

NEWS-SHARE



Information
Services

World Leader
In Time-Sharing
Service

Vol. VI, No. 1

Bethesda, Maryland

January 7, 1972

Professional Employee Studies Program Graduates 14



Tom Choate, Larry Mauceri and his wife Sunny, Wayman Braxton, Gladys Myers, Bill Marshall, and Hal Greenberg discuss the program's objectives during dinner.



Bill Perry encouraged the graduates to apply the philosophy of managerial and relations policies and practices covered during the course.

Graduation ceremonies, ending 37-weeks of classes held two evenings per week, marked the successful completion of the Division's Professional Employee Studies Program by 14 participants.

The Professional Employee Studies Program is designed to help employees perform better in their present jobs as well as prepare them to be more effective in their future positions, either as individual contributors or as managers. The curriculum of this program offered courses on individual and group relations on the job, managerial and relations policies and practices, effective presentation, corporate problems in the national economy, and effective reading.

The participants in this program represented a cross section of all

continued

MEET A GO-WORKER

Lynda Finetto

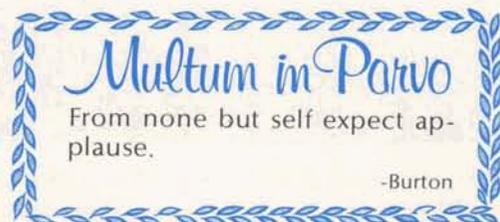
is secretary to the manager of Mark Delta Services in Teaneck, N.J. Last month marked the fourth year of her employment with General Electric. She joined the company in New York City and worked in the old Manhattan information processing center, so her entire service with the company has been in our division.



Transferring to Teaneck has provided Lynda with the opportunity to observe and participate in the growth and change in the Teaneck facility. She said that her reactions to the many changes "have all been positive since I have been around long enough to understand and appreciate our changing business."

Away from the job Lynda has the reputation of being one of New Jersey's best equestriennes. Recently, she and her horse Cheyenne Autumn won second place at the Annual New Jersey Trail Ride Association's 30-mile competitive trail ride. She displays the prize ribbon in the above photograph.

When queried about her plans for 1972, Lynda acknowledged that this is a leap year but would only state that her plans are to continue performing her work assignments to the best of her ability and remain active in her saddle club.



Multum in Parvo

From none but self expect applause.

-Burton

continued

professional employees within the Division. These participants volunteered two evenings per week of their non-working hours during the 37-week training period.

Certificates of achievement were awarded for successful completion of the program to: **Russ Barkdoll, Len Black, Wayman Braxton, Tom Choate, Glen Cooper, Steve Dennis, Joe Firetti, Wayne Gowen, Smith Keene, Larry Mauceri, Gladys Myers, George Klumph, Jesse McDuffy, and Jim McGrory.**

Bill Perry, manager of professional relations in Employee Relations, was "Dean" of this program. **John Neuenchwander**, manager of strategy development in the Division's Strategic Planning Operation, taught a class on economics during this session.

The graduation ceremonies, preceded by dinner, were held in the Gallery Room of the Holiday Inn in Bethesda.

Before awarding the certificates of achievement, Bill Perry congratulated the participants for their attendance, sincerity, and mastery of the curriculum offered during the program. He reminded them that as professional employees who perhaps will move into management positions in the future, they should apply the philosophy stressed during the managerial and relations policies and practices portion of the program. This philosophy encouraged the participants to strive to be a manager who "first of all is a professional." As potential leaders within the General Electric Company, he challenged them to try to be the type of manager who "would be concerned with how he can help his employees and not himself, give loyalty instead of demanding it, and think of himself as an assistant instead of a boss."

Lee Anderson, Steve Jones, Hal



Gladys Myers, systems engineer, vividly shows her endorsement of the program. In the background, Russ Barkdoll proudly holds his certificate of achievement.

Greenberg, Gary Mueller, Gene Kozlowski (formerly with Programming Services Operation), **Bill Marshall, Jim O'Brien, and Alan Paul**, all managers of some of the program graduates, attended the dinner and graduation ceremonies as evidence of their support of the efforts and achievements made by the students.

Beth Gowen (wife of Wayne) and Sunny Keene (wife of Smith) represented the wives of the participants who had encouraged their mates to spend two evenings away from home each week for the worthwhile training session.

Jesse McDuffy, formerly an employee in the Programming Services Operation, expressed the appreciation of the program participants for what he described as "the best learning experience" he has encountered in his career. Jesse, though no longer em-

ployed by our Division, expressed his hope that "the program will continue to be made available to more Division employees."

Gladys Myers, the only female member in this group, felt that, "One of the major assets of the course was the opportunity for a cross section of Division employees to share work-related experiences that normally would not be available in a learning environment."

Plans for the 1972 Professional Employee Studies Program will be announced soon by Bill Perry. All professional employees in our Division are eligible for participation.

JANUARY SERVICE AWARDS

25 Years

Whitey Griffenkranz Bethesda

10 YEARS

Marv Bergen Phoenix
Ed Isaacs Watertown
Ray Porter Bethesda
Ron Pushee Schenectady
Norm Wilson East Orange

5 YEARS

Brian Boyer Bethesda
Dick Hykes Bethesda
Andy Miller Waltham
Marsha Thompson Bethesda

Credit Line

"Purse Finder Plays Santa"

So read the headline of an article in the Erie, Pa. Times-News recently. The article told of **Larry Niles**, marketing representative in the Erie office, retrieving and returning a purse lost from a moving automobile.

After being unable to catch the owner of the purse because of heavy traffic, Larry turned the purse over to the Wesleyville Police who returned it to its owner, papers and money intact.

The Police Department asked the newspaper to publicly congratulate Larry for making Christmas a lot merrier for the owner of the purse.



Wayne Gowen, Steve Dennis, and Jesse McDuffy celebrate the graduation in individual styles as Alan Paul and Joe Firetti (l. to r.) smile approvingly.

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Bethesda, Maryland

January 14, 1972

Record \$166 Million Being Delivered in Savings Plans "Payout"

A record "payout" of securities came this month as General Electric employee savings plans made their annual "payout." They are part of the multi-million dollar "payout" to about 181,000 participants in GE savings plans for holding periods which ended December 31, 1971.

The total market value of the securities delivered in the "payout" — including U.S. Savings Bonds, GE Stock Shares, Fund Units and cash — is more than \$166 million, the largest "delivery" in the history of GE savings plans.

The \$166 million involved consists of \$60.9 million in General Electric stock, \$65.8 million maturity value in U.S. Savings Bonds, \$38.0 million in S&S Program Mutual Fund Units, and \$1.6 million in cash.

Distribution of the "payout" began on January 10, 1972. It went to participants in the company's Savings and Security Program during 1968, and to Savings and Stock Bonus Plan participants of 1966. The total involved consists of millions of dollars in General Electric contributions to these plans, as well as the millions of dollars participants invested during the years for which the payout was made.

Under Savings and Security, participants leave their invested savings in trust for a specified three-year holding period, and GE makes a matching payment of 50% of the amount each individual saves under the Program — \$1 for every \$2 saved by the employee. Under Stock Bonus, the participant leaves his year's savings in trust for a specified five-year holding period, and GE makes a bonus payment in company stock of 15% of the participant's savings for that year.

In addition to the \$166 million involved in the payout, \$9.2 million in GE Stock, U.S. Savings Bonds, Mutual

Fund Units and cash will continue to be held in trust for participants who have chosen the Savings and Security Program's retirement option for company payments to their accounts and the income credited to these investments.

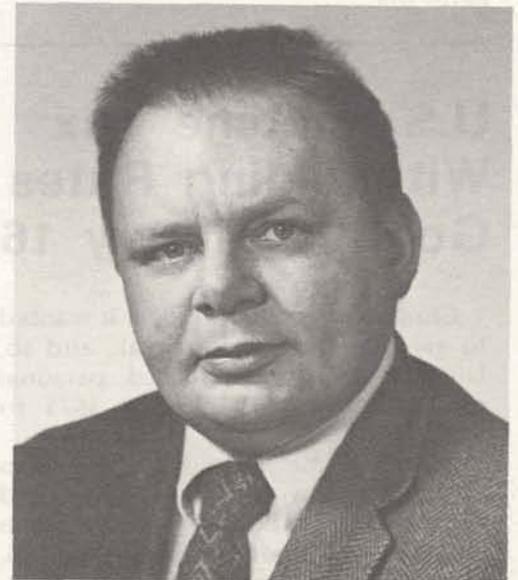
Another \$6.9 million in fractional shares of GE Stock and fractional Fund Units will be carried forward to the next payout year under both the S&S Program and SB Plan. The result is that more than \$182 million is involved in payout, retirement option and carry-over.

The total \$182 million involved in the payout reflects the market value of GE stock and the Fund Unit price on December 31, 1971, the end of the holding periods. At that time each stock share was valued at \$62.625 and each Fund Unit had a net asset value of \$32.42.

E. S. Willis, manager of Employee Benefits for General Electric, said that stock shares, Fund Units and U.S. Savings Bonds paid out under the S&S were mailed to 147,300 participants' homes on January 10. The payout was the tenth under the Program. He added that the Stock Bonus Plan distribution was the 19th under that plan and that Bonds and Stock Bonus shares under that plan went to 33,700 participants.

Stock certificates distributed in the payout represented about 972,300 shares of GE stock. Although the shares were originally credited on the old (pre-stock split) basis, the certificates being distributed are for the appropriate number of shares on the new basis. Fund Unit certificates mailed represented about 1,173,000 units in the S&S Program Mutual Fund. About 1,337,000 U.S. Savings Bonds in various denominations were distributed.

Norman Harvey Named Manager of Applications Development

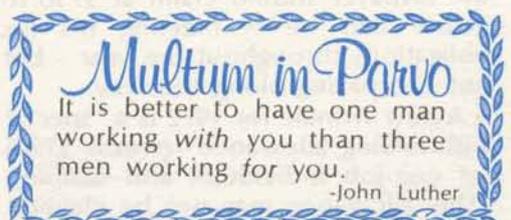


Norman W. Harvey joined our Division on January 3 as manager of applications development in the Technology Operation.

Norm is a graduate of Cornell University (BS, electrical engineering) and has been with GE for 19 years. Before joining our Division, his last assignment was with Engineering Consulting Service in Schenectady where he was a consultant in system design. In that position he served as consultant for Engineering operations throughout the company, specializing in information systems.

Norm also organized the Saratoga time-sharing seminars of 1966 and 1967, participated in the joint General Electric/Dartmouth project to develop Mark II, created the original version of Mark II COGO, and was associated with three Datanet Software Services

(continued)



(continued)

library offerings: PA 300, GEPAC-30, and FlexiMis.

Bob Hensch, acting manager of the Technology Operation, said, "As manager of applications development, Norm will have responsibility for the development and expansion of our penetration in the applications market. This expansion, from general scientific and emerging data processing applications into significant on-line data processing work and products, will be used for our initial Mark III market penetration."

Mr. Harvey's office is located in Bethesda.

U.S. Income Tax Withholding Rates Go Up January 16

Congress had a good idea. It wanted to give the taxpayer a break, and so, late in 1971, it increased personal exemptions for 1972 from \$675 to \$750.

At the same time, Congress also changed the withholding tables, and in so doing, created a shock for some taxpayers to be felt after January 16, when the new tables go into effect. What kind of shock? The kind that hurts most - the money kind.

Persons in the higher income brackets (\$20,000 and above) will find more money has been withheld from their paychecks than they expected.

That is they will unless they act now by doing some careful figuring and then filling out what the New York Times calls "quite a complicated form" just issued by the Internal Revenue Service, called the "Employee's Withholding Exemption Certificate." This form will be distributed to all Division employees as soon as Personnel Accounting receives a supply.

The Employee's Withholding Exemption Certificate enables the taxpayer to adjust his year-long withholding to an amount roughly equivalent to his actual tax liability. The form includes a table showing how many "allowances" the taxpayer should claim at \$750 to insure that he is meeting his tax obligations throughout the year - but not overpaying along the way.

A new wrinkle for 1972 is a "special withholding allowance" (worth \$750) for one-job individuals and families. "This allowance may not be claimed

S & S Prices for 1971

The "Stock Price" is the average of the closing prices of the Stock on the New York Stock Exchange for each trading day in the calendar month.

The "Fund Unit Price" is the average of the daily Fund Unit Prices, determined for each trading

day on the New York Stock Exchange in the calendar month by dividing the number of Fund Units into the net asset value of the Fund.

The "Stock Price" and "Fund Unit Price" for each month of 1971 are as follows:

Stock Price

Month	Old	New	Fund Unit Price
January	\$ 96.994	\$ -	\$26.374
February	104.645	-	27.546
March	110.043	-	28.132
April	118.964	-	29.311
May	120.400	60.625	29.665
June	-	59.943	29.691
July	-	57.673	29.873
August	-	58.369	29.455
September	-	62.649	30.307
October	-	61.054	29.720
November	-	57.167	28.647
December	-	62.653	31.568

The following represents the closing price of General Electric Stock and Savings and Security Mutual Fund price on December 31, 1971.

Stock: \$62.625
Mutual Fund: \$32.420

by either husband or wife when both are employed, or by any employee who has two or more concurrent jobs," according to the IRS.

The prime reason for making these changes in allowances was to eliminate the major causes of underwithholding experienced by many taxpayers in 1971. Employees are advised to fill out the new withholding form as swiftly as possible and return it to Personnel Accounting. Otherwise, their former withholding schedule will be used to determine this year's deductions.

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Dial Comm 8*273-4121

UP THE LADDER



Effective December 31, 1971, **Fred Nichols** became manager of operations analysis in the Division Finance Operation.

Fred joined the company's Financial Management Program in 1963 and came to Bethesda in 1968. Since joining our Division he has held the positions of financial analyst, senior sales specialist, economic modeling specialist, and manager of auditing and financial manpower development successively.



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January 21, 1972

Division Licensee Inaugurates Time-Sharing Service in Japan

Commercial time-sharing service, supplied by a private enterprise, became a reality in Japan on November 24, 1971. Dentsu Time-Sharing Service, an authorized licensee of the Information Services Business Division, introduced Mark I time-sharing to an audience of 300 businessmen who represented 180 of the largest firms in Japan.

Our Division signed the Mark I licensing Agreement with Dentsu in July, 1971. At that time **Paul Sage** commented that, "Dentsu is uniquely qualified to pioneer the introduction of GE Time-Sharing in Japan because of its more than 70 years' experience in marketing new services and products to Japanese business and industry." Mr. Sage also explained that Dentsu has gained more than seven years of data processing experience through the use of a large-scale 600 series computer in its own advertising, sales and marketing consulting business, which is the world's third largest and the biggest in Japan.

Inauguration ceremonies were held in Dentsu's 13-story headquarters building in downtown Tokyo, culminating many months of negotiations which involved our Division, Dentsu, and the Japanese government. Following the presentation of gifts to the visitors, an old Japanese custom, Mr. Otaki, a Dentsu director, welcomed the guests to the meeting.

The history and background of time-sharing was presented by Mr. Yanai, manager of information services at Dentsu. Dentsu's service offerings and pricing structure were explained by the manager of time-sharing services, Mr. Takiura.

Ziggy Quastler, then manager of the international information services operation and now manager of the Division's European operation, officially welcomed Dentsu to the



Ziggy Quastler (R.) addresses the opening ceremonies of Dentsu Time-Sharing with simultaneous translation into Japanese by Mr. Enbutsu (L.)

General Electric time-sharing family. His remarks were followed by a multi-light show featuring eight simultaneous slide projectors, multi-colored spotlighting, and audio effects which dramatized the Mark I time-sharing system and Dentsu's library capabilities.



The audience's complete attention was captured by eight pretty girls who demonstrated the problem-solving ability of the computer and the instant solutions that time-sharing can provide. The visitors' enthusiasm was stirred again as they were invited to place their bets on a simulated horse race which was run on the computer and "witnessed" by the audience. Winners of first, second, and third places were presented with gift-wrapped prizes when they turned in their winning tickets at the "box of-

face."

Mr. Quastler commented, "Dentsu's time-sharing service represents a major breakthrough for our Division as it is our initial entrance into what we consider to be one of the largest markets in the world."

Bob Knight, manager of the Division's Japan operation, also attended the meeting. His on-the-scene

(continued)

MEET A GO-WORKER

Phyllis Cohen

is a specialist, competitive analysis in market analysis. She joined the company in 1968 as an account representative in our San Francisco branch office.



The experience she gained while working closely with the San Francisco financial community gives her extra insight and qualifications for performing her present duties. Phyllis prepares in depth studies of our competitors as well as revenue and product analysis reports.

She is a native of Washington, D.C. and holds a bachelor of arts from Brown University and a MA-Economics from the University of California at Berkeley. She also studied at the London School of Economics and Goethe Institute in Germany.

One might consider Phyllis's career with GE a "family affair" because her husband Bob is also employed by the Division as a systems specialist in sales support.

Phyllis enjoys cooking, sewing, and traveling during her leisure hours.

Multum in Parvo

Philosophy is common sense.
If it isn't common sense, it isn't
philosophy.

E. W. Howe



Signboard invites visitors to place their bets on favorite horse for the simulated race which was run on the computer.

UP THE LADDER

Jim Parkhurst has been appointed manager of the Milwaukee branch office. He assumed this new position on December 27, 1971.



He came to GE in 1963 on the Manufacturing Training Program and held various positions in the X-Ray, Large Jet Engine, Small Aircraft Engine, Locomotive & Car Equipment, Direct Current Motor & Generator, and Computer Equipment departments.

Jim joined our Division in 1968 as a sales representative and was located in Phoenix, Ariz., Salt Lake City, Utah, and Palo Alto, Calif. before coming to Bethesda. While in Bethesda, he was a specialist in sales support for the International Information Services Operation.

He is a graduate of the University of Houston (Texas) and completed the GE Manufacturing Training Program in 1966. He also completed the company's Professional Business Management course in 1969.

Pressroom gremlins really got involved in the January 7 News-Share. The front page photo caption should have read "Tom Choate, **Smith Keene and his wife Sunny**, Wayman Braxton, Gladys Myers, Bill Marshall, and Hal Greenberg discuss the program's objectives during dinner."

The busy mischief-makers completely omitted **Bill Brill** from the list of managers who attended the graduation.

activities played a major role in bringing the negotiations with Dentsu to a successful conclusion.

In addition, **Paul Sage** who made several trips to Japan to negotiate the Dentsu license agreement, **Colin Church, Dick Hykes, and Larry Geller** (who provided technical and application support during a three-month stay) contributed their talents to this important international venture.



Letter of congratulations from Paul Sage to Dentsu.

As stated by **George Feeney**, "The General Electric/Dentsu license agreement represents one of the Division's major accomplishments in 1971."

Puerto Rico Distributor Named

On February 1, Computer Systems of Puerto Rico, Inc. will become the Division's authorized distributor of Mark I and Mark II time-sharing services in Puerto Rico.

It is anticipated that Computer Systems of Puerto Rico, Inc. will maintain our present customer base while growing the time-sharing market in Puerto Rico.

New Pension Minimums Now In Effect

New higher guaranteed minimum pensions went into effect January 1, 1972 under General Electric's Pension Plan. Beginning January 1, those who retire at age 65 with 15 years or more of credited service will receive a minimum of at least \$6 per month for each year. Depending on earnings, the minimum can range as high as \$7.50.

Pensions can be higher than these minimums, of course. Each eligible individual who retires will have his pension computed under the career earnings formula as well as under the minimum formula. His pension will be whichever result is larger.

Minimum retirement income resulting from Social Security and the GE Pension Plan is easy to determine in individual circumstances by referring to the table in the Pension Plan booklet summarized at the end of

this article.

For example, if an individual retiring at age 65 has 35 years of credited service and his average annual compensation (highest 5 consecutive years in the last 10) is between \$6900 and \$7200, his minimum pension will be \$210 per month ($\$6 \times 35 = \210). Under current law, his Social Security would be about the same amount — \$210 per month.

The total will be a retirement income of \$420 per month, or over \$5000 per year. This is over 70% of the final average annual compensation.

For an individual with a dependent spouse who is also 65, the Social Security benefit is increased by \$105 per month bringing the annual retirement income to \$6300 or 89% of final average annual earnings.

Minimum Pension for Eligible Employees Retiring in 1972 for Each Full Year of Full-Time Credited Service

Average Ann. Comp.	Min. Per Month For Each Credited Year
Up to \$6600	\$6.00
Over \$6600 but not over \$6900	6.00
Over \$6900 but not over \$7200	6.00
Over \$7200 but not over \$7500	6.00
Over \$7500 but not over \$7800	6.00
Over \$7800 but not over \$8040	6.25
Over \$8040 but not over \$8280	6.50
Over \$8280 but not over \$8520	6.75
Over \$8520 but not over \$8760	7.00
Over \$8760 but not over \$9000	7.25
Over \$9000	7.50



Division Solidarity Strengthened by New Organization Structure

Nineteen-hundred seventy-two heralded the beginning of a new era for the Information Services Business Division with increased emphasis on revenue, and cleaner lines of functional responsibility being implemented throughout the Division. As the logical step toward creating a full functional line organization, George Feeney, division general manager, announced the following organization structure of the Division, effective January 1:

Dr. Feeney pointed out that this announcement of the Division organization structure incorporates and completes the organization realignments started a few months ago.

During the past two years the character of our business has changed and has become much more complex. We have consolidated the many regional computer centers into supercenters with our integrated communications network providing local telephone access to all

(continued)

Functional Departments/Operations

Information Services Sales Department	General Manager	Paul W. Sage
Information Services Marketing Operation	Manager	James C. Castle
Information Services Systems Department	General Manager	Raymond W. Marshall
Information Services Technology Operation	Manager	Robert R. Hensch

Product Section

Medinet Application Products Section	Manager	Harry R. Wrage
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Other Components Serving the Entire Division

Information Services Strategic Planning Operation	Manager	Paul R. Leadley
Information Services Finance Operation	Manager	Leo B. Ramer
Information Services Legal Operation	Division Counsel	Eugene R. Baker
Information Services Relations Operation	Acting Manager	Leo B. Ramer

Information Services Business Division

Effective January 1, 1972



INFORMATION SERVICES SALES DEPARTMENT

Paul W. Sage
General Manager

- Headquarters Sales Operation
- Central Zone
- East Central Zone
- Eastern Zone
- Mid-Atlantic Zone
- Northeastern Zone
- Pacific Zone
- Southern Zone
- Southwestern Zone



INFORMATION SERVICES MARKETING OPERATION

James C. Castle
Manager

- Data Processing Market
- Information Networks Market
- International Market
- Terminals Market
- Time-Sharing Market
- Market Development
- Mark Delta Services

MEDINET APPLICATION PRODUCTS SECTION

Harry R. Wrage
Manager



- Operations
- Applications
- Marketing
- Financial Analysis

INFORMATION SERVICES STRATEGIC PLANNING OPERATION

Paul R. Leadley
Manager



- Sales Strategies
- Strategy Development

INFORMATION SERVICES FINANCE OPERATION

Leo B. Ramer
Manager

- Auditing & Financial Development
- Accounting Operations
- Information Systems
- Operations Analysis

George J. Feeney
General Manager



INFORMATION SERVICES SYSTEMS DEPARTMENT
Raymond W. Marshall
General Manager

- European Operation
- Facilities Management Programs
- Network Operations
- Network Planning
- Quality Assurance



INFORMATION SERVICES TECHNOLOGY OPERATION
Robert R. Hench
Manager

- Applications Development
- Central Systems
- Data Systems
- Hardware Engineering
- Systems Technology
- Technical Services



INFORMATION SERVICES LEGAL OPERATION
Eugene R. Baker
Division Counsel

- Data Communications
- General Counsel



INFORMATION SERVICES RELATIONS OPERATION
Leo B. Ramer
Acting Manager

- Equal Opportunity/Minority Relations
- Field Relations
- Professional Relations
- Salaried Relations & Employee Communication

Manpower

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Division Solidarity Strengthened by New Organization Structure

of our systems from every major American city and from many Canadian and European cities. These basic changes have created the need for an organization structure with distinct lines of functional reporting which will accommodate our anticipated revenue growth while being compatible with the challenges set for the business in the Division's approved Strategic Plan.

Therefore, the line organization of the Division has been expanded to four functional components: Information Services Sales Department, Information Services Marketing Operation, Information Services Systems Department, and Information Services Technology Operation.

The Sales Department is responsible for pooled sales of all Division services in all of our markets, except for the hospital data processing market which is served by Medinet's special sales force. The Sales Department will be able to significantly improve communications and responsiveness to our customers while providing better market and product focus.

Sales, customer service, technical support, and customer training will be handled by the Sales Department's eight field sales zones. Headquarters personnel will be accountable for sales planning, sales administration, national accounts, sales training, proposals, and contracts.

The Marketing Operation will provide added attention to our fundamental marketing plans and strategies. The work scope assigned to the Marketing Operation includes market strategy, operational planning, pricing, market research, competitive analysis, product planning, advertising, sales promotion, and user manuals.

The five new market managers will concentrate on developing separate service offering plans and marketing strategies for each of our five market segments: time-sharing, information networks, data processing, terminals, and international.

The newly formed Systems Department manages the worldwide information services network. Principal activities include the planning, procurement, and deployment of the network and its elements; the quality

assurance of service product offerings; and the operation of the computers and communications in the field.

Two other major activities of the Systems Department are directed at expanding the network in specific market areas. Facilities management will significantly extend the service in the direction of remote data processing while the European Operation will continue the thrust in the development of overseas markets.

The design, development, and testing of our systems, software, and applications have been assigned to the Technology Operation. These duties will be performed by the various elements of the Operation, which are central system software, communication software, hardware engineering, systems engineering, application development, and technical services.

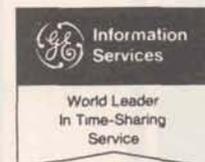
There are no fundamental changes in the Strategic Planning Operation, Legal Operation, or the Medinet Application Products Section.

Information Services Finance Operation and the Information Services Relations operation, under the new structure, will have their activities more centralized and streamlined. The financial planning and analysis functions, formerly performed in each department, will be centralized in Division Finance. Similarly, all field relations work is pooled under the Relations Operation to serve the field employee relations needs of the Sales and Systems Departments from headquarters.

This Division is engaged in a highly competitive and ever-changing business which presents new challenges that affect our position in the marketplace. The new organization structure is geared to dealing effectively with our present and future challenges.

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February 4, 1972

Company-wide "Best Buy" Program Announced by Borch



OFF AND AWAY: GE Chairman Fred J. Borch (right) offers best wishes to William D. ("Dave") Dance, Senior Vice President, Corporate Planning Council, and the Chairman of General Electric's new company-wide effort to spur the economy — the "Best Buy" Program. In the background is the Program's official symbol.

A massive program aimed at helping to get the economy rolling again has been launched by the General Electric Company.

The company-wide effort, called the "GE Best Buy" program, is designed to provide customers with products and services that represent the best buy we can possibly offer in terms of quality, service and value," according to Fred J. Borch, GE's Board Chairman and Chief Executive Officer.

Mr. Borch said that "to realize our nation's potential in 1972, and to get our economy rolling again will take the dedicated efforts of all of us. The U.S. 'productivity gap' is a critical challenge and surely an improvement in this sector will help keep America competitive." The "GE Best Buy"

program is the Company's answer to that challenge, he said.

"We feel that taking the initiative with a positive, results-oriented program is in keeping with our leadership tradition and better than a 'wait-and-see' approach," he said. "We realize from experience that programs such as "GE Best Buy" can contribute to the momentum needed for an economic upturn."

In addition to improving productivity and helping to stimulate an economic recovery, the program will have as its objectives building sales and jobs and bringing customers what they recognize as extra value.

The "Best Buy" program will be conducted throughout 1972 along the lines of previous successful General

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Lynn Time-Sharing Executive Seminar Well Received

General Electric engineering, manufacturing, marketing, and finance managers in the Lynn, Mass. area met recently to learn of the expanding capabilities of the Information Services Business Division.

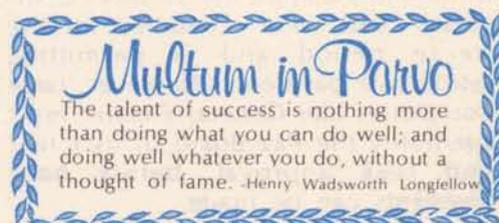
The seminar was organized and coordinated by **Jim Carro**, manager of the Boston Industrial Branch office, and marketing representatives **Bob Ward** and **Tom Hickey**. The Division maintains an office in Lynn and provides most GE components in that area with time-sharing services.

Paul Sage, general manager of the Information Services Sales Department, presented an overview of the Division and explained current plans for servicing General Electric businesses.

Larry Wolfe, manager of the Division's manufacturing and distribution task force, gave an in depth presentation of the manufacturing library programs and their application to General Electric components.

Pete Salisbury, manager of market development, focused on the Division's hardware and communications systems.

Tom Hickey reports, "The response has been excellent as a result of this meeting, probably because this group of GE managers left the seminar much more knowledgeable of our capabilities and service offerings."



Multum in Parvo

The talent of success is nothing more than doing what you can do well; and doing well whatever you do, without a thought of fame. -Henry Wadsworth Longfellow

(continued)

Electric programs aimed at stimulating the economy by increasing sales and jobs. (Operation Upturn in 1958, Accent on Value in 1962-63, and Go For Improvement in 1967).

The program will provide an umbrella under which each department will make an extra effort to do whatever is necessary to make (or keep) GE products and services the best buy for customers in today's world, Mr. Borch pointed out. Each department will set its own priorities in keeping with its most immediate needs and opportunities.

Paul Sage represented our Division at the January 21 meeting in New York for the launching of the "Best Buy" Program. A company-wide council is coordinating the Program. Chairman is W.D. Dance, Senior Vice President; Operations Director is L.C. Maier, Jr., Vice President; and Administrator is L.W. O'Brien of Corporate Public Relations. Representatives from each Group and Staff function are also on the council.

Company Requests Approval for Retroactive Cost-of-Living Pay Increases

General Electric has formally asked the Federal Pay Board in Washington for permission to put last fall's cost-of-living pay increase into effect on its originally scheduled starting date of October 25, 1971. This action was taken immediately upon learning that the Pay Board would generally grant retroactive raises that did not exceed seven percent.

The Pay Board said it will act upon such requests within 14 days. If approval is obtained by GE, this will mean some back pay for Information Services Business Division's nonexempt salaried employees.

Because of government restrictions during the earlier wage/price freeze, the company was not able to begin paying the eight-cents-per-hour increase (\$3.20 per week in the case of nonexempt salaried employees) until November 14, 1971, the day after the freeze ended. Now, the Pay Board has lifted — within certain limitations — the ban on the payment of increases that were scheduled for the freeze period and is permitting retroactive payments. However, large companies like General Electric must pre-notify the Pay Board of its intent and seek approval, before back payments can be made.

Internal Accounts Branch Finds Statistical Symposium A \$ Maker

During 1971 the Schenectady Internal Accounts Branch office presented a Statistical Symposium to an audience of approximately forty paid attendees. **Lee Denny**, manager of the Internal Accounts Branch, and **Ken Rockwell**, marketing representative, called upon the talents of Dr. Gerald J. Hahn and Dr. Wayne B. Nelson of Corporate Research and Development in developing and presenting the symposium.

Hahn and Nelson are recognized throughout the company as authorities on all areas of statistics and both provide consultation and instruction for GE components in solving problems of a statistical nature.

The symposium generated considerable enthusiasm from the customers attending the sessions because it provided a solid foundation in statistical methods of data analysis using GE time-sharing, and from the Branch personnel because of its value as a revenue builder and opportunity for fostering better customer relationships.

The symposium was presented in three-session seminars using text material that Dr. Hahn and Dr. Nelson developed under **Joseph Schmid's** sponsorship for our Division. This material is available through the Division's On-Line Ordering System as publication No. 1458, entitled "Regression Analysis Symposium." This publication (a set of three separate user guides) correlates to the three sessions of the symposium, which are: 1) Introduction to Data Analysis Using GE Time-Sharing, (2) Simple Regression Analysis Using GE Time-Sharing, and (3) Multiple Regression Analysis Using GE Time-Sharing.

Participants at the symposium received instruction from the "experts" on such subjects as the methodology underlying the statistical techniques, what programs to apply to specific problems, and a step-by-step interpretation of practical examples and explanations of the results.

Because the Internal Accounts Branch found this symposium to be such a success with customers and a revenue generator, Ken Rockwell suggests that branch offices interested in hosting the Statistical Symposium contact Dr. Hahn or Dr. Nelson in Schenectady on 8*235-3754.



(Left to Right) Lee Denny and Ken Rockwell express their appreciation to Dr. Gerald J. Hahn and Dr. Wayne B. Nelson for presenting their Statistical Symposium to customers of the Schenectady Internal Accounts Branch.

If GE receives the necessary approval to make the retroactive payments, most affected employees will have about three weeks of cost-of-living pay adjustments coming to them. The period covered by the retroactive pay would be from October 25 through November 13, 1971.

Reference January 28 NEWS-SHARE

Credit and Collection was inadvertently omitted from the Information Services Finance Operation organization.

NEWS-SHARE



Information
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World Leader
In Time-Sharing
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Vol. VI No. 7

Bethesda, Maryland

February 18, 1972

Two Division Employees Among 89 Nominees for Phillippe Awards

A record total of 88 General Electric employees and one employee club have been nominated for the 1972 Gerald L. Phillippe Awards for Distinguished Public Service.

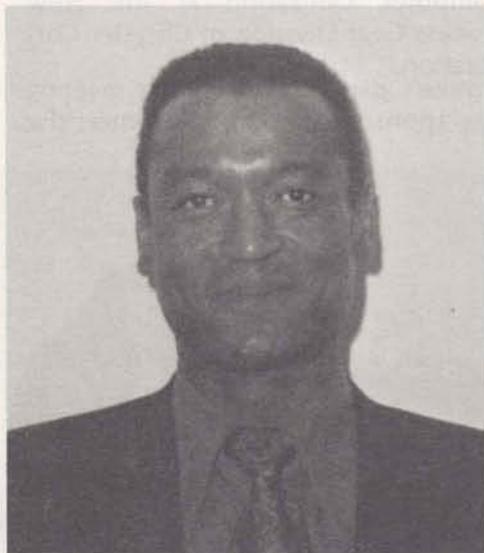
The number of nominations from operating components of the company exceeds last year's total by nine and surpasses by 25 the number of candidates nominated in 1970—the first year of the Phillippe Awards program.

A screening committee is now studying all the nominations before making recommendations to the Phillippe Awards Committee of the General Electric Foundation. The awards committee is comprised of Fred J. Borch, GE board chairman; Douglas S. Moore, vice president for Corporate Public Relations; John F. Burlingame, vice president for Corporate Employee Relations; Hershner Cross, a senior vice president and chairman of the GE Foundation board of trustees; and Donald J. Watson, secretary of the GE Foundation. Mr. Moore is chairman of the committee.

Our Division submitted the names of two employees to the Committee for consideration for the 1972 Gerald L. Phillippe Award for Distinguished Public Service.

Will Baptiste, a marketing representative in San Francisco, was nominated for his active leadership and participation in the training of underemployed members of that community in order to qualify them for gainful employment.

Will, a bachelor, volunteered many non-working hours to tutor and counsel high school and college students. He recently was instrumental in



Will Baptiste

developing and managing a computer programming course for trainees in the Opportunities Industrialization Center's program. These trainees, mostly high school dropouts, were provided training in programming, logic, and concepts of statistics which equipped them to compete for jobs in the data processing industry.

In addition to his work with O.I.C., Will is also active in the Congress of Racial Equality and has worked with the local school board to upgrade the schools in the San Francisco community.

Lee Denny, manager of the Schenectady internal accounts branch, was nominated for the Phillippe Award in recognition of his volunteer work as treasurer of the Schenectady County Community Mental Retardation Services Company, Inc. This organization negotiated and secured an \$800,000 financial commitment for the construction of a new facility for

MEET A GO-WORKER

Helene Eisenman

began her employment with General Electric in May, 1968. The entire 3-1/2 years have been spent in our Division. She is presently secretary to the



manager of the headquarters sales operation in Bethesda. Her previous assignments were in the Division's marketing, international, and RESOURCE organizations.

She is a native of Sweden and attended secretarial and business schools in that country.

Helene's hobbies include skiing, gourmet cooking, reading and collecting oriental antiques.

Her future plan is to operate an international cooking school and to perform volunteer work for underprivileged children and for VISTA.

the mentally retarded in Schenectady County, New York.

Lee spent numerous hours preparing and compiling all the financial data necessary for securing grant commitments from the New York State Department of Mental Hygiene and the Federal Government for this building project.

continued

Multum in Parvo

For good or ill, your conversation is your advertisement. Every time you open your mouth you let men look into your mind.

-Bruce Barton

continued

Lee also serves as second treasurer on the board of directors for the local Schenectady Association for Retarded Children.



Lee Denny

Our Division can be proud of the efforts and achievements of Will Baptiste and Lee Denny. Their volunteer activities represent the true spirit of public concern and service.

Announcement of the final five winners of the 1972 Phillippe Awards is expected by March 1. Winners receive the Phillippe medallion and each is entitled to select a charity to receive a \$1000 grant from the General Electric Foundation.

The Phillippe Awards were established by the General Electric Foundation to honor the memory of the late Mr. Phillippe, former chairman of the board of General Electric, by encouraging others to follow his example of leadership in public service.

Farsaci Speaks at Society of Automotive Engineers Annual Meeting

Michael Farsaci, marketing representative in Syracuse, recently appeared on the program of the Society of Automotive Engineers' International Congress and Exposition, held in Detroit, Michigan. His presentation to this audience was entitled "Hands on Computer Utilization at the New Process Gear Division of Chrysler Corporation."

Mike's participation at the meeting was sponsored by his customer, the

New Process Gear Division of Chrysler. His speech explained how, at Chrysler, greater individual motivation and involvement coupled with readily accessible (GE) computer power is extending Chrysler's capability to increase productivity and profitability.

Because of Mike's knowledge of time-sharing applications and his extra efforts for his customer, Mr. Russell Bearss, division manager of Chrysler's New Process Gear Division, has embraced the concept of time-sharing services and has implemented GE time-sharing services to improve their scheduling, follow-up and control of plant inventories. Mike's preparation and dedication is evidence that GE does offer the "Best Buy" in time-sharing.



Mike Farsaci (left) and Russell Bearss of Chrysler discuss the time-sharing implementation schedule at the Chrysler New Process Gear Division and how this information would be included in the SAE presentation.

The official symbol of the "Best Buy" Program.



OUR NO. 1 GOAL:
TO MAKE
GENERAL ELECTRIC
YOUR BEST BUY



DIAL COMM IS NOT FREE - USE IT
BUT DON'T ABUSE IT.

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NEWS-SHARE

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Bethesda, Maryland

March 3, 1972



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GE Time-Sharing Introduced in Uruguay



This attentive group of businessmen in Uruguay is being briefed on the capabilities of GE time-sharing service before watching a demonstration of the service via the terminal in foreground.

General Electric time-sharing service is now available in Uruguay. Bull-Uruguay introduced GE time-sharing to the business community in that country during the last week of January. Bull-Uruguay is an affiliated company of Honeywell Bull and Honeywell Bull is the authorized time-sharing licensee of the Information Services Business Division. Uruguay becomes the third Latin American country in which General Electric time-sharing is available. The other two countries are Argentina and Mexico.

Uruguay is a South American republic located to the south of Brazil and bordering the east coast of Argentina. The computer which makes time-sharing available in Uruguay is located in Buenos Aires, Argentina.

Montevideo, the capital of Uruguay, is headquarters for many international firms that have operations in Latin America. With GE time-sharing now available, these firms will be able to use the same time-sharing programs locally that some of their operations use in the United States and other countries.

The opportunity also exists for U.S. customers, and potential customers, to use GE time-sharing service in Uruguay to improve their operations in that country.

The service signifies an important step for business and industry in Uruguay as they are now able to take advantage of the advanced technology and many programs provided by GE time-sharing service.

Division Supports OIC Program

The Eighth Annual Opportunities Industrialization Center National Convocation was held in Washington, D.C. February 13-16. The Information Services Business Division donated the use of a terminal and computer time for the OIC display on Computer Assisted Instruction.

The Opportunities Industrialization Center (OIC) is the largest self-help group for the disadvantaged in the nation and provides training programs to enable the unemployed and underemployed to become productive wage-earners in today's industry.

Since 1964 when OIC was founded by The Reverend Leon H. Sullivan, more than 50,000 people have been enrolled in the various training programs. At the end of December 1969 more than 30,000 individuals had been placed into training related jobs.

General Electric Company, from the very beginning of OIC, has supported this self-help program and remains active in various OIC projects. Virgil B. Day, vice president and staff executive of GE's Business Environment Staff, is a member of the OIC National Industrial Advisory Committee.

Mark Morton, vice president and group executive of GE's Aerospace Business Group, was described by Rev.

continued

Multum in Parvo

It is easy to be critical. The real test is to come up with *constructive* alternatives.

"Bits & Pieces" Vol. B No. 3

continued

Sullivan as being "a loyal friend and active OIC supporter."

Our Division has supported OIC training programs at the San Francisco and Menlo Park, California Centers. Division employees in those locations volunteered their time to teach OIC trainees the basics of computer time-sharing. The Division provided the terminals and computer time for these training sessions.

On February 15, **George Feeney**, accompanied by Mrs. Feeney, represented our Division at an OIC awards and fund-raising banquet. Other Division personnel present were **Len Black, Bob Hench, Roger Hobbs, Ray Marshall, Paul Sage, Bill Thorne, Paul Leadley**, and **Barbara Oliver**.

Tom Swan, consultant in GE's Corporate Employee Relations Operation, also attended the dinner. With Mark Morton and Virgil Day (seated on the dais), Tom Swan, and personnel from our Division attending this OIC banquet, General Electric again provided visible evidence of its enthusiastic endorsement and support of OIC's objectives.

DIAL COMM Costs are Skyrocketing

The Information Services Business Division's telecommunications costs are increasing at an alarming rate. Something must be done to keep these costs under control. Our immediate concern is in the area of long distance and DIAL COMM calls.

Each employee is asked to cooperate in controlling these costs by using good judgment for all company communication. Think in terms of:

- 1.) A letter for routine communication.
- 2.) A telegram/RECOMM if a written record is required and time factor dictates.
- 3.) If you must call, keep it business-like and brief.

Remember, any decrease in our telecommunications costs will result in a significant cost-reduction for the Division.

Important facts to remember are: Use of DIAL COMM is restricted to business calls only. Personal calls on DIAL COMM violate tariffs filed with the Federal Communications Com-



mission and are illegal.

DIAL COMM is for GE use only. All DIAL COMM calls must be originated by General Electric personnel.

DIAL COMM is a long distance system. Business calls may be made through DIAL COMM to most General Electric locations as well as outside companies. Refer to your DIAL COMM Directory for assistance.

DIAL COMM is *not* free. Allocation of the cost of the system is based on metered usage. Make only necessary business calls. Keep the calls brief. Call during the least busy hours whenever possible. Use RECOMM or the mail if a written record is desirable. There is no charge to our Division when DIAL COMM is used after 5 p.m. or before 8 a.m.

RECOMM (REcord COMMunications) is General Electric's private telegraph and data network. Messages may be sent to General Electric personnel or to outside companies in most U.S.A. locations and many overseas locations.

For information concerning the RECOMM Network, refer to your DIAL COMM Directory. In Bethesda, the RECOMM operator is Mrs. H. "Cricket" Betts, Extension 259.

Be sure to consider the use of RECOMM before reaching for the telephone — it can save money.

Our Division's average RECOMM message costs only \$.70 while our average DIAL COMM message costs \$1.35 (not including Overseas RECOMM and DIAL COMM.)

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Employee Discounts Offered New "Compact" Appliances

General Electric's Major Appliance Business Group has recently introduced a number of new products designated as "compact" appliances. They are particularly suited to smaller homes, apartments, or vacation homes, and also are ideal as second appliances in almost every home. These kitchen and laundry appliances classified as "compacts" are considered, because of their unique characteristics, as distinct from the "full-size" kitchen and laundry appliances.

Therefore, under the Employee Product Purchase Plan, a courtesy discount on one of each of these "compacts" will be allowed every 36 months, regardless of any discounts which are allowed on the purchase of "full-size" appliances.

The courtesy discounts available to General Electric employees on "compacts" are:

COMPACT MODEL NUMBER	DESCRIPTION	DIS-COUNT
WWP 1000N	GE Compact Washer	\$25
DDP 1000N	GE Compact Dryer	\$15
WPP 1010	Hotpoint Compact Washer	\$25
DLP 1010	Hotpoint Compact Dryer	\$15
CG 550	GE Trash Compactor	\$35
CH 500	Hotpoint Trash Compactor	\$35
JET 80	GE Countertop Microwave Oven	\$40
RE 920	Hotpoint Countertop Microwave Oven	\$40

The official symbol of the "Best Buy" Program.



OUR NO. 1 GOAL:
TO MAKE
GENERAL ELECTRIC
YOUR BEST BUY

NEWS-SHARE



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Vol. VI, No. 10

Bethesda, Maryland

March 10, 1972

Harris Heads Accounting Operations

H. Max Harris has been appointed manager of accounting operations in the Information Services Finance Operation. This new appointment was effective on March 1.

Leo Ramer, manager of Division Finance, announced that accounting operations will include general & tax accounting, investment accounting, personnel accounting, and revenue accounting.

Max joined General Electric in 1955 after graduating from the University of North Carolina in Chapel Hill. During the past 16-1/2 years, he has worked in various company finance and accounting organizations. His first assignment was with the Aeronautics & Ordnance Systems Department

where he was a cost accountant during the period of July to November, 1955.



H. Max Harris

After serving in the U.S. Navy for two years, Max returned to GE and worked in Treasury Operations, first as a disbursements auditor and later as receipts auditor. In 1958 he transferred to Accounting Operations and held positions of analyst, specialist, and senior auditor before he became manager of business analysis, planning and auditing for the Medium Transformer Department.

Prior to joining our Division Max served as financial analyst for the Components and Materials Group.

Mr. Harris's office is located in Bethesda.

Marketing Rep Became a Mama

Linda Risher, marketing representative in Memphis, Tenn., became the proud mother of a 6 lb. 2 oz. daughter on February 23. Congratulations to Mr. & Mrs. Risher who have named their first child Christy Anne.

Who knows, Christy Anne might one day decide to follow in her mother's footsteps and become one of GE's finest marketing representatives.



Mr. Dunn picks up responsibility for the Corporate Executive Staff and Robert B. Kurtz assumes the position of Vice President and Group Executive of the Construction Industries Group.

* * *

Buffalo, Cleveland Plants to Close

The Housewares Business Division has decided to end its participation in the vacuum cleaner industry and close its Cleveland manufacturing plant later this year. Also being shutdown in 1972 is a semi-conductor production facility in Buffalo, New York.

An increasing demand for specialized market services which were not wholly compatible with other Housewares' businesses contributed to the decision to terminate manufacturing of vacuum cleaner products by April 1, 1972.

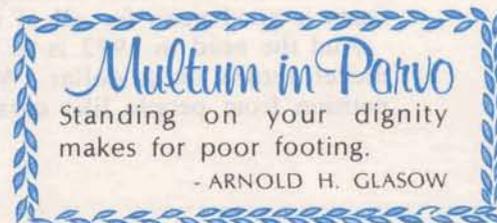
The Buffalo Plant of the Semi-Conductor Products Department will be phased out of business during the latter half of 1972 as a result of mounting cost pressures.

S & S Prices for 1972

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$63.125	\$32.704
February	60.394	34.358

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- ARNOLD H. GLASOW

Board Elects New Officers

At a February 18 meeting, the General Electric Board of Directors elected Walter "Dave" Dance and Reginald H. Jones Vice Chairmen and Executive Officers.

Oscar L. Dunn and J. Stanford Smith were elected Senior Vice Presidents.

Mr. Smith, formerly Vice President and Group Executive in charge of the International Group, is assigned responsibility for the Corporate Administrative Staff. Concurrently, Edward E. Hood becomes Vice President and Group Executive of the International Group.

Meet the personnel of the Pacific Zone's TELCO Branch —



(Back row, left to right): Milton Plaut, Peter Koelsch, and Johnnie Dorotik, marketing representatives.

(Front row, left to right): James Rash, marketing representative, Sally Smith, customer application specialist, William Moore, branch manager, Edward Ferguson, customer application specialist, Nancy Johnson, technical consultant, Diana Feld, secretary.

TELCO Branch
1120 San Antonio Road
Palo Alto, California
(415) 969-3772
8*421-1370

Of the top 20 companies in 1909, only 2 are still top in 1972.

It's tough to stay on top. Of the top 20 companies in 1909, only 2 are still on top in 1972. And General Electric is one of the two.

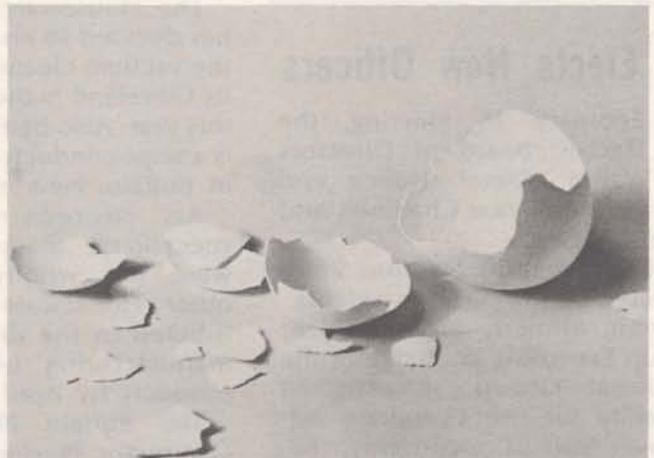
The survival mechanism was profits. We made profits. We did — management, all employees, shareowners, investors — ourselves. Other investors, too, want a company that makes good profits. They go for the profit-winners and leave the profit-losers.

Unless there is profit, investors are turned off. And when that happens, investment in such things as new plants and equipment stops. Growth stops. The profitless company stops.

Last year, GE's profits increased a little. We got up to 5 cents of profit on a dollar of sales — the highwater mark since 1965. Five cents on a dollar. Not as well as we've done before. Not much by the standards of 1909. But in today's economy, that five cents is good news for all of us.

And the need in 1972 is to hang on to even this nickel return on a dollar. With increasing competition from people like ourselves in other com-

panies — and with rapidly increasing competition from overseas, we've got our work cut out for us in 1972. But we've been doing it since GE began in 1892. We can keep doing it, just as long as we want to.



NEWS-SHARE

GE Information Services

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Vol. VI, No. 11

Bethesda, Maryland

March 17, 1972

Pacific Zone Boards the "Best Buy Bandwagon"

The "Best Buy Bandwagon" is a series of informative meetings conducted by members of the Division Staff for employees in our Division. **George Feeney, Jim Castle, Bob Hench, Ray Marshall, and Paul Sage** are traveling to Division facilities around the country to personally explain the state of the business and the various programs the Division is implementing to guarantee that we achieve our business goals.

The first stop on the "Best Buy Bandwagon" schedule was Los Angeles,

California. On March 4, Pacific Zone personnel heard Dr. Feeney interpret the current state of our business and give precise definitions of our future goals.

Ray Marshall explained the present and future programs assigned to the Systems Department. He outlined the actions already taken to provide our customers with the best quality in product requirements and service. Mr. Marshall stated that the quality of our services to customers continues to be the first priority of the Systems Department.

continued

Pacific Zone's 1972 Master Circle



(Standing, L. to R.): Ken MacDonald, Pacific Zone manager, Dan Jorgenson, Del Ball, Brian Garnichaud, Al Weingartner, Ron Simon, Jim Rash, and Paul Sage, general manager of the Sales Department.

(Seated, L. to R.): Mick Monroe, Melanie Bouer, Ken Clement.

UP THE LADDER



Effective March 1, **Newton T. Gleason** was appointed manager of the Sales Department's Southern New England Branch.

Newt is a graduate of Lafayette College. He joined GE in 1969 as a sales representative for our Division. In 1970 he was promoted to the position of marketing representative in the Northeastern Zone.

The Southern New England Branch office is located in Meriden, Connecticut.



New Form Simplifies Claims for Dental Services

A new supplemental claim form which can be used by dentists to easily describe the dental treatment provided employees or dependents insured under the GE Insurance Plan is

continued

Multum in Parvo

Why carry any more into tomorrow than that which is essential for a better day?

— Walter O. Cooper

continued

ment.
Bob Hench's presentation proved to be of special interest to this audience because he pinned down the dates that our new products will be released.

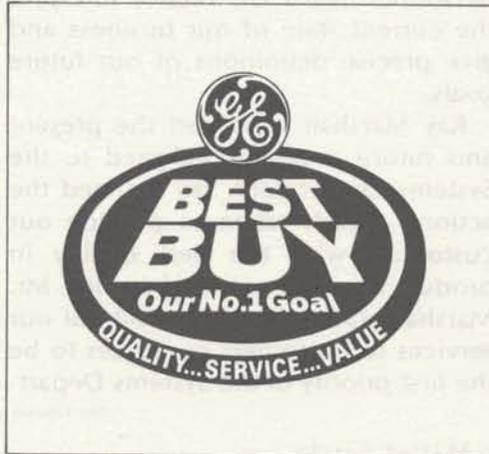
Using visual aids, he explained the emergence of the advanced technology which is utilized in our new products. He compared the past and present technology of our business and concluded that the customer is no longer interested in new and pretty machines but is concerned with advanced technology that solves his problems. The Technology Operation devotes its efforts toward fully meeting and satisfying this customer demand.

A special awards luncheon was held as part of the "Best Buy Bandwagon" and nine marketing representatives assigned to the Pacific Zone were inducted into the salesman's Master Circle. To qualify for membership in the Master Circle, a marketing representative must meet or exceed his assigned sales quota for both halves of the sales year.

Pacific Zone personnel inducted into the Master Circle were: **Del Ball,**

Melanie Bouer, Ken Clement, Brian Garnichaud, Dan Jorgenson, Mick Monroe, Jim Rash, Ron Simon and Al Weingartner.

Jim Castle's remarks covered the Marketing Operation's programs which support the Division strategy to become even more effective in the marketplace. He emphasized the structure of the new Marketing Operation as being an organization with highly skilled market specialists whose abilities will be devoted to managing and developing specified segments of the market.



Dr. Castle also revealed actions which are being taken to provide our sales force with documentations and other marketing materials that will increase their effectiveness in serving customers.

Paul Sage challenged each employee to "get it all together!" He explained that programs in the Sales Department have been structured to enable every employee to become an expert on our evolving products, become more proficient in account management, and to provide a path for individual development.

Mr. Sage presented guidelines for pursuing our major business opportunities in 1972 and detailed the training and counseling services that will be provided employees in the immediate future.

Following the detailed presentations of each component's programs and plans, Dr. Feeney reminded the audience that "the future is now." He reiterated that the Information Services Business Division has the resour-

ces, the product, and the best people to provide the best quality, service and value for our customers. This Division is fully committed to meeting this goal in all of our customer areas.

continued



available through the Information Services Relations Operation in Bethesda.

The use of this new form, FN 688-V, is optional but Personnel Accounting reports that this type of form expedites the processing of dental claims. It elicits the specific details and frequently avoids the need of follow up to obtain more detailed information on the treatment or procedure followed by the dentist. The form also lists the dental services provided in the GE Insurance Plan.

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George Feeney (R.) presented the Gerald L. Phillippe Award citation to Will D. Baptiste, marketing representative. Will was cited for his volunteer work with OIC and other community projects in the San Francisco area.

NEWS-SHARE

Vol. VI, No. 12

Bethesda, Maryland

March 24, 1972



Information Services

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"Personal Share" Statements on GE Benefits Will Be Distributed to All Employees in April

Since late last year a huge information gathering project has been underway in personnel accounting components throughout the company. Now the action is shifting to corporate accounting operations in Schenectady and it has become a project of information distribution.

The project is the big task of preparing an individualized "Personal Share in GE Employee Benefits" statement for each GE employee. The "Personal Share" project is undertaken every few years to provide each GE employee with essential information - including actual personal financial data - to show him his stake in employee benefits and to give him a better understanding of how the benefit plans work.

"You will find your Personal Share statement coming to you as a four-page folder," said **Art Cleary**, personnel accounting manager. "In addition to personal financial statistics on your status in major GE plans, it will include brief summaries of all General Electric Benefit Plans."

"The company's corporate employee benefits group in New York, which is coordinating the project, tells us that the forms will be ready for distribution to GE people in April," Mr. Cleary said.

"When you receive your statement you will have a very clear picture of what you have available in benefits," Mr. Cleary added. "With this information each employee will be able to make full use of his GE benefits and properly integrate it with any outside programs he or his family may have."

Personalized statistical information in the Personal Share statements will include financial information on the individual's stake in the Pension Plan,



Susannah Lee, an accounting clerk in personnel accounting, holds a copy of the "Personal Share" statement which will be distributed to all GE employees in April.

Life Insurance, Medical Expense Insurance, Personal Accident Insurance, Long-term Disability Insurance, Savings and Security Program and other benefits. All the data will show the individual employee's status as of the end of 1971.

As an example, an employee will be able to compute his own approximate retirement income under the Pension Plan and Social Security, assuming continuing service and similar earnings. A special box will show his own contributions to the Pension Plan. For the first time employees with credited service prior to 1961 will see the increase in pension credits which results from the January 1, 1971 improvements in the Plan.

Mr. Cleary urged each employee to look for and study his own "Personal Share" statement carefully, go over it with family members, and file it with personal papers so that the information can be readily available if needed.

Income Tax Time — Your S&SP Tax Information and Annual Statement is Important to You

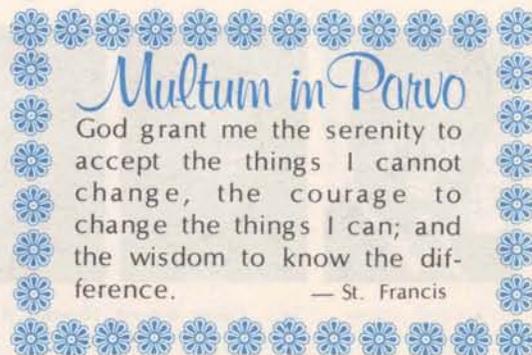
Savings and Security Program participants should now have received their annual Tax Information Statement and a Statement of Account as of December 31, 1971.

Information in the Tax Statement is for use in reporting 1972 taxable income when income tax rolls around in 1973, according to benefits administrators throughout the company. "It's not for use in tax returns which many employees are now filing," they said. "In filling out tax returns on 1971 income — the ones now being prepared — the Tax Information Statement distributed in 1971 following that year's 'payout' should be used."

The 1972 Tax Information Statement and Annual Statement of Account which S&SP participants have recently received furnished tax data in duplicate. Participants are urged to file one copy with personal papers and to attach the tear-off stub, with duplicate information, to their 1972 "payout" certificates — U.S. Savings Bonds, GE Stock and S&S Program Mutual Fund Units. This will prevent loss and the data will be available at tax filing time next year.

Each part of the Tax Information Statement shows the amount of in-

(continued)



Multum in Parvo

God grant me the serenity to accept the things I cannot change, the courage to change the things I can; and the wisdom to know the difference.

— St. Francis

(continued)

come to be reported as a result of the recent S&SP "payout". In addition, the statement shows the tax cost of each share of Stock and each Fund Unit. For tax purposes, Fund Units are valued at the net asset value per unit on the date of delivery to participants. The tax cost figure for securities received should be used for tax purposes in determining gain or loss if shares are sold or units are redeemed.

S&SP participants who sold or redeemed stock or fund units during 1971 will require the information in the 1971 Tax Information Statement in order to determine gain or loss. Participants who have sold securities received in a previous "payout" should check the Tax Information Statement for the year in which the payout was made to obtain appropriate information for tax returns.

MARCH SERVICE AWARDS

20 Years

Don Shell Bethesda

15 Years

Bill Leopold Philadelphia

10 Years

Jim Castle Bethesda

5 Years

Earl Augusta Watertown
Hilda Blonder Encino
Madeline Davis Bethesda
Helen Fincutter Bethesda
Jim McGrory Bethesda
Charles Monteforte Watertown

UP THE LADDER



Jerome R. Reitz was appointed administrator for the Eastern Zone, effective March 20.



Jerry joined our Division in June, 1969 after graduating from Wisconsin State University. He has worked as manager of travel & living, specialist in revenue accounting and his last assignment was as specialist in customer adjustments.

Jerry and his wife Margaret are in the process of relocating to the New York City area.

News-Share is published weekly by the General Electric Company; Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to: **Barbara B. Oliver, Editor, GE News-Share, 7735 Old Georgetown Road, Bethesda, Maryland 20014, Dial Comm 8*273-4121.**

Five 1972 Phillippe Award Winners Chosen from 89 Nominees

Five General Electric employees whose voluntary leadership in public service has enriched the lives of disadvantaged people have been selected as the 1972 winners of the Gerald L. Phillippe Awards for Distinguished Public Service by the General Electric Foundation.

The 1972 Phillippe Award recipients are Roland Abner, a specialist in relations practices at Ordnance Systems Department in Pittsfield, Mass.; Mrs. Elaine Bloom, a clerk for the Large Lamp Department in Cleveland, Ohio; Thomas R. Brown, an

inspector for the Aerospace Instruments and Control Systems Department in Erie, Pa.; Daniel D. Chick, an engineer for the Aerospace Electronic Systems Department in Utica, N.Y.; and Arthur L. Gaudette, a specialist in advanced manufacturing engineering for the Medium Steam Turbine Generator Products Department in Lynn, Mass.

The five winners of this annual award receive the Phillippe medallion and are entitled to choose charities or educational institutions for \$1000 grants from the GE Foundation.



Roland Abner Mrs. Elaine Bloom Thomas R. Brown Daniel D. Chick Arthur L. Gaudette

Division Will Observe Holiday on Good Friday

The Information Services Business Division will observe Friday, March 31 as the third paid holiday in 1972.

There are nine paid holidays scheduled for the year.



NEWS-SHARE

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Bethesda, Maryland

April 7, 1972



Information Services

World Leader
In Time-Sharing
Service

Assets of Pension Trust Assure Safety of Pensions in Future

Figures in the Annual Report of special interest to GE employees included those which provided data on the Pension Trust.

They showed company contributions to the Trust at \$91 million in 1971 — nearly 40% more than 1970's \$66-1/2 million.

Pensions paid in 1971 — \$98.3 million — were 17% greater than payments for 1970, over three times larger than payments of \$30.1 million made just 10 years ago. The number of pensioners has nearly doubled since 1961, reaching 44,751 at the end of 1971, and pensions have been sub-

stantially increased, the latest increase having been made January 1, 1971.

Total assets of the Pension Trust were just over \$2 billion. Of this amount about \$720 million is on hand to pay to pensioners now retired while approximately \$1.350 billion is earmarked for pensions of current Pension Plan participants who will retire in the future. The two liabilities equal the total \$2.071 billion assets.

The General Electric Pension Trust was started 45 years ago to help assure that pensions are safe and that there will be funds payable even if General Electric disappears.

"Phone Power" Course Held in Tulsa

Personnel in the Tulsa branch office recently participated in a one-day training session conducted by the Southwestern Bell Telephone Company, entitled "The Bell System's Phone Power."

The session consisted of a lecture and tape presentations on how to determine and qualify potential customers, methods of making appointments, and how to determine a prospect's ability to buy. Some members of the class acted as salesmen and others as customers in a practice demonstration of how to apply the material presented. The other members of the class monitored the conversations between the "salesmen" and "customers" via speakers in another room.

Jim Kessler, Tulsa branch manager, said the course proved to be very worthwhile as an additional source of

training for Tulsa personnel and a very positive example of "getting it all together" to better serve present and future customers.



Tulsa branch office personnel receive certificates for successful completion of the Bell System's Phone Power Course.

Front row, left to right: Bob Gardner of Southwestern Bell Telephone Co., Don Soard, Ellen Kilpartick, Jim Kessler. Back row, left to right: Larry Baird, Dick Chamberlin, Dennis Gilstrap.

UP THE LADDER



Robert C. Grabowski has been promoted to the position of validations specialist at Brook Park. He was previously a senior validations clerk.



The month of March appears to be a significant one for Bob. He came to work for GE on March 3, 1969. In March 1971 he earned a cash award under the GE Suggestion Plan and his new assignment was effective March 6.

Bob's new responsibilities include supervising the administrative details required to put new users on our systems, assuring correct names and addresses of customers, changing customer billing rates, and other information needed to maintain users of our service.

APRIL SERVICE AWARDS

10 Years

Helen Mace Torrance

5 Years

Jack Cuney Torrance
Harry Hearn New York
Phil Hollis Denver
Steve Jones Bethesda

Multum in Parvo

Prosperity is only an instrument to be used, not a deity to be worshipped.

— Calvin Coolidge

Calendar of 1972 Elections

The right to vote is not only a privilege but a *duty* and 1972 is a very important election year in the United States. It is the year in which American voters will elect a President, a Vice President, 33 Senators, 435 Representatives, 19 Governors, and hundreds of county and state officials. *Your* vote is important!

State primary elections provide an opportunity for citizens to help determine whom we'll be able to vote for in the November Presidential election. Candidates for state and local offices are also determined in the primaries.

Primaries are not new — they date back to the turn-of-the-century reform movements seeking to loosen the control of party machines and bosses. With today's public opinion polls and television coverage, primaries have gained widespread attention, especially the Presidential primaries. Almost half the states now have them and they

determine how the delegates to the nominating conventions will vote, at least in the early balloting.

But whether it is to help choose a Presidential candidate, a Senator, a Congressman or other office holders, the whole idea of primaries is to give the people an additional voice in the political process and to prevent it from being the exclusive prerogative of a few party leaders.

In November, don't be in the dilemma of those who are forced to choose between candidates they have had no voice in nominating. Exercise all of your political options and help shape the slate of people who will be running *your* government (state and federal) for the next two to four years.

Here is the calendar for elections to be held in 1972 in states where the Information Services Business Division maintains facilities:

Arizona	September 12	New Hampshire	Sept. 12 (State and/or Congressional)
California	June 6	New Jersey	June 6
Colorado	September 12	New Mexico	June 6
Connecticut	August 9 (D) August 16 (R)	New York	June 20
District of Columbia	May 2	North Carolina	May 2
Florida	September 12	Ohio	May 2
Georgia	August 8	Oklahoma	August 22
Indiana	May 2	Oregon	May 23
Kentucky	May 23	Pennsylvania	April 25
Louisiana	August 19	South Carolina	June 13
Maine	June 19	Tennessee	May 4 (Presidential) August 3 (State and/or Congressional)
Maryland	May 16	Texas	May 6
Massachusetts	April 25 (Presidential) Sept. 19 (State and/or Congressional)	Utah	September 12
Michigan	August 8	Virginia	June 13
Minnesota	September 12	Washington	September 19
Missouri	August 8	Wisconsin	Sept. 12 (State and/or Congressional)

Your local election officials will provide additional information on deadlines for registration, how to register to vote, etc. Don't forfeit your share in a free America. Exercise your option and vote for the candidates of *your* choice!

July 10

Democratic National Convention opens in Miami Beach, Florida

August 21

Republican National Convention opens in San Diego, California

November 7

General Election of Presidential Electors and all other officials throughout the country.

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NEWS-SHARE

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April 28, 1972

Pay Board Approves Pay Increases for Nonexempt Employees

The U.S. government's Pay Board has given its approval for General Electric to put into effect on Monday, May 1 the pay increases previously scheduled to begin then for many of General Electric's hourly and nonexempt salaried employees.

This means that hourly job rates will rise 15 cents and the weekly rate for nonexempt, salaried jobs will climb \$6.

Because GE's total employment ranks it among the largest employers of people in the country, the company was required to "prenotify" the Pay Board of its intention to increase the pay rates in May even though the company had committed itself to such an increase over two years ago. This prenotification was filed in February, and formal permission to proceed with the raises came April 18 from Washington.

Art Cleary, manager of personnel accounting, pointed out that the May 1 increase for this Division's hourly and nonexempt salaried employees is identical to pay raises going into effect at most GE locations across the country. This will be the sixth raise in pay for this group of employees in 30 months.

This series of pay increases started in October, 1969. In contrast, many union-represented employees at other GE locations lost considerable pay and had to wait until February, 1970 for the start of their increases because of a 101-day strike by many unions.

Still to come is a cost-of-living pay adjustment this October which could add as much as eight cents an hour more to hourly job rates and \$3.20 to

weekly salaried rates.

An important extra feature of the coming pay increase will be that the value of several employee benefit plans will also be increased automatically. This will happen because they are tied to the level of an employee's earnings.

Among plans affected favorably are Life Insurance, Weekly Sickness and Accident Insurance, Pension, Long-Term Disability Insurance, Income Extension Aid, and the Savings and Security Program.

The coming pay increases will be another addition to this Division's operating costs. "Many people outside of business believe that these increased costs are just passed through to our customers in the form of price increases," George Feeny said.

"We in the information services business know, contrary to this popular fallacy, that this just can't be done. We have too many competitors in our product marketplace. Our prices must be kept competitive to be able to get the orders we need to support and grow our business and the jobs it generates.

"This means that we have to work hard at improving our productivity — at offsetting Division expenses through such programs as cost improvements, suggestions, and our Best Buy program. The recently announced Best Buy Awards program provides an opportunity for every employee to contribute to this important Division goal. The cooperation, interest and efforts of all employees are vital to the success of these programs."

MEET A GO-WORKER

Judy Power is secretary to the manager of technical services, Gary Mueller. In addition to performing secretarial duties for Mr. Mueller, Judy is responsible for arranging



the travel accommodations for the other 13 employees in technical services. This in itself is no small feat because this group travels constantly.

Judy has been employed by GE for 4-1/2 years. She has been on her present assignment for four months and said, "The most pleasurable aspect of my job has been working with such exceptionally nice people. It is these people who have helped to make my employment at GE both enjoyable and rewarding."

Judy is married and likes to spend her free time renovating old homes, searching for antiques, restoring antique furniture, fishing and boating.



Multum in Parvo
Even if you're on the right track, you'll get run over if you just sit there.

Hidden Values Found in GE Paycheck Represent an Employee's Best Buy

Have you ever stopped to analyze your take-home pay and stack those figures up against some of the values of your compensation?

If you did, you'd find out that your compensation is much greater than the amount on your check. Of course, taxes and the small employee cost of various benefits and other deductions that you've authorized come out before you even see your checks. But even the gross amount of your check (before deductions) is not the whole story.

You are also "paid" in benefits. Here's a list of just some of the things available to you:

Paid for by the Employee

- Long Term Disability Plans
- Personal Accident Insurance

Shared by the Employee and Company

- Social Security Tax
- Pension Plan
- Savings and Security Plan
- Corporate Alumnus Program
- Dependent Insurance

Paid for by GE

- Employee Insurance
- Medical Care Plan for Pensioners
- Vacation Plan
- Income Extension Aid Plan
- Product Purchase Plan
- Workman's Compensation
- Unemployment Insurance
- Military Service Benefits
- Pay for time not worked, including jury duty - holidays, death in family, etc.

What's all this worth to you? On the average, it increases the value of your gross pay by 25 to 30%. In other words there's an extra quarter or so hidden in your compensation for every dollar you receive.

The major benefit plans are designed to protect you from financial problems. A good example is the Insurance Plan. Then, there are the savings plans to help you put aside something for a "rainy day." The Pension Plan is designed to ease the financial problems at a time when you no longer work. That's what makes these benefits so valuable — they're there when you need them.

Three in Division Earn Effective Presentation Credentials

Steve Dennis, Jim Doyle, and Joe Firetti have been awarded certificates for successfully completing Effective Presentation courses which qualify them to assume leadership roles in this company sponsored program. Steve and Jim completed the prescribed instructor course and are now certified Effective Presentation Instructors. Joe has met the preliminary requirements of the instructor's course and was awarded the Potential Instructor certificate of accomplishment.

Bill Perry, manager of professional relations, serves as the Bethesda area Dean of the Effective Presentation course. He was responsible for recruiting and training these three employees.

General Electric's Effective Presentation course is designed to increase an employee's skill in written and oral presentation of ideas and information. Effective communication is important to the success of any business. In the

highly technical information services business, the ability to prepare and effectively present information is vitally important to the overall success of our rapidly changing business.



(L. to R.): Joe Firetti, Steve Dennis, and Jim Doyle display their Effective Presentation certificates of accomplishment.



Marketing Representatives Commended by Enthusiastic Customer

Fred J. Borch, GE's Board Chairman and Chief Executive Officer, recently received a letter commending two Division employees. The letter was written by Lary J. Mielke, Treasurer of Kaufman and Broad Home Systems, Inc.

The two employees, **Brian Garnichaud** and **Gary Martin**, are marketing representatives in the Los Angeles branch office.

Mr. Mielke wrote:

"Our company, a multi-location corporation, is currently converting from a manual decentralized payroll system to a centralized payroll system via the use of GEPAY\$*** (which has been modified in many respects to the needs of our company). When the new system is in full operation, a great deal of its success will be attributable to two of your Los Angeles, California employees - Mr. G. Martin, Marketing Representative and Mr. B. Garnichaud, Marketing Representative.

"These two men extended themselves greatly during the conversion process by working long hours, by offering some excellent suggestions which have been incorporated into our new system, and by conducting themselves in an exceptional business-like manner.

"We hope that these two individuals receive the recognition from your company that they so well deserve."

Mr. Borch's reply expressed his appreciation of Mr. Mielke's thought-



Brian Garnichaud

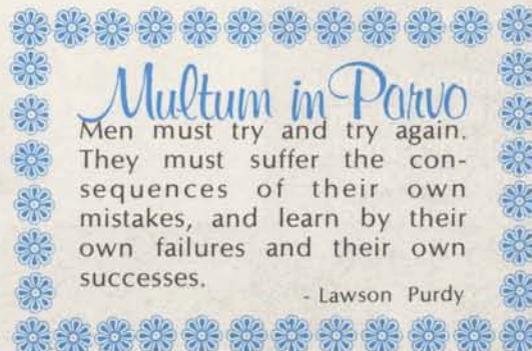


Gary Martin

fulness in writing to him and stated:

"It is always heartening to receive such warm tributes to the efforts of General Electric people. As you can imagine we, at General Electric, are indeed very proud of our dedicated and loyal employees, and we deeply appreciate it when someone like you takes the time to write us such complimentary letters."

The Information Services Business Division is proud to have Brian and Gary on the team. Their actions exemplify General Electric's extra effort to provide customers the Best Buy in quality, service, and value.



Multum in Parvo

Men must try and try again. They must suffer the consequences of their own mistakes, and learn by their own failures and their own successes.

- Lawson Purdy

Recent Pay Increase Boosts Value of Many Benefit Plans

Besides boosting the size of paychecks, that 15-cents-per-hour pay increase (\$6 per week for nonexempt salaried employees) which went into effect May 1, adds dollars to your benefits package.

This is because many GE benefit plans are linked to employee earnings. As your pay goes up so does the value of these benefits.

Here's a short summary of how the recent pay increase will improve various benefits:

- **GE Insurance Plan:** More regular life insurance (\$2 more for every \$1 increase in your earnings), more accidental death or dismemberment insurance, and improved coverage under the weekly sickness and accident benefit provisions. All this, with no payroll deductions for employee insurance.

- **Pension Plan:** Higher earnings result in a faster buildup of pension credits, meaning you can look forward to increased retirement income. Still no deduction on the first \$6600 of this year's earnings.

- **Savings Plan:** If you're in the GE Savings & Security Program you'll have more invested in U.S. Savings Bonds, mutual fund units, GE stock, or life insurance because the weekly savings is a percentage of earnings. With GE adding 50 cents to every \$1 invested by the employee, the pay increase will mean higher proportionate payments from the company into your account.

- **Long-Term Disability Insurance Plan:** Benefits under this plan are also pegged to the level of your annual straight-time earnings. Those additional dollars in the paycheck give added protection in the event of disability over a long period. For those with less than 14 years of service, there

(continued)

will be a very slight increase in deductions — only a few cents per week.

- **Vacation & Holiday Pay:** As your pay increases for days worked, so does your pay for days off on vacations and holidays.

- **Sick Pay:** This, too, is based on your normal straight-time earnings so that it increases with the job rate. Personal time is treated the same way for those eligible for payment.

- **And Others:** Benefits will also be higher to employees entering military service, attending an annual

military reserve encampment, carrying out jury duty, or absent due to the death of a member of the immediate family.

It won't be necessary for any employee to take any special action to get this added coverage under the benefit plans. These improvements in the value of the GE employee benefits package go into effect automatically because they are all tied to your earnings. They provide a substantial "bonus" that goes with every increase in GE pay.

S&S Prices for 1972

MONTH	STOCK PRICE	FUND UNIT PRICE
April	\$68.163	\$35.884



The American way of life is giving your job away.

We should be flattered. We in the U.S.A. From the outside looking in, we are envied. Many foreigners want our way of life. And they're getting it. At our expense.

In striving for the life we live, they are taking business away from us. They have good products. They're formidable competitors.

The good life here has made some of us forget how we earned it: by being productive and competitive and profitable. The President of the U.S. has said as much.

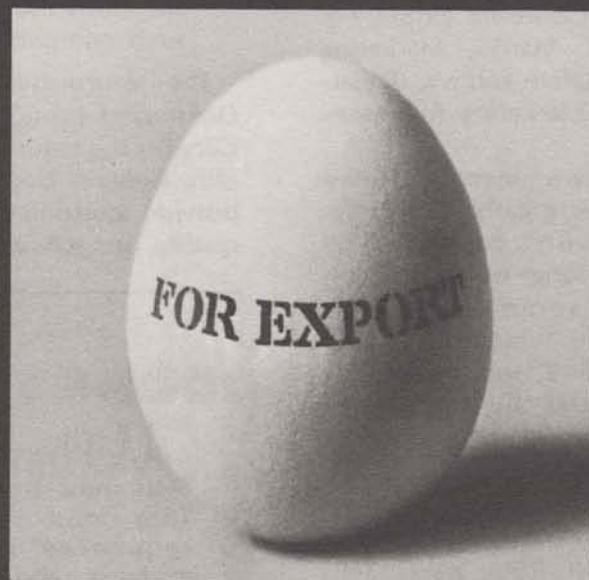
We're so wealthy that some of us can afford to attack the "profit motive." As if profits had been gaining. From 1965 to 1971 The Gross National Product rose 53%, employee compensation rose 63%, while corporate profits rose only 2%. Absenteeism is up, too. Some people have a lifestyle that calls for work — when they feel like it. And as for workmanship, you make your own decision as a consumer.

Overseas firms have noticed our situation and are doing something about it—with better products. Overseas firms have a great many productive, gung-ho employees. Overseas firms get lots of help and encouragement

from their governments to be more competitive—with us. They have a lot working for them—as competitors.

Overseas, they like the American way of life—and its rewards.

We like it too. But are we doing enough to hold on to it?





Survey Shows GE Known for Quality Products, R&D Work

When the public thinks of the really large and important companies in the United States, which one comes to mind first? Does the public feel that GE is helping to solve the problems of the cities? The environment? Which company is doing the most important research and development?

Within GE's Corporate Public Relations Organization, Dr. Herbert Krugman, manager of public opinion research, and his staff are constantly seeking the answers to those questions and what people think of GE. They conduct four surveys a year specifically on public attitudes toward the company.

"We have a dual public image," Dr. Krugman says of the most recent findings. First we are considered a manufacturer of quality consumer products and then too, a technical and scientific company. These are two very different images. Most companies only have one. "However," he continues, "it is quite convenient to have two strings to our bow. People, consumers, can feel the scientific GE backs up the manufacturing GE."

Dr. Krugman publishes the Quarterly Index of Company Relations (QICR) report four times a year. It goes to key GE people to alert them to significant changes in public attitudes and to help evaluate the impact of company communications.

The current QICR issue shows that the overall trend in the public's opinion of GE is going up. "This is partly because environmental issues have become so important and GE does very well in this area," Dr. Krugman suggests.

On the survey, in which some 2000 people are interviewed by telephone, people are asked to pick "Which of

these companies has the highest quality products?" for instance. GE is compared against other major corporations. On that question, by the way, GE scored higher than the other companies on the survey.

On the question of which company does the most to help solve the problems of the cities, GE scored the highest. GE scored the highest on the environmental question also. In both categories, the company's trend is going up.

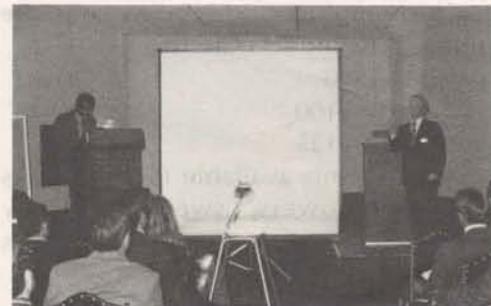
Dr. Krugman's surveys show that when the public is asked which large company in the U.S. comes first to mind, GM is definitely mentioned first, with GE second but running neck and neck with AT&T. However, GE is pulling away from AT&T. Both GM and GE have shown increases over five years ago.

"At one point a few years ago, GE's product quality image was declining," Dr. Krugman notes. "That trend has been arrested now and we have leveled off. We anticipate and hope that the Best Buy campaign will start that line swinging up now."

Northern California Branch Sponsors Original "Statsystem Seminar"

Will Baptiste and Ed Ferguson, marketing representatives in San Francisco, were billed as co-producers of a highly successful Statsystem Seminar sponsored by the Sales Department's Northern California branch last month. The Seminar introduced 55 paying customers to Statsystem, GE's latest package of statistical programs.

Will and Ed added interest to the Seminar by using slides of comic



Will Baptiste (podium at left) and Ed Ferguson (standing at right) employed original artwork to create interest among participants in Statsystem Seminar.

characters to emphasize the major features of Statsystem. Ed acted as anchor man and Will presented a technical explanation of the output and gave associated statistical advice, when required.

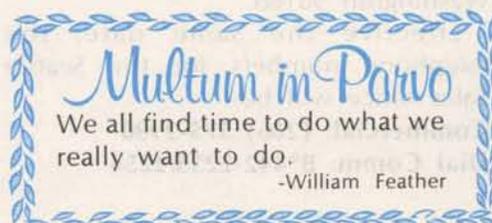
Dick Whitehurst, manager of the Northern California branch commented that, "The response of the attendees was overwhelmingly positive. During lunch, we were able to determine the impact of the Seminar and discuss the individual needs of the attendees."

Elec-Trak Offers Three New Models, Free Mowers with Discount

Many GE employees will be interested in GE Elec-Trak's three new models, with free mowers, at participating dealers. With the GE employee discount, they make the Elec-Trak tractors a special Best Buy.

New models include a twelve horse power E12M, an E10M compact tractor and a budget-priced E8M for the homeowner with about an acre to mow. All feature free mid-mounted

(continued)



(continued)

mowers. The E8M carries a suggested retail price of \$795 plus freight and any dealer preparation. Others are higher. The "Free Mower" program is a "Best Buy" at participating dealers and runs through June 30. Elec-Trak tractor dealers are listed in the Yellow Pages.

The employee discounts on the three new models are:

E8M - \$80

E10M - \$100

E12M - \$135

Attachments available for Elec-Traks include mowers, sweepers, snow dozer blades, snow throwers, V-plows and others.



BIG LITTLE PERFORMER — This powerful eight-horsepower class E8M Elec-Trak tractor from General Electric is all electric. The GE employee discount makes it a special Best Buy.

Seattle Sales Office Moving to New Facilities

Effective May 27, the Seattle, Washington office of the Information Services Sales Department will be relocated to that city's Andover Industrial Center. The new mailing address will be: Andover Building, Suite 16, 130 Andover Park East, Seattle, Washington 98188.

Effective the same date, the telephone numbers for the Seattle Sales office will be:

Commercial: (206) 575-2990

Dial Comm: 8*442-2253/2254

"Eagle and the Hawk" to be Seen Again May 22 on ABC-TV

The GE Monogram Series TV Special, "Eagle and the Hawk," will be rerun on Monday, May 22, at 8 p.m. (EDT) on the ABC-TV network.

The special was run earlier this TV season and received highly favorable reviews. The show features actress Joanne Woodward and her daughter, Nell Newman, along with wildlife expert Morlan Nelson. It deals with the preservation of two of America's most majestic birds of prey — the eagle and the hawk.

UP THE LADDER



Effective May 1, **James B. Quayle** was named manager of the Sales Department's Cincinnati branch office. An interesting happenstance is the fact that Jim also celebrated his birthday on May 1.



Jim is a graduate of Wittenberg University in Springfield, Ohio. He came to work for GE as a customer applications specialist in June, 1967. In March, 1969 Jim was appointed manager of the Dayton branch office and in 1970 he moved to Cleveland where he served as manager of the Cleveland West branch office.

His next assignment was as manager of technical services for the East Central District. Prior to his latest promotion, he was assigned to the Information Services Technology Operation's technical services organization.

Bonds Purchased Under GE Savings Plan Will be Mailed to Home Addresses

Beginning in July, U.S. Savings Bonds purchased under the General Electric Savings Plan will be mailed directly to the homes of employees participating in the Plan. The bonds have previously been mailed to company components for subsequent distribution to employees.

Employees participating in the GE Savings Plan are asked to review carefully the accuracy of the registration, mailing address and Zip Code on bonds now in their possession. Changes in this information should be made immediately by completing an Authorization Change Form, FN-981. This form is available from Personnel Accounting in Bethesda and should be returned promptly in order to avoid delays in receiving bonds purchased under the Plan.

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NEWS-SHARE



INFORMATION
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BUSINESS
DIVISION

Vol. VI, No. 24

Bethesda, Maryland

June 16, 1972

Division's Best Buy Awards Program Brochure Distributed to All Employees

An attractive and very important envelope was distributed to all Division employees on June 12. The envelope contains the rules governing the Best Buy Bullion Bars Awards Program and the Best Buy Brainstorm forms.

Also included is a letter from Vice President and General Manager George J. Feeney, to all members of the Information Services Business Division, in which he emphasizes that **our Number One Goal is to make General Electric time-sharing the Best Buy for our customers.**

The picture catalog of prizes, which may be purchased with Best Buy Bullion Bars, gives full details on how employees may order their choice of GE appliances.

All employees are encouraged to submit their ideas on how we may increase or improve the Quality, Service, or Value of our offerings to customers. In addition, suggestions for improving work functions or ideas for bringing about expense reductions or cost avoidances are appropriate submissions for the Awards Program.

The success of the Division's Best Buy Program depends on how we as individual employees contribute to

this important effort. The Best Buy Awards Program offers the opportunity for each of us to help make our business more successful and earn valuable prizes at the same time.

Why not take a few minutes to write down your suggestions now and join the list of employees who have already won Best Buy Bullion Bars. Some of our co-workers who are now the proud owners of Best Buy Bullion Bars are:

Wally Bailey	Bethesda
Clarence Butte	Bethesda
Don DeLeonardis	Brook Park
Wayne Garber	Bethesda
Marvin Gardner	Bethesda
Donald Ina	Bethesda
Gerald Lechliter	Bethesda
Henry Martin Jr.	Bethesda
Dennis McGee	Bethesda
Henri Monnier	Bethesda
David Relson	Bethesda
Joseph Schartman	Bethesda
Roderick Smith	Bethesda
Lee Stanton	Bethesda
Joseph Takitch	Brook Park
James Tidd	Bethesda
Murray Westrich	Bethesda

John O'Brien to Join GE's Aerospace Business Group



John J. O'Brien

John J. O'Brien has been promoted to manager of financial analysis and auditing for the Re-entry & Environmental Systems Products Division's financial & contracts operation. His office will be located in Philadelphia when he assumes his new responsibilities on June 19.

John joined General Electric in 1962 and came to work for our Division in November 1969 as manager of business analysis and planning for the former Information Networks Department. In 1971, he was appointed to his current position, manager of financial analysis in the Information Services Finance Operation. His other company experience includes assignments on the Corporate Audit Staff and in the Heavy Military Department.

John and his family will soon relocate to the Philadelphia area. We wish them every success as he pursues this new opportunity.

Multum in Parvo
 Until you try, you don't know what you can't do.
 — William Feather



BEST BUY

Our No.1 Goal

QUALITY...SERVICE...VALUE

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Insurance Plan, PAI Pay \$6.1 Million to Beneficiaries of 143 Killed in Accidents

A total of 143 employees lost their lives in accidents in 1971, according to a report released recently. Of these, 138 were killed in off-the-job accidents, again illustrating the need to carry safety consciousness from the job to other activities.

"Insurance, of course, can never replace these individuals in the hearts of their families," says E. Sidney Willis, GE's manager of employee benefits, "but GE accidental-death insurance coverage is aiding those GE families affected in a trying period."

Beneficiaries of the 143 who died in accidents in 1971 received a total of \$6.1 million in benefits, Mr. Willis said. "This included \$3,600,000 in death benefits under the free GE Insurance Plan and \$2,550,000 paid to the beneficiaries of those who were covered under the low-cost protection of the Personal Accident Insurance plan."

Under the GE Insurance Plan, employees are covered by twice their normal, straight-time annual earnings, and by three times those earnings if death occurs by accident. Under PAI, an employee can also obtain accidental-death coverage at 55 cents per \$1,000 in blocks of \$10,000 up to \$100,000 — or up to five times annual straight-time earnings, whichever is greater.

In the 1971 accidental-death report, the automobile is again named as the major killer, with 83 employees losing their lives in car accidents. While this number was down 10 from the total in 1970, it was just under the 1971



national rate of 26.9 per 100,000 population.

In other accidents, 10 employees lost their lives by drowning, eight by falls, seven by poisoning, four by explosion, and three by air crash. (The recent airliner crash which took the lives of nine employees occurred in 1972.)

A most startling and significant increase in accidental deaths occurred in homicides. Twenty-two were killed in this manner in 1971. There were only 12 in 1970. The number of employees killed in homicides has climbed steadily since 1962, when only one was killed in this manner.

The report on accidental deaths points out that, while the frequency of such accidents is 46 per 100,000 employees, the number is more favorable than the national average of 56 per 100,000 of population. National figures do not take into account homicides.

In calling attention to the number of employees killed in non-occupational accidents — far outdistancing the total of only five killed in job-related accidents — employees were urged to carry safety-consciousness with them in off-the-job activities. The values of PAI, its low cost, and the benefits it can provide for affected families were also pointed out.

The table below indicates the accidental deaths of GE employees over the past 10 years.

MEET A CO-WORKER

William R. Hewlett is a systems specialist in the Sales Department's sales support organization in Bethesda. He began his service with GE in 1969 as a programming analyst and was promoted to senior programming analyst in 1970.



Bill transferred to the Washington Government branch as a technical services specialist in 1971. While on that assignment he worked nights and weekends to direct the on-time start up of GE time-sharing for the Defense Department's Systems Management School. General W. S. Scott, school commandant, in a letter commending Bill for his extra effort, wrote, "without his competent assistance the system could not have been available on schedule. . . his service greatly exceeds that normally encountered from a contractor."

Long before GE's Best Buy Program was formally initiated, Bill Hewlett was already providing our customers the Best Buy in quality, service, and value.

Bill is a native of Texas. He and his wife now live in Reston, Virginia.

S&S PRICES for 1972

Month	Stock Price	Fund Unit Price
April	\$68.163	\$35.884
May	67.761	36.315

10-Year Accidental-Death Record for Employees (1971-1962)

	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962
Auto Accidents	83	93	98	75	89	73	66	64	45	54
Drownings	10	7	13	9	6	5	6	3	7	1
Explosion-Fire	4	1	2	4	2	4	4	3	3	5
Airplane Crash	3	5	1	5	1	5	3	7	3	8
Poisoning (Asphyxiation)	7	2	4	4	4	4	2	2	4	1
Falls	8	12	5	4	5	2	3	7	9	1
Homicide	22	12	11	8	6	1	2	3	2	1
Shooting	2	4	2	3	2	5	1	2	3	3
Electrocution	2	2	1	1	2	1	1	2	1	1
Other Accidents	2	8	14	11	6	13	10	5	1	5
Total	143	146	151	124	123	113	98	98	78	80
Rate Per 100,000 Employees	46	45	46	45	45	42	39	41	35	33

Have a question or a gripe?
How about a comment? An idea?
WRITE IT DOWN AND SEND IT IN.

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