

NEWS-SHARE



Information
Services

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Cost Improvement Announced

A new program, AR-5, for use in Accounts Receivable, has been developed by **G. K. Bishop**, Analyst-Computer Systems, of Business Information Systems. AR-5 combines four programs and presents them in a more convenient print-out.

Cost improvements have an important effect on the success of our business. The recommendation and cost comparison is placed in the permanent personnel file of the employee. Mr. Bishop has been commended for AR-5, which will result in an annual saving of \$8,640.

Manufacturing Engineers Told About T/S

A three-day training program for engineers in the Manufacturing Engineering Service in Schenectady, was held in late May by **Elaine Rogers**, CAS, Central New York Office. These engineers have a company-wide responsibility to assist operating departments in improving their skills and techniques in the manufacturing areas. Mrs. Rogers was commended for her effective communication of the ISD time-sharing story.

First Presentation To Rally Winners



The Revenue Rally of 1970 is now successfully completed with four grand prize winning branches:

Branch	Manager
Greensboro/Greenville	C. W. Porter
Newport News	H. Hearn, Acting
Philadelphia South	A. D. Stone, Acting
Seattle	R. J. Garden

The twenty-one employees in these

branch offices received \$100 each as grand prize winners, in addition to the prizes awarded to monthly winners.

P. R. Leadley (second from left), General Manager-Information Service Department, presented checks to the winners from Newport News: **H. E. Hearn**, Acting Manager (left), **W. P. Moore** and **O. H. McKee**.

GE "College Bowl" Sponsorship Ends

On Sunday, June 14, General Electric ended an 11-year sponsorship of the College Bowl television program. The education-oriented youth show will not be sponsored by the Company's Housewares Division in the 1970-71 season.

Anthony F. Forni, manager of advertising and public relations for the Housewares Division, explained, "While we are proud of our long asso-

ciation with College Bowl and the opportunity it provided to display the educational attainments of the nation's youth, the characteristics of the markets served by this Division have changed since the program was first sponsored more than 11 years ago."

The College Bowl show was the winner of a 1960 Peabody Award as the outstanding television youth program. It was awarded an Emmy for

the 1962-63 season as the outstanding program in the field of panel quiz or audience participation.

During the 11 years of sponsorship General Electric presented more than one million dollars in grants and scholarships to the nation's colleges and universities through the program. Total grants to education through the program reached an amount exceeding \$1,300,000.

Have a question or a gripe?
 How about a comment? An idea?
 WRITE IT DOWN AND SEND IT IN
 NEWS SHARE OFFICE
 7735 Old Georgetown Road
 Bethesda, Maryland 20014



Customer-ISD Branches Brought Together

The Southwest District and its sales offices recently met with personnel of Atlantic Richfield Company's (ARCO) North Atlantic Producing Division Headquarters in Dallas, to coordinate ISD sales offices and ARCO branch offices throughout the southwest.

ISD's Southwest District Representative, **Myrl D. Peterson**, planned the agenda and arranged the meeting with ARCO's Director of Systems Planning, Vincent Sickora.

Similar meetings are planned with Cities Service, Chevron (Calco) and Teneco to balance the relationship between ISD sales offices and the branch offices of the customer. Particular attention is being given to communications between the customer's field operations and management.

15 Year Service Awards



J. D. Takitch, Manager-Network Computer Center at Brook Park (left) awards a fifteen year pin to J. N. Bellomo, Senior Systems Specialist.



I. W. Rice, Manager-Central Region IND (left), presents G. W. Uthe, Manager-Customer Service, with his fifteen year service award.

Computer Industry Notes

EDP Weekly (6/22/70) quotes Jerry Dreyer, executive vice president of the Association of Data Processing Service Organizations, Inc. of New York, as predicting time sharing revenues will rise \$100 million by the end of 1970. He added that TS revenues would shoot up to \$900 million in 1972 and hit \$1.4 billion by 1973.

* * * *

A complete credit-check system that validates retail purchases in ten and a half seconds via cashier-terminals linked to a central computer processor is being marketed for \$127,000 by Credex Corp., Huntsville, Alabama reports the *EDP Weekly* (6/22/70). Key to the system is a 30-pound Credex-manufactured terminal which retail store cashiers use to check customer credit.

* * * *

It was noted in *EDP Weekly* (6/22/70) that eight hospitals say they have cut costs with a jointly-owned time sharing center which uses an IBM 360/40 computer. The 225-mile, two-state medical net processes personnel, billing and accounts receivable information for each of the hospitals via keyboard terminals. The Hospital Shared Computer Center, Lutherville, Maryland, operates on its own programs, cutting regular hospital data processing costs in half.



Standing, left to right: Jim Rossini, CAS, New Orleans; Bill Wright, AR, Dallas; Bill Wade, ARCO Planning; Bob Clapp, ARCO Evaluation; Bob Hadeler, CAS, Dallas; Richard Vincent, AR, Midland; Bob Collins, CAS, Houston; Ray Rivero, ARCO Reservoir Engineering, and Myrl Peterson, Technical Specialist, Southwest District Office. Seated left to right: Dick Denton, ARCO Systems and Programming; Jay Iannuchii, ARCO Time-Sharing Coordinator; Ellen Kilpatrick, CAS, Tulsa; and Connie Parker, ARCO Geophysical.

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Editorial Office

7735 Old Georgetown Road (A-G33)
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Articles and photographs may be submitted to:

EDITOR
 GE Newshare



GE Fosters Continuing Education

Jim Mason, Account Representative in the New York Industrial Sales Office, has just received his Master of Science degree in Mechanical Engineering from the Polytechnic Institute of Brooklyn — entirely paid for by General Electric's tuition refund plan.



Jim joined GE after graduation from college in 1957. While with the Re-entry Systems Department in Philadelphia, he took a one year leave of absence for residence work toward his Masters. He returned to Re-entry Systems in 1968 and continued his thesis project on a non-resident basis.

Coming to ISD in April of 1969, he finished with two technical elective courses, and was awarded his Master of Science degree in June, 1970. General Electric paid over \$3,000 for his degree.

Further information on the Tuition Refund Program may be had from your Relations Representative.

Need Help On Mailing Lists?

Marketing Communications, ISD, Bethesda, has various mailing lists by categories: Division Staff, ISD (Bethesda), Sales Reps, Customer Application Specialists, Account Reps, IND (Bethesda and Field) and several others. The lists are Xeroxed on gummed labels and may be obtained from Minnie Ferguson, 8*273-4749.

EDITORIAL:

A Demonstration for Everybody



CONSTRUCTIVE
CITIZENSHIP

In these turbulent times for our country it sometimes seems that demonstrations pass before us in endless procession. Certainly, the right to speak out on issues — without resorting to or advocating violence — and the right to peaceably assemble are basic American rights we should respect even when we disagree with the point of view expressed.

But our democratic process provides for one demonstration that should engage us all whatever our point of view. That is the election campaign.

In the modern idiom, the election process offers each of us the opportunity "to do our thing." We can all register and vote. Each of us can contribute funds to the candidate or political party that he believes offers the best solutions to our problems.

Some of us can run for office. Some of us can make speeches in behalf of candidates or parties. Some of us can ring doorbells. Some can do office work. Some can pass out literature. Some can drive voters to the polls. There are so many jobs, large and small, to do in an election campaign that every one of us can find a useful role.

In other words, we can act for the causes we think are right, and the

country will benefit whatever the outcome. John W. Gardner, chairman of the National Urban Coalition and a thoughtful student of our troubled times has said: "The process available to a free people that is most seriously neglected today is the political process. And by that neglect we have not only denied ourselves the most significant path for effective action, we have allowed the public process to decay."

The objective of General Electric's Constructive Citizenship Program is to encourage every employee to use and revitalize that process in the 1970 election campaign.

Q. When will we be given some sort of identification cards indicating our insurance coverage?



SPEAK

A. This month Personnel Accounting will distribute hospital identification cards to all field and home office employees. The card contains the name of the employee, his social security number, pay number, and indicates whether he has coverage for himself, or for himself and dependents. The GE component, its address and telephone number are given on the card for quick verification by the hospital. An easily understood summary of covered hospital expenses under the insurance plan appears on the back of the card.

Reading a house organ is like
going down in warm maple syrup
for the third time.

UP THE ORGANIZATION

Robert Townsend

Happy Faces - Revenue Rally Grand Prize Winners



Have a question or a gripe?
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Employees in the Greensboro/Greenville, Newport News (not shown), Philadelphia South, and Seattle offices have received bonuses of \$125 to \$250.

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Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014

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GENERAL ELECTRIC

* Exclusive of print-out which varies with speed and type of terminal device.

GE is promoting the benefits of Time-Sharing service with a sports record theme. Beginning with this ad the sports message will appear Wednesdays in the Wall Street Journal. Note: Boxing is not included among our sports because the shortest fight on record was ½ second (less count) and that's too fast even for General Electric Time-Sharing service.

