's Corporate Employee Relations Operation, points out that, as in the past, those making less than the top taxable earnings—\$22,900 in 1979—will have proportionately lower taxes.

"Social Security benefits continue to represent good value," he adds, "despite the slightly higher tax rate and the higher earnings base on which it is levied. Social Security is now the basic source of retirement income for most Americans, as well as a basic source of disability and survivor income and the basic source of medical benefits for those over age 65."

Of course, for GE employees, Social Security benefits combine with the GE pension plan to make up the bulk of GE retirement income.

In 1969, just 10 years earlier, individuals paid a maximum tax of about \$374, compared to next year's maximum of about \$1400. GE's Social Security tax in 1969 was just over \$100 million compared to the \$300 million 1979 estimate. "But," points out Mr. Hubbard, the value of "retirement income, disability, survivor and medical benefits have also increased . . . Old age retirement income benefits alone, for example, have risen from a maximum of about \$160 a month in 1969 to the 1979 maximum of over \$500 per month."

PARLEZ-VOUS FRANCAIS? SPRECHEN SIE DEUTSCH? PARLA ITALIANO?

If you work at Headquarters, and your answer to any of those is yes (in any language), you might want to consider instructing other GEIS employees.

The International Training Center is considering offering evening classes in conversational French, German, and Italian for employees. If you're qualified to teach any of those languages, and would

be interested in sharing some of your free time for a minimal instructors fee, please contact Joan Palmer, extension 5614.

Please—do not request registration information. Call only if you're interested in instructing. When courses and schedules are firmed up, employees will be notified.

50 WAYS TO KNOW YOUR PRODUCT

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So were seven pocket-sized "vocabulary cards." Updated and revised were those on **FORTRAN 77** (3106.17A), **System and Editing Commands** (3501.02G), **FAL II** (5103.24C), **DMS II** (5610.28A), and **Statsystem II** (5707.14A). Simply "repackaged" were those on **BASIC** (3200.02E) and **RMS** (3710.07A). Discontinued were those on **FIV**, **Currency Exchange Database**, and **EMPS**; in the future, copies of the discontinued ones can be obtained while stocks last by calling Documentation.

One caution: End-of-year publishing effort has been so high, some of the publications described above (and in the winter issue of **Leader**) may not be completely stocked in the Document Center and in OLOS (the On-Line Ordering System) until late January. Persons ordering via OLOS should carefully check possible backorders during the opening few weeks of the year.

PAYOUT

155,854 GE PEOPLE SHARING SECURITIES, CASH WORTH \$201 MILLION

More than \$201 million. To be exact: \$201,833,517.

That's the record value of the securities and cash involved in the annual "payout" under GE's employee savings and investment plans which went into the mails to employees and former employees early this month. The figure is based on 1978's year-end market values for GE stock and S&S Program Mutual Fund Units, and the maturity value of U.S. Savings Bonds.

Sam Dolfi, manager of Employee Benefits for General Electric, said that a total of 155,854 GE people shared in the huge distribution.

It went to them as a result of their 1975 investments under the GE Savings and Security Program and their 1973 savings under the Savings and Stock Bonus Plan. The close of 1978 marked the end of the holding periods for savings and investments for those years under the two plans.

Dolfi said that, of the 155,854 on the receiving end of the payout, 139,372 are receiving securities and cash worth about \$193 million in the S&SP Program distribution. The remaining 16,482 are receiving about \$9 million in securities and cash under the Savings and Stock Bonus Plan.

Here's how the two plans work:

Under Savings and Security, participants leave their investments in trust for a specified three-year holding period and receive their securities and a 50% company matching payment on the portion eligible for matching. Stock Bonus Plan users leave their U.S. Savings Bonds in trust for a specified five-year holding period and when the period ends receive their bonds and bonus in GE Stock equal to 15% of the cost of the bonds.

Dolfi, points out that "The values of stock shares and mutual fund units, of course, rise and fall, depending on the market. U.S. Savings Bonds, on the other hand, have a specified rate of interest which steadily increases the dollar value of the bonds." He adds that the year-end market value of a GE share on the N.Y. Stock Exchange was \$47.125 per share, and that the year-end value of an S&SP mutual fund unit was \$26.090.

"Most people choose their securities according to their own personal outlook regarding future security values and their own personal goals," Dolfi explains. "Many, of course, plan on holding the securities they are receiving—whether stock shares, fund units or bonds—rather than immediately turning them into cash."

The average price for GE stock in 1975 (when securities now being distributed under S&SP were purchased) was \$45.381. For Mutual Fund Units, the average purchase price in 1975 was \$24.965.

Employees should note that offers to sell or the solicitation of offers to buy any securities offered by the S&S Program or the solicitation of participation or a change in the method or degree of participation by anyone enrolled in the Program is made only by the S&SP Program prospectus, which includes the text of the program.

PRICES

The "Stock Price" and the "Fund Unit Price" for each month of 1978 are as follows:

Month	Stock Price	Fund Unit Price
January	\$46.518	\$23.158
February	46.033	22.887
March	46.341	23.072
April	48.944	24.308
May	52.483	26.014
June	51.727	26.224
July	52.281	26.274
August	55.636	28.643
September	53.381	28.617
October	51.097	27.457
November	48.667	25.536
December	47.700	26.098

The following represents the closing price of General Electric Stock and Savings and Security Mutual Fund Price on December 29, 1978.

Stock	\$47.125
Fund	\$26.090

SIX HIT CI JACKPOT

Six headquarters employees found that saving money can really pay when their names were drawn out of the hat at a special Cost Improvement drawing on December 12.

The six, Ginny Gillette, Joe Adams, Lloyd Bergman, Howard Robinson, and John Gillette, all of Systems Operations, and Bill Jewell, International Marketing, had all submitted approved Cost Improvement suggestions for \$25,000 or greater savings. Each won his or her choice of a microwave oven or a 19" color television.

ARMY CONVENES TO DISCUSS COPPER IMPACT

Over 36 MARK III® Service users from twelve different army commands convened at Redstone Arsenal in Huntsville, Ala. on December 6 and 7.

One of the main purposes of the Army-sponsored seminar, according to Dick Donahoe, AR in the Federal Sales office, was familiarization of new users with the Copper Impact program, an Air Force administered program running on MARK III Service.

Copper Impact is dedicated to improving pricing and costing techniques in the Federal Government. "Copper" is an Air Force code name for "procurement" and "IMPACT" is an acronym for "Improved Modern Pricing and Costing Techniques."

According to Donahoe, "sharing methods for furthering efficiency using MARK III Service was just one of the Army's achieved objectives in the seminar . . . David Koonce from the office of the Secretary of Defense presented the

latest financial analysis program, "Finandis, which will allow Army commands to access the compustat database to closely monitor the financial condition of various contractors before awarding contracts."

In addition, Donahoe said, "Captain George Davidson of Air Force Systems command gave a very informative talk on some of the latest Air Force price analysis techniques on the MARK III Service; and Pat Buteux, Manager of the FEDPROS Branch of Federal Sales, appeared at special army invitation to explain how GEIS's federal procurement branch is organized to support copper impact throughout the U.S."

Pat also introduced Marv Rosenberg, a FEDPROS senior AR, who outlined GE's latest Proposal Pricing System (PPS). Marv's talk was so effective, according to Donahoe, that one group of attendees put up a live PPS model five days later, using only Marv's verbal outline plus handout documentation.

According to Ken Santucci, Manager, FSO, "This is a classic example of our dedication to support federal users. This dedication is an inherent function of our 1979 growth plan, and is paying off."

18 CUSTOMERS IN 8 HOURS

(Continued from Page 1)

The insurance/banking seminar was coordinated by Merrit, with the help of Susan Breithner, Senior TR for the insurance industry, Jennifer Jeffrey, AR, and Frank Piacente, Senior Technical Services Representative.

The industrial strategic planning seminar was coordinated by Breithner and Jeffrey.

And the results?

Customer response was overwhelmingly positive. Merrit reports "The district has uncovered 18 qualified opportunities which can be directly attributed to the insurance and banking seminar

alone." Merenda observed "Those customers are now our friends, and we have a responsibility to take full advantage of the rapport we've established to get into these companies and follow up."

Jeffrey reports that only two days after the industrial seminar, a large Fortune 1300 company with which GEIS is currently doing only minimal business called to ask when *she* would have enough time to see *him*. He had six opportunities for business to discuss.

Merenda adds: "I challenge anyone to make more effective use of time."

UNITED WAY GIFTS UP 34%

1978 ISBD United Way contributions increased 34% over 1977 gifts, according to Dick Lewis, 1978 campaign chairman.

55% of headquarters employees contributed \$55,914 toward United Way agencies and services, compared to \$41,784 in 1977. The 85% participation rate earned the Division the United Way's Gold Award for participation.

Average donation per contributor was \$73, according to Lewis. "I think one of the reasons for our success this year was a sense of constructive competition between Departments and Operations. This was the first time the campaign was organized by Division component. . . ."

He added: "It should also be noted that this year's campaign was a success because most Division employees, regardless of component, felt a sense of humanitarian responsibility on behalf of their fellow citizens. . . ."

ANSWERING SERVICE

Q. I'm about to purchase a new refrigerator. What do I need to do in order to obtain the courtesy discount?

A. You should carefully check two points before you finalize your purchase. First, make certain the model you select is listed as eligible for the courtesy discount, as certain models may not qualify. If you call Personnel Accounting and give them the model number, they will verify the eligibility and tell you the amount of discount.

Second, you must provide an invoice from your dealer which clearly states *each* of the following:

- A. Your name
- B. The dealer's name and address
- C. The item(s) purchased with the complete model number(s)
- D. The address to which the items were delivered
- E. The date of the delivery

You should review benefit booklet ERB—113E in detail to ensure that you have all the facts about the Employee Product Purchase Plan. For example, the frequency with which products may be purchased under the Plan varies by product. Booklets are available from Employee Relations.

When applying for your discount, you need to complete form FN 519T, Employee Product Purchase Plan Application, and forward it along with the invoice to Personnel Accounting. Forms are available from the Mailroom for Headquarters personnel or from the Branch Administrators for staff in the field.

Q. Is it too late to file a medical claim for an occurrence in 1978?

A. No, but don't wait too long. According to Minnie Glenn, Insurance Benefits Administrator, claims should be filed within 90 days after the end of the calendar year in which the loss is incurred. Benefits Booklet ERB—199E provides all the details.

Answers from Nancy Sullivan, Personnel Practices

JANUARY SERVICE AWARDS

Thirty Years	Location
Frank L. Hopkins	Rockville
Donald Farrell	Rockville

Twenty Years	
James H. Doyle	Rockville
Francis W. Brzeczek	Oak Brook
Larry L. Rollins	Rockville

Fifteen Years	
Lawrence Dowd	Rockville

Ten Years	
Yvonne R. Torrence	Lynchburg
David E. Barnett	Rockville
Manuel C. Gomez	Rockville
F. Reginald Loy	Richmond
Robert W. O'Keefe	Cincinnati
Hattie L. Moore	Rockville
Loyal J. Huddleston	Denver

Five Years	
Barbara L. W. Cresswell	Rockville
Herbert D. Malone	Rockville
T. J. Bolents	Erie
Patrick J. Gagen	Brook Park
John S. Garrett	Rockville

GE INSURANCE

(Continued from Page 1)

As in the past, service credits will be granted for the period of an employee's absence, providing she returns to work within eight weeks following the termination of pregnancy. If the employee is still totally disabled at the end of eight weeks, the pregnancy leave of absence will be extended for as long as the disability exists, up to a maximum of one year from the date last worked.

Employees who stop working because of pregnancy should check with their relations manager before leaving to discuss the specific benefits and rules that now apply to pregnancy absences.

Other questions regarding pregnancy disability benefits should be directed to Paul Beaudry, Dialcomm 8*273-4756.

UPDATE is published by General Electric's Information Services Division, 401 N. Washington St., Rockville, Md. 20850.

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GENERAL  ELECTRIC

FROM THE PRESIDENT . . .

General Electric Information Services Company

401 N. Washington Street, Rockville, Maryland 20850 (301) 340-4000

January 3, 1979

Dear Fellow Employee:

Welcome to the new year and our new company. On January 2, 1979, we, the Information Services Business Division, officially commenced operations as the General Electric Information Services Company.

We join the ranks of others, like the General Electric Credit Corporation, which are self-contained entities, although subsidiaries of the General Electric Company. In this instance the General Electric Company owns 84% of the new company, while Honeywell owns the remaining 16%.

Although our paychecks will come from the General Electric Information Services Company, none of our employee benefits—Insurance, Savings and Security, Pension, etc.—will change at all. They will remain a part of the General Electric Company plan.

As you can see, we continue as an integral part of General Electric Company family, but we are now better positioned to serve our customers and market our services on a worldwide basis. I am certain that we all will benefit significantly from this new arrangement.

Best of luck in the new year,

Don Bates

Donald S. Bates
President and General Manager