

NEWS-SHARE

Vol. VII, No. 1

Bethesda, Maryland

January 5, 1973



INFORMATION
SERVICES
BUSINESS
DIVISION

Expansion of International Market Accelerated

"We now have over 600 customers in Europe as compared to approximately 50 in 1971, and the availability of our Network in overseas locations is being expanded and accelerated," reported **Paul L. Wexler**, manager of the division's international operation, at the December 15 headquarters meeting in Bethesda.

Mr. Wexler stated that the extension of the Honeywell distributor agreement, signed in Bethesda in December, and a demonstration of our Network in Japan in October are two of the latest accomplishments in the international market.

"This amendment of our agreement with Honeywell Information Systems, Inc. extends Honeywell's distributor arrangement through 1978 and allows for renewals thereafter," Mr. Wexler said. "We have extended this agreement almost a year ahead of time because of the progress — against considerable odds — that we have been able to achieve. And, the future poten-

tial looks bright so we saw no reason to delay the potential benefits for both parties. It will also enable Honeywell to make longer-range plans for serving customers in their territory."

Network Demonstrated in Tokyo

Thousands of Japanese and foreign businessmen traveled to Tokyo to attend the USA-Japan Computer Conference in October. One significant attraction at the conference was a demonstration of the power and ver-



Phyllis Cohen counsels visitors to the Dentsu-General Electric demonstration at the USA-Japan Computer Conference in Tokyo.

satility of General Electric's worldwide information services processing Network. The demonstration marked the first time that Japan was linked to GE's computer center in the United States.

Visitors to the Dentsu-General Electric conference exhibit were able to view this demonstration through the joint effort of Dentsu Advertising Company, Ltd. (the division's Mark I licensee in Japan) and personnel from many components within the Information Services Business Division.

The Information Services Business Division provided the equipment and

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Rate Increase Announced for Salaried Employees' LTDI Plan

The year 1972, among other things, brought higher-than-anticipated claims by salaried employees participating in the Long Term Disability Income Plan for Salaried Employees. As a result of the unfavorable experience Metropolitan Life, the carrier, has determined that a slightly higher contribution rate is needed in the year ahead.

As of January 1, 1973, the rate for each \$100 of monthly benefit under the plan is \$1.50, an increase of 30 cents over the 1972 rate of \$1.20. The change in rate is in accordance with the provisions of the LTDI plan and Metropolitan has applied for Wage-Price Board approval on the increase.

Norman B. Barth, manager of the division's relations operation, pointed out that there was no change in the contribution rate of the Long Term Disability Insurance Plan for Hourly Employees.

Mr. Barth said that despite the increase in cost, the LTDI Plan for Salaried Employees still offers valuable

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Does your 1973 paycheck have a new look?

Yes, it does and the computer didn't goof. You should remember that Congress voted Social Security changes that will mean bigger benefits and much higher taxes this year.

The maximum Social Security tax in 1973 — payable by both the employee and the employer — will be \$631.80 as compared to a 1972 ceiling of \$468.00.



George J. Feeney, Vice President and General Manager, signs the extension of the Honeywell distributor agreement for the Information Services Business Division as Donald F. Brosnan, (right) Vice President and Managing Director of HIS, Ltd., representing Honeywell Information Systems, Inc. affixes his signature to the amendment.

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technical know-how while Dentsu personnel provided local assistance for the demonstration.

James G. Hiemenz of the Systems Department was primarily responsible for circuit testing and remained in Brook Park to insure that the Network link was functioning properly. He was part of a dedicated U.S. team which successfully supported the demonstration.

Bob Knight (who has led our activity in Japan since 1969), **Larry Geller**, **Bob**

Cohen and **Phyllis Cohen**, division employees assigned to our Japan Operation, and **Dave Lillywhite** of HIS, Ltd., trained the Dentsu staff, handled all details involved in installing the equipment and lines and conducted this successful demonstration of Network service.

The demonstration, from all reports, was a complete success and proved conclusively that Networking to Japan is technically feasible and viable as a commercial investment. □



Many conference attendees displayed great interest in the Dentsu-General Electric exhibit.



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disability income protection. Benefits vary by earnings and service. For a very low rate the benefits purchased, when added to Social Security disability payments and GE's disability pension, are about 55% to 65% of pay. Benefits begin after 26 weeks of weekly sickness and accident income have been paid under the GE Insurance Plan.

Mr. Barth urged that no one drop the extremely good coverage of the plan on impulse because of the increase in the rate. Such a move should receive careful consideration before being taken, he said. □

DECEMBER SERVICE AWARDS

15 Years

William Bacon Bethesda

10 Years

Hugh Hopper Bethesda
Morris Keranen Los Angeles

5 Years

Ted Day Bethesda
Judith Power Bethesda



NAM Survey Shows Economic Impact of Burke-Hartke Bill Would Cost Many American Jobs

The potential economic impact from the tax provisions of the Burke-Hartke bill would cost hundreds of thousands of American jobs, adversely affect tens of millions of stockholders, and make the United States a second rate economic power.

These implications were contained in a survey of 83 U.S. manufacturers with foreign subsidiaries conducted by the NAM (National Association of Manufacturers) and reported in December by J. Stanford Smith, Senior Vice President, General Electric Company. The survey covered the potential impact of enacting Sections 102 and 103 of the Burke-Hartke bill and similar legislation -- those calling for repeal of the tax credit for foreign taxes paid and taxation of all foreign subsidiary income in the year that it is earned.

The survey covered 83 multinational corporations in 24 industries with worldwide sales totaling \$151 billion, and earnings of \$9.8 billion after taxes. Over half the companies received 25% or more of their profits from abroad.

Mr. Smith said the survey data "completely disproves critics who claim that U.S. corporations invest abroad because of lower tax rates. A comparison of U.S. and foreign taxes shows that, contrary to popular belief, these 83 companies studied did not pay less taxes on their foreign earnings than they did on their domestic earnings. Income and withholding taxes took 50% of their foreign corporate income vs. 45% of their U.S. income."

The NAM study showed that tax proposals similar to those in the Burke-Hartke bill, "would cost American workers hundreds of thousands of jobs."

Mr. Smith said that, "Since it takes an average of over \$22,000 of capital investment to support one employee in manufacturing, the net remitted earnings of the 3,000 key American firms with direct investments abroad have provided the capital to create or maintain upwards of 200,000 jobs in the

U.S. over the last five years. If the Burke-Hartke type tax provisions were enacted, these firms would not have the capital to modernize or expand their domestic operations costing American workers hundreds of thousands of jobs."

He also pointed out that today, 25% of our total exports and 35% of our manufactured exports go to U.S. foreign subsidiaries. The study showed that a majority of these could not have been made without the "pull through" effects of our foreign subsidiaries.

The tax provisions of Burke-Hartke would also "seriously affect tens of millions of Americans who depend upon pension funds, mutual funds and



dividend income because of the resulting lowered dividends and reduced stock values."

The survey showed that the remitted earnings of the 83 firms studied contributed over \$800 million to the dividends paid to U.S. share-owners. With tax proposals of the Burke-Hartke bill, this total would have dropped by \$355 million.

"At the same time," reported Mr. Smith, "the sharp reduction in the per share earnings which would occur as a result of these tax changes would have reduced the stock value of the 83 firms studied by \$10 billion. The potential economic hardship which these tax proposals would impose on the

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Pacific Zone's Exhibit Makes a Hit at Society of Petroleum Engineers' Regional Meeting

"General Electric, The World Leader in Information Processing," was the theme presented to the 43rd Annual California Regional Meeting of the Society of Petroleum Engineers of AMIE by our division in Bakersfield, California recently.

Attendees (from the Mississippi West and as far away as Saudi Arabia) were exposed to the world of General Electric Information Processing via lectures and demonstrations of the division's international information Network.



Paul Wexler, manager of the division's international operation, attended the meeting and presented a paper entitled "Information Service — An International Technology for Petroleum Engineers" which became

the focal point for visitors to GE's exhibit and information booth.

Participating with the Pacific Zone and Encino Office were representatives from Garret Computing of Dallas, and the American Oil Company of Tulsa. **Mick Monroe, Ken Clement, Phil Moody, and George Nazarian** were on hand to competently represent our division.



This effort represented a conscious decision to promote General Electric as the leader in information services — a Best Buy for the Petro-Chemical Industry. Results from the exhibit should prove to be long-lasting and profitable. Several unexpected new areas of applications interest were uncovered, including order entry, oil field/oil equipment inventory, etc.

These newly uncovered areas of interest prompted George Nazarian to muse, "Who says engineers don't have imagination?" □

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American public is magnified by the fact that the stocks of the over 3,000 U.S. firms with foreign operations are more widely held than the stocks of firms without foreign direct investments. Thus, contrary to the popular belief that only a few "rich" stockholders would be affected by the Burke-Hartke tax proposals, tens of millions of Americans who participate in pension plans, have savings accounts, own life insurance, attend college or share in mutual funds, would suffer as a result of the enactment of Burke-Hartke type tax proposals.

Another significant result of enacting Burke-Hartke-type tax proposals would be to aggravate the serious U.S. balance of payments deficit. "The remitted foreign earnings of American industry grew from \$2.3 billion in 1960 to over \$7.3 billion in 1971," said Mr. Smith, "and have now replaced the trade account as the most important positive contributor to the balance of payments. The firms studied remitted close to 58% of their total foreign earnings in 1971. These facts refute the common myth that subsidiaries of U.S. companies keep their earnings abroad in order to avoid paying U.S. taxes."

He observed that tax provisions of Burke-Hartke might well tax our business bases abroad out of existence, ruin our competitive position in world markets and make the United States a second rate economic power.

"The U.S. today is no longer the undisputed world economic power that it once was. Expansion of the European common market, emergence of Japan, tariff and non-tariff barriers, differences in transportation and labor costs and special local market needs are but a few of the realities of international competition which led to the emergence of the multinationals and the use of foreign subsidiaries as the primary vehicle for international trade and business.

He concluded: "Instead of enacting legislation that would restrict the competitiveness of American industry, the U.S. should focus on tax and trade policies which will stimulate international trade and enhance the competitive position of U.S. companies. The studies done to date show beyond a shadow of a doubt that Burke-Hartke-type proposals would impede the competitiveness of American industry and turn the clock backward to the tragic days of Smoot-Hawley." □

James Leogue Appointed Manager of Professional Relations



James J. Leogue Jr. was appointed manager of professional relations, effective December 13, announced **Norman B. Barth**, manager of Information Services Relations Operation.

Jim graduated from Syracuse University in 1961 with a BS in Business Administration. His major was personnel and industrial relations.

His professional experience during the last 11 years includes assignments as assistant to the director of personnel for General Telephone Company in Jamestown, N.Y. and personnel policies administrator for Xerox Corporation. In addition, Jim was employed by Itek Corporation for nine years. At Itek he was sales employment coordinator, employment manager, compensation and training administrator, manpower development and compensation section manager, manager and director of employee relations, successively.

As manager of professional relations, Jim will be responsible for policies and practices in exempt compensation, employee development and exempt recruiting for the division. In addition, he will have responsibility for organization and manpower consulting for the Sales Department and the Technology Operation.

Mr. and Mrs. Leogue and their five children are in the process of relocating to the Bethesda area. □

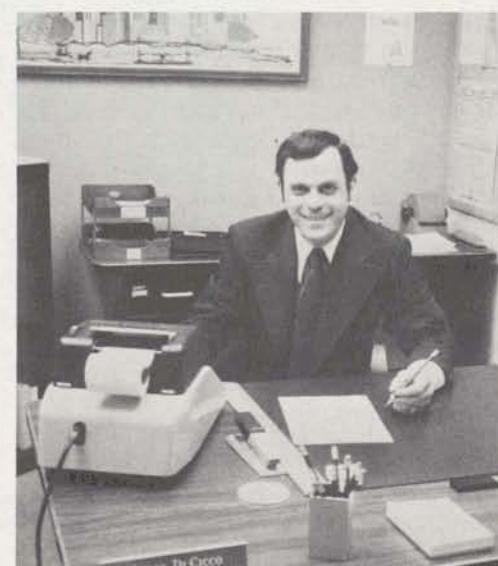
Teaneck Customer Billing Reaches Milestone

On December 8, 1966 a total of 36 invoices were processed during the month-end billing of customers by the Teaneck customer billing component. Six years later, on December 1, 1972, the 72nd consecutive month-end billing was completed and approximately 10,000 invoices were prepared.

This monthly procedure is vitally important to our business because accurate billings are required to maintain satisfied customers and billing customers on a timely basis helps keep the Division's finances up-to-date and healthy.

Chris DiCicco, manager of customer billing, reflecting on the completion of 72 consecutive month-end billings, commented: "Assessing these past six years with our dynamic division, I'm sure the experience has enhanced my professional background and I feel a great fulfillment in being a part of this division's growing business.

"Although I have processed 72 month-end billings, each one possesses a challenge. Credit for each successful billing must be shared by our Teaneck personnel with **Bob Niemann** and **Larry Capriotti** for their technical support. Employees of the Teaneck operations group and the Teaneck customer billing crew agree that Teaneck is definitely where its at!" □



Chris DiCicco, manager of customer billing in Teaneck operates a desk calculator as he processes the last invoice for the 72nd consecutive month-end customer billing.

NEWS-SHARE

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Bethesda, Maryland

January 12, 1973



INFORMATION
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\$209 Million Involved in Record Savings Plans "Payout" for GE People This Month

The key figures are 180,000 and \$209 million. The date was January 8, 1973.

The 180,000 is the number of GE employees, retirees and former employees sharing in the big "payout" of employees' savings and company payments under the two GE savings and investments plans. On January 8 mailings of the U.S. Savings Bonds, GE Stock Shares, and S&S Program Mutual Fund Units started going out to those who are expecting them.

The big figure — \$209 million — is the amount of money involved in the "payout." It is the total market value of the securities and cash involved, and it is the largest ever under GE savings plans. Here is how the \$209 million is divided.

There is \$190 million (market value) in securities and cash being sent direct to S&SP and Stock Bonus Plan participants. The three-year holding period for securities purchased in 1969 under S&SP ended December 31, 1972 and the five-year holding period for securities purchased in 1967 under the Stock Bonus Plan ended on the same date.

In addition to the securities and cash being paid out, more than \$12 million is being placed in the retirement option for S&SP participants who have chosen to use the option and more than \$7 million in fractional shares of GE stock and Mutual Fund Units carried forward. This results in the \$209 million total.

The \$190 million going direct to participants in the savings and investment plans include \$69.5 million in GE stock, \$68 million in U.S. Savings Bonds (maturity value), \$51.1 million in S&SP

Mutual Fund Units and \$1.6 million in cash. The \$190 million total is the largest "delivery" in the history of GE savings plans.

Securities being distributed in the payout this month represent 953,400 GE shares, 1,285,000 S&S Program Mutual Fund Units and 1,393,500 U.S. Savings Bonds in various denominations.

Under the Savings and Security Program, 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 the Stock Bonus Plan, 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 participants savings for that year.

The over \$12 million in securities and cash being held in the retirement option will continue to be held in trust for the Savings and Security Program participants who have chosen to have company matching payments and related income paid out at retirement to supplement their pensions and other retirement funds.

The \$7 million in fractional shares will be carried forward to the next "payout" in 1974 under both the S&S Program and Stock Bonus Plan.

The \$209 million involved in this month's payout reflects the market value of GE Stock and the Fund Unit price on December 29, 1972, the end of the holding periods for S&SP and SB. At that time each GE share was valued



Reginald H. Jones

Reginald H. Jones has been elected Chairman of the Board and Chief Executive Officer of General Electric Company. The appointment was effective December 15, 1972.

Mr. Jones was elected President of the company last June. He has served as a Vice Chairman of the Board and Executive Officer of the company and a member of the five-man Corporate Executive Office which is responsible to the Board of Directors for overall management of the world-wide businesses of General Electric.

Mr. Jones succeeds Fred J. Borch who retired on December 31 after a 41-year career with the company. □

at \$78.875 and each fund unit had a net asset value of \$39.77. Although the price of common stock can and does vary widely over the years, it is in-

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teresting to note that the average purchase price for GE stock under S&SP was \$43.77 during 1969; for mutual fund units the average purchase price was \$27.656 that year.

The stock shares, Fund Units and U.S. Savings Bonds being "delivered" to savings plan participants involve mailings to 147,000 Savings and Security Program participants and to 32,300 Stock Bonus Plan participants. The mailing began January 8. It is the 11th payout under S&SP and the 20th under the Stock Bonus Plan. □

GE Signs Standardized Affirmative Action Plan Format Agreement with U.S. Defense Dept.

The "Standardized Affirmative Action Plan Format" involving equal employment opportunity at GE, means that "we can put still greater effort into our equal opportunity/minority relations program, and less time and energy into paperwork."

These were the sentiments of J. Stanford Smith, GE Senior Vice President, at the signing of an agreement between the company and the Defense Contract Administration Services (DCAS), December 11, at GE's corporate headquarters in New York, which put into effect a standardized format for Affirmative Action across the company.

Going back several years, Presidential orders were issued which required that government contractors, such as GE, develop Affirmative Action Plans which would be subject to compliance reviews to assure that industry provide equal employment opportunity. DCAS and Corporate EO/MR recently entered into a joint effort to develop a standardized format and procedure to assure the development of these plans in a more uniform manner across the Company, and improve the efficiency of the conduct of compliance reviews.

Before the "Standardized Affirmative Action Plan Format", GE locations across the country had been subjected to different procedures on compliance reviews conducted by government

agencies. The paperwork and energies involved were monumental.

Now the standardized format provides for more efficient and streamlined procedures in the conduct of these reviews, minimizes extra costs for GE by eliminating duplication and ambiguities, and provides the opportunity for consistent application of Federal, State, and Municipal regulations and requirements. The format also avoids the pre-submittal of large quantities of costly statistical data and supporting material prior to compliance reviews.

The new format is applicable at about 85% of all GE facilities that are reviewed by the Federal Defense Contracts Administration Services Organization. GE is presently working with other Federal Government agencies which conduct compliance reviews of the remaining 15% of the Company's facilities, in an effort to gain their cooperation in implementing a

similar approach.

Commenting on some of the problems in meeting minority and female employment requirements, Mr. Smith noted that "there is a great lack of minorities and women with engineering and financial backgrounds who can move into these professional ranks. These are jobs in which one must have the necessary educational background, but they are also jobs for which an individual can be evaluated solely on his or her measurable skill."

Mr. Smith went on to say that it is the task of industry, engineering schools and professional associations to get out and work harder for minority and women representation in the professional ranks. "We need to reach high school counselors to encourage minorities and women to study for more than the traditional route of teaching or social services. We need to do a better job in communicating to them early in their schooling." □



J. Stanford Smith (center) GE Senior Vice President, signs agreement between company and Defense Department on EEO Affirmative Action, while Brig. General Nikitas C. Manitsas, Commander, DCAS, N.Y. Region looks on. Also seated, at left, is James I. Nixon, manager, corporate EO/MR. Standing are: Frank J. Toner, manager, employee relations management and practices, David Traub and Benjamin Collier, both of DCAS.

GE Pension Minimums Increased

If you are planning to retire in 1973 — or later, for that matter — and your annual earnings are less than \$8,040, we hope you're wearing a wide New Year smile.

Because if you have chalked up 15 years or more of credited service by the time of retirement, you'll be eligible for the new higher minimum pensions that went into effect on January 1 for people earning up to \$8,040. That new minimum is \$6.50 per year for each year of full-time credited service.

Higher minimums for those earning over \$8,040 per year went into effect earlier. Minimum GE pensions for those eligible now range from \$6.50 to \$7.50 per month for each year of full-time credited service, depending on earnings.

"Pensions can be higher than the minimums, of course," says **Norman B. Barth**, manager of Information Services Relations Operation. "Each eligible individual who retires will have his pension computed under the 'career earnings' formula as well as the minimum formula. The pension will be whichever result is larger."

Under the "career earnings" formula an employee's pension credits are built up each year under provisions of the pension plan in effect during the particular year — and any later improvements which effect the previous build-ups.

"You can estimate your pension under the 'career earnings' formula by using information in the 'Your Personal Share' statement distributed last spring — or the up-to-date statement to be distributed this coming spring. However, minimum retirement income is much easier to determine. Just add estimated Social Security payments to the estimated minimum GE pension."

Mr. Barth cited the following example to illustrate how the computation should be made.

Assume an employee retires at 65 with 35 years of credited service. Also assume his average annual earnings during the highest five of his final ten

years was \$8,000. Here's the computation of minimum retirement income:

\$6.50 (new min. for \$8000) times 35 (years of service)	\$227.50
Social Security (estimated from new law)	260.00
Individual's retirement income	487.50
Social Security for spouse	130.00
Retirement Income	\$617.50

"In this typical example, the retirement income of this employee will be more than \$5,800 per year," Mr. Barth said. "That's over 73% of final average compensation. If the social security benefit for the dependent husband or wife is added it would raise the total to \$7,400 per year or over 92% of final average compensation and probably more than take home pay while at work."

Here is the table of minimum pension which became effective on January 1, 1973:

Minimum Pension for Eligible Employees Retiring in 1973 for Each Full Year of Full-Time Credited Service

Average Annual Compt.	Min. Per Month For Each Credited Year
Up to \$6600	\$6.50
Over \$6600 but not over \$6900	6.50
Over \$6900 but not over \$7200	6.50
Over \$7200 but not over \$7500	6.50
Over \$7500 but not over \$7800	6.50
Over \$7800 but not over \$8040	6.50
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



H. W. (Whitey) Griffenkranz, facilities specialist, will retire from the company later this month, ending a 26-year career. Whitey said that the increased minimum pension is "good news but having watched the company raise pensions over the years I had anticipated this announcement."

Board Approves Changes for Corporate Alumnus Program

The Board of Directors of the General Electric Company, upon recommendation from the Trustees of the General Electric Foundation, approved the following changes for the Corporate Alumnus Program, effective January 1, 1973:

1. An increase in the annual maximum to be matched per person to \$3,000 from the former \$2,000.
2. The establishment of a \$15 minimum individual contribution to any one institution to qualify for the matching gift, except where an individual contribution is part of a group gift to a particular institution.
3. The amendment of the Corporate Alumnus Program matching gift form to include various options for the donor to designate a preference for the application of his contribution and the resultant matching gift, i.e. student aid, faculty assistance, endowment, building fund, etc.

Employees interested in making contributions to educational institutions under the Corporate Alumnus Program should carefully review the procedures and guidelines published in the Corporate Alumnus Program booklet, available from the Relations Operation in Bethesda. □

People Pleaser —

FRANK OTA

Marketing Representative
Long Beach Branch

Frank's achievements in providing QUALITY SERVICE and VALUE to customers and to General Electric is exemplified by the esteem with which he is held by customers and his peers. He has received letters of commendation from customers for his excellent support and was given a vote of confidence by being selected to represent his Zone at the National Sales Conference in the "Best Buy" Application Class.□



**INFORMATION
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1972 S & S PRICES

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 the "Fund Unit Price" for each month of 1972 are as follows:

Month	Stock Price	Fund Unit Price
January	\$63.125	\$32.704
February	60.394	34.358
March	63.517	35.247
April	68.163	35.884
May	67.761	36.315
June	67.023	36.687
July	64.531	36.629
August	66.739	38.001
September	65.581	36.380
October	63.852	36.270
November	66.456	37.694
December	69.434	39.193

The following represents the closing price of General Electric Stock and Savings and Security Mutual Fund Price on December 31, 1972:

Stock: \$72.875
Fund: \$39.770

NEWS-SHARE



INFORMATION
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Vol. VII, No. 4

Bethesda, Maryland

February 9, 1973

Vice Chairman and Group Executive Attend Brook Park Business Review

Jack S. Parker, Vice Chairman of the Board and Executive Officer, and Thomas A. Vanderslice, Vice President and Special Systems and Products Group Executive, were guests of the division at a Brook Park business review and site visit on January 29. An overview of the division's business, tour of the Brook Park facility and a dinner meeting were the major items on the full-day schedule.

George Feeney, Paul Sage, Bob Hench, Paul Leadley, Ray Marshall and Jim Castle participated in the program for the first Brook Park visit by Mr. Parker and Dr. Vanderslice.

Ray Marshall, Systems Department general manager, conducted Mr. Parker and Dr. Vanderslice on a tour of the extensive Brook Park facility which provides the computational capacity for the Mark III service. Of special interest was the foreground and background operations areas and the network transmission operation. In network transmission, **Tom Tenhunfield** described the worldwide communication system which transmits computer power to our domestic and

overseas network distribution points.

The tour included an inspection of the Backup Power Supply system which safeguards the facility against interruptions in the normal electrical service by storms or other disasters. The facility's new automatic tape retrieval system, which is under construction, was also of interest to our visitors.

Following a review of the business, presented by Dr. Feeney, Mr. Parker was presented a Geochron clock to commemorate his visit to Brook Park. The World Time Indicator was modified to include a map of the Information Services International Network. Dr. Feeney expressed his hope that the clock will be placed in Mr. Parker's office at corporate headquarters and become the division's first "Executive Billboard" displaying our Network for executive office visitors.

Al Jones, Supercenter Operations manager, **Mac McCleary**, East Central Zone manager, **Mel Szot**, Customer Service manager, and **Jim Spencer**, Cleveland Branch manager, joined members of the division staff, Mr.

(continued on page 2)



Dr. Vanderslice (R.) converses with (L. to R.) Paul Sage, Jim Spencer and Mel Szot at the Brook Park dinner meeting.

Board Chairman Reginald H. Jones Remarks on 1972 Results at Press Conference In New York

Preliminary, unaudited results indicate that earnings of General Electric will approximate \$2.91 per share in 1972, compared with \$2.60 for 1971, an increase of 12%, reported GE Board Chairman Reginald H. Jones during a press conference in New York on January 25.

Sales for the year 1972 were expected to be about \$10.2 billion compared with \$9.4 billion in 1971, an increase of 9%.

In commenting on the fourth quarter, Mr. Jones said earnings showed an improvement from the prior year at a somewhat better rate than during the first nine months. "Some of the contributors to this favorable condition as compared with the fourth quarter of 1971," he said, "were continued strength shown by the GE Credit Corporation and our consumer and component businesses, realization of better results in aircraft engines as shipments of the CF-6 picked up, a good showing by our Canadian affiliate, and lower charges associated with dispositions of marginal businesses."

Turning to the overall economic outlook for the nation in 1973, Mr. Jones said GE economists agree with the broad consensus that "it's going to be another improved year for business opportunities." He cited a predicted 10% rise in GNP, an employment increase of 2.5%, an unemployment rate dropping below 5%, a 10% increase in spending for plant and equipment, and strong consumer spending resulting from a sharp rise in consumer spendable income. He predicted, however, that there would be difficulty in keeping wages and productivity

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Parker and Dr. Vanderslice at a dinner meeting which concluded the day's program.

Ray Marshall commented that all Brook Park personnel are to be commended for the excellent preparation,

performance and enthusiasm they exhibited. Their active participation was a major element in presenting a thorough and informative picture of our Supercenter operations to top General Electric management. □



Dr. Feeney and Mr. Parker (R.) inspect a special Geochron clock presented to Mr. Parker during his Brook Park visit.

UP THE LADDER



James L. Mason was appointed manager of the Sales Department's Eastern Pennsylvania Branch office on January 12. Prior to this promotion, Jim worked as a marketing representative in the New York Industrial Branch where the General Electric Corporate account was his prime responsibility.

Jim graduated from Polytechnic Institute of Brooklyn (BME) in 1957 and received a masters degree (Mechanical Engineering) in 1970. He joined General Electric in 1958 and has held positions of design engineer, production engineer, and data documentation

engineer at company facilities in Cincinnati, Burlington, Vermont, Philadelphia and in Germany.

Jim transferred to our division in 1969. □



(continued)

moving together during the year, and described U.S. trade and balance of payments deficits as "nagging problems."

Looking at General Electric's prospects for 1973, Mr. Jones said "we see strong momentum for improved opportunities."

"General Electric entered the year with a backlog of over \$11 billion in orders — which is the largest in our company's history."

In commenting on forthcoming union negotiations, Mr. Jones said, "Major union contracts expire at General Electric in May of this year. The Company will be negotiating nationally with the IUE and UE unions, which together represent some 100,000 employees at various locations. There are also local contracts being negotiated with a number of other union locals representing particular plants.

"The Company has two goals in these negotiations. First, achieving a contract that will keep our employees' compensation competitive in their community, and second, one which will also permit us to stay cost-competitive in the marketplace.

"On the basis of information discussions that we've had with the unions, we feel that negotiations will be frank and constructive. We're hopeful that a balanced and peaceful settlement will be negotiated this spring, and we think there is good reason to believe that the target is realistic and achievable."

Reviewing 1972 operations for the six categories in which GE reports on its businesses, Mr. Jones cited power generation apparatus and marine propulsion systems as areas of particular strength in the industrial power equipment category. He said 1972 was the most active year in history for the nuclear power industry and for General Electric, and told of GE's study aimed at the possibility of developing plans to move into the uranium enrichment field either as an equipment supplier or as a supplier of enrichment services. The steam turbine and gas turbine businesses both are doing well. The power delivery businesses experienced tough domestic and foreign competition, he said, but he hoped for improving trends in both sales and

earnings this year.

In the industrial components and systems category, Mr. Jones said that in both the transit car business and in medical equipment General Electric moved in 1972 to the systems approach, becoming a prime contractor in transit cars and providing medical equipment in all areas of the hospital.

He reported continued growth in engineering plastics, and profitability for the company's time-sharing business, which has recently expanded into a global system. He said the appliance components and construction materials businesses continued strong in 1972. The heavy industrial businesses were sluggish in 1972, but he hoped for significant improvements in these businesses in the year ahead.

In the aerospace business category, Mr. Jones cited the widespread use of GE jet engines in the DC-10 aircraft and marine applications, the GE-built Earth Resources Technology Satellite, as well as the contributions of GE people in the Apollo 17 flight. Overall, however, General Electric's aerospace business was depressed in 1972 and will remain at this lower level in 1973.

Mr. Jones said General Electric's international businesses enjoyed a new high in U.S. exports during 1972 and in the results of overseas affiliates. "We're quite pleased," he announced, "that this good performance made a positive contribution of about a half billion dollars to the U.S. trade balance while demonstrating the vital contribution that world trade makes to employment here in the United States."

General Electric's consumer businesses, including major appliances, lamp products, home entertainment and housewares, "enjoyed a very good year in 1972 and set the pace in both sales and earnings gains," Mr. Jones said. In speaking of the major appliance group, he announced the company will begin construction soon of a new plant in Columbia, Maryland, for the manufacture of gas and electric clothes dryers.

In the final category, the General Electric Credit Corporation, "growth has been very good, with an earnings improvement about one-third over the previous year," he said. □

ØK Data Introduces Mark III to Danish Press

ØK Data, the authorized distributor of General Electric Mark III Information Services in Denmark, held a press conference in Copenhagen on January 16 to announce Mark III availability in that country. Representatives of major Danish newspapers and technical magazines attended the conference.

Ole Stanggaard, managing director of ØK Data, Jens E. Brammer, general manager responsible for ØK Data's time-sharing services, and Valdemar Schmidt, general manager of the East Asiatic Company were hosts for the highly informative gathering.

ØK Data is one of the leading Danish computer service bureaus and employs 110 people in its main office in Copenhagen and branch office in Aarhus. The company is a wholly owned subsidiary of the East Asiatic Company Limited, a large shipping and trade company. Mark I service was introduced in Denmark in 1968 by ØK Data through a license agreement with GE.

Paul Wexler, manager of the division's international operation, and

Hugh Jackson, manager of our European operation, also participated in the conference. □



Representatives of major Danish newspapers and technical magazines observed a demonstration of Mark III service during the recent press conference held by ØK Data in Copenhagen.



L to R: Paul Wexler, Ole Stanggaard, Valdemar Schmidt and Jens Brammer responded to questions from audience at Copenhagen press conference.

You'll Find Your Estimated Retirement Income in Personal Share Statement Coming in Spring

How do you predict an individual employee's Social Security benefits at the time he or she is scheduled to retire — five, ten or twenty years from now?

That was just one of the questions facing employee benefits and personnel accounting experts as they planned the individualized information that would go into the "Personal Share Statement" which each GE employee will receive in the spring. The statement will furnish personal information to each GE employee on his pension, social security and retirement income, plus data on his or her investments under GE savings plans.

"Developing an estimate of each individual's Social Security benefit at retirement was just one of the tasks which personnel accounting people undertook in preparing the statements," says Sid Willis, manager of employee benefits for the company. "The final decision was to prepare a Social Security estimate based on each employee's 1972 earnings with GE, since this was available for each employee."

As a result, the Personal Share Statement that each employee will receive will show his monthly Social Security income estimated under provisions of the most recent changes in the Social Security law, including the Social Security benefit increases slated for the future, and projected out to the year of each individual's normal retirement. The calculation will assume that each employee's earnings up to retirement will be at the same percentage of the Social Security ceiling as it was in 1972. If he was earning 10% under the Social Security ceiling in 1972, the calculation assumes this relationship will continue.

"Projecting each individual's monthly pension at the date of his normal retirement was difficult, too," says Mr. Willis. "We basically used his 1972 pension credit and multiplied it by

future years to age 65 and added pension credits up through 1972. We are computing each person's pension on the basis of the 'career average formula' and the current 'minimum formula' and using whichever is the largest.

The two figures — GE pension and Social Security, plus the data used in developing the figures — are furnished as part of the Personal Share Statement. There is another line in the statement for the employee to insert the Social Security of his or her spouse, if he or she is married; and another in which to place any other monthly income an employee expects at retirement — endowment insurance, Savings and Security Program income, etc. The two, three or four figures need only be added in order for each employee to obtain an estimate of his retirement income at age 65.

The Personal Share Statement will also show how much is being held in each person's Savings and Security Program account, how much is the result of his own investment, and how much comes from GE's matching payment. For those in the Stock Bonus Plan, the statement will show the maturity value of U.S. Savings Bonds being held and the Stock Bonus shares credited to his or her account.

In addition to personal calculations on each individual's projected retirement income, and his or her savings plans investments, the Personal Share Statement will contain brief listings on special employee pension and insurance plan values. It is expected that the statements will be ready for delivery early in April. □

NATIONAL ELECTRICAL WEEK

February 11 - 17, 1973

A good time to visit the GE Employee Store and take advantage of the special prices and the added convenience!

Planning to Take Your Family to Disney World in Florida or Disneyland in California?

If so, don't forget to apply for a 1973 membership card in the "Magic Kingdom Club" as the 1972 cards expired on December 31.

The Magic Kingdom Club membership — which is gratis — permits savings in purchasing admission and ride tickets and "package vacations" not available to the general public. One membership card is good for your entire family.

Employees wishing to take advantage of this offer should send their request to:

Miss Cary Walker
General Electric Company
570 Lexington Avenue - Room
801
New York, New York 10022

Please be sure to send your name and home address plus a self-addressed, stamped envelope to Miss Walker.



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NEWS-SHARE

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INFORMATION
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Division's Best Buy Chairman Recipient of Borch Clock Award

Paul Sage always presided at the division's quarterly Best Buy luncheons and presented many awards to employees for their Best Buy accomplishments. However, his role was reversed last week when he became the recipient of a Borch Award Clock for his outstanding performance as chairman of the Information Services Business Division Best Buy Council.

George Feeney, Vice President and Division General Manager, presented the award to Mr. Sage on behalf of the Industrial Group Best Buy Review Board. Our division was assigned to the Industrial Group at the time the Best Buy Program was inaugurated, therefore, our program was rated by that Review Board.

The Review Board's letter of commendation, advising Dr. Feeney of Mr. Sage's award, stated: "His outstanding service in serving as the Best Buy Division Chairman for your division was evidenced by the consistent and continuous top ratings for the Plan Book and the three Progress Reports as a part of the Best Buy Program. It was particularly enjoyable to have the opportunity of working on the Group Review Board with Paul and to observe his effectiveness in that adjustment."

Mr. Sage expressed his appreciation

of the division effort and offered congratulations to the entire Council as well as each division employee who made our Best Buy Program an undisputed success. □



Paul Sage (left) receives the plaque for his Borch Award Clock (shown in foreground) from George Feeney in recognition of his performance as chairman of the division's Best Buy Council.

"BEST BUY" IS A WAY OF LIFE

This symbol reaffirms our determination to make the principles of the Best Buy program a way of life at General Electric.

Our continuing objective will be to please customers by striving in every way we can to make GE the Best Buy in quality, service and total value.

January 1973



As a Member of GE You'll Enjoy Talking Up the "Gentle Detangler"

Beginning with National Electrical Week, Feb. 11-17, and on into the spring, you will want to talk up new GE products to friends and neighbors. A good one to start with is Housewares Business Division's "Gentle Detangler," which is due on store counters by spring. It's the industry's first cordless detangler, designed to detangle wet hair or dry hair while minimizing hair breakage and pullout.

The Housewares Business Div. has announced that shipments are starting in the first quarter of the year and the products will soon be in stock at many stores selling personal care products.

The detangler has waterproof construction, allows use in shower or rinsing for quick cleaning. Its power system recharges in the storage base. It can be used anywhere even at the beach.

The product will get lots of TV promotion in the spring, plus plenty of displays in stores selling personal care products. It has a suggested retail price of \$22.98. □

Awards Banquet Wraps Up East Central Zone's Best Buy Bandwagon

A special banquet was held in the East Central Zone to conclude their Best Buy Bandwagon Program. The Zone's key performers attended the ceremonies and were awarded Best Buy Bullion Bars and certificates of recognition for successfully delivering extra Quality, Service and Value to customers.

Thomas F. Montgomery, marketing representative in Pittsburgh, was named the Zone's top performer and received 25 Bullion Bars and an engineer's hat and kerchief. Tom's award was for his achievements in all

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three Best Buy areas of emphasis, Quality, Service and Value.

Runners-up **Fred Hofmann**, marketing representative in Columbus, and **Carl Fiorenza**, marketing representative in Cleveland, received certificates lauding their accomplishments in the areas of Quality and Service.

The other Zone employees who received certificates for outstanding performance in the Quality area were:

Ron Ford, Cincinnati
Don Smith, Louisville
Joe Juliano, Buffalo
Harlan Dodge, Cincinnati
Ed Taylor, Cleveland
Ed Wetzel, Cleveland
 East Central Zone Manager **Mac McCleary** presented the awards and commended the winners for their excellent Best Buy performance records. □



Top performers in the East Central Zone's Best Buy Bandwagon are, left to right, Ed Taylor, Ed Wetzel, Carl Fiorenza, Ron Ford, Tom Montgomery, Don Smith, Joe Juliano and Fred Hofmann. The proud Zone Manager, Mac McCleary, is shown at the extreme right. (Not photographed: Harlan Dodge)

Regional Vice President Congratulates Division Employee for Best Buy Effort



Dennis Goerges (R.) is congratulated by Regional Vice President Don Scarff.

Dennis Goerges, marketing representative in the Baltimore Sales office, received a General Electric FM/AM clock radio as a Best Buy award for the extra service he provided to the Chesapeake & Potomac Telephone Company last summer. During a crisis in telephone service, caused by Hurricane Agnes, Dennis extended service to C&P that went beyond that normally required to meet a customer's needs.

Donald D. Scarff, Regional Vice President, presented the Best Buy Award to Dennis at a recent Area Council meeting in Washington, D.C. □

1973 S & S PRICES

Month	Stock Price	Fund Unit Price
January	\$71.827	\$39.727

Final Best Buy Awards Program Results Reveal Over 100% Employee Participation

The final results of the division's 1972 Best Buy Awards Program, recently released by the Best Buy Council, disclosed that our goal of 100% employee participation was exceeded by 51%!

The "participation rate" was determined by dividing the total number of employees in a department or operation into the number of approved Best Buy Brainstorms and Breakthroughs they submitted to the Best Buy Council.

The following final results have not been recast to the division's 1973 organization structure but reflect employee participation in the 1972 components: □

Component	Approved Brainstorms and Breakthroughs	Best Buy Bullion Bars Awarded	Participation Rate
Sales	705	5,182	166%
Systems	289	1,151	111%
Technology	185	926	191%
Marketing	53	224	76%
Medinet	54	257	129%
Finance	179	813	236%
Relations	22	153	183%
Strategic Planning	6	46	120%
Legal	1	4	20%
Headquarters	6	37	300%
Totals	1,500	8,793	151%



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NEWS-SHARE



INFORMATION
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March 2, 1973

1972 RESULTS:

Pay and Benefits Set Record; More than Half of Profits Go Back into the Business

A record \$4.2 billion total of pay and benefits went to General Electric employees in 1972, according to the final audited results of the year released recently and now in the mails to many employees through the Annual Report.

Sales Just Over \$10 Billion

The 1972 results included record sales of just over \$10 billion — \$10,239,500,000 to be exact. This was 9% over 1971's \$9.4 billion.

Profit on Each Sales Dollar Was 5.2¢

General Electric earnings reached \$530 million in 1972, or \$2.91 per share. Profit on each sales dollar was a little over five cents (5.2¢), as against last year's five cents exactly. While the earnings rate was hearteningly above the five-cents-on-the-dollar mark, it was still below 1965's rate of 5.7 cents — the best rate of recent years.

\$275 Million Reinvested in the Business

Profits help provide the vital funds needed for reinvestment in equipment and facilities that keep GE competitive and build jobs and job security. In 1972, more than half of the \$530 million in profit — \$1.51 of the \$2.91 per share, or \$275 million — went back into the business to help finance the total of \$436 million that was invested in plant and equipment during the year. The remaining investment dollars had to come from borrowing and other sources.

The \$275 million in 1972 profit dollars which were earmarked for reinvestment in the business is the largest

amount of profit dollars ever put back into the business in a single year. It was 24% more than the \$222 million in 1971 and almost three times the amount reinvested in 1970, when most of the investment had to come from borrowings.

The \$255 million profit dollars which were not reinvested — \$1.40 per share — were paid out in dividends to share owners. More than 100,000 employees who are share owners are among those receiving these dividends.

The total of all GE costs and expenses for 1972 also set records. It amounted to \$9.9 billion, about 9% above 1971's costs.

The General Electric Annual Report, now in the mails to share owners, including many employees, stresses the theme that GE is one company with a wide range of products springing from a unifying core of related technologies. GE manufactures more than 200,000 products, has thousands of competitors and probably faces more diverse competitive situations than any other company.

Jones Comments on 1972

In his comments on 1972 and the outlook in the Annual Report, GE-Board Chairman Reginald H. Jones points out, "Our traditional 'core' businesses in consumer goods, power generation apparatus and component products all achieved a year of profitable growth. The substantial ventures we have been developing in nuclear energy, gas turbines, high-performance plastics, medical systems and commercial aircraft engines moved ahead rapidly. The Company gained a

Vandeven Marks 30th Year of Service with Company



Jim Castle, manager of the Information Services Marketing Operation, presents a 30-year service award to Ed Vandeven (right).

Edwin O. Vandeven celebrated thirty years service with General Electric on February 1. Back in 1943, after graduating from the University of Missouri, he went to work in Bridgeport, Connecticut as a test engineer.

"It really seems only yesterday," Ed said. "I actually received my first salary increase from GE before I came on the payroll. When I was interviewed and hired, I was told that my salary would be 90¢ per hour, however, shortly before my reporting date, I received a letter stating that the company had raised the hourly rate to \$1.00 per hour. Needless to say, this unexpected increase made my first job with the company very attractive."

Ed's thirty-year career with the company has included assignments as an engineering specialist, commercial engineer, manager of product planning, manager of market development and planning and manager of export and distributor sales and planning.

He transferred to our division in

(continued)

(continued)

(continued)

stronger position in the fast-growing services sector through the progress of our operations in financial services, computer time-sharing, education, broadcasting, entertainment and repair and installation operations. . . .

Anticipates "Improved Opportunities" in '73

Looking to 1973, Mr. Jones said, "We have the advantage of working against the greatest backlog of unfilled orders in the Company's history — exceeding \$11 billion. Businesses that were strong during 1972 should continue to participate in the further expansion of the economy, while two sectors that were sluggish last year, heavy industrial and power transmission operations, also anticipate improved opportunities. Although the bulk of our defense work is in long-term projects which will not be strongly affected by the much-desired Vietnam ceasefire, the trend for our aerospace operations continues downward."

In a concluding point, Mr. Jones emphasized that, "Overall, there is the never-ending task of building public understanding of the vital need for profit in a competitive market economy — a need that becomes particularly acute in times of economic expansion. The fact is that despite current high levels of business activity, U.S. industry is still in a profit squeeze, with the ratio of profits to GNP (Gross National Product) remaining below levels needed to sustain the economic health of the U.S." □

FEBRUARY SERVICE AWARDS

30 Years

Edwin Vandeven Bethesda

10 Years

Yvonne Fleming Brook Park

5 Years

Donald Ivey Brook Park
Michael McGaha Bethesda

UP THE LADDER

Effective March 5, **John J. Canning** becomes manager of the Sales Department's Atlanta Branch.

John joined GE's Marketing Management Program in New York City in 1968. He came to Bethesda in April 1969 and was assigned to the division's marketing research operation where he analyzed business opportunities in the banking market. His next assignment at headquarters was as a senior specialist responsible for developing a banking and financial market plan, product planning, promotion and pricing and market strategy for generating revenue from the financial markets.

His last assignment was in the Northeast Zone where he was manager of the Boston Financial Branch. □

Spring is Coming — Think Green!



Think GE Suggestion Plan — Put Your Good Ideas to Work in Support of our Business — Submit your ideas on the easy-to-use GE Suggestion Plan forms and become eligible for cash awards.



(continued)

March 1969 as manager of sales plans and programs.

"At that time, I barely knew what time-sharing meant," Ed volunteered. "However, my assignments during the last four years have allowed me to learn the 'ins and outs' and the 'bits and bytes' of our business very well. I think that we are in the most dynamic and most exciting business that one could possibly imagine. Not only is it already a phenomenal success story but it is on a track that should make it a major contributor to the company's growth and prosperity. Not bad for a service business in a product-oriented company."

Ed is currently assigned to Marketing Administration in Bethesda. □

"PEOPLE PLEASER"

Nick Forte
Customer Application Specialist
Cincinnati Office



Nick was presented with a customer need at General Motors/Inland for a project control system for 1973 funds. General Motors/Inland had a multi-million dollar fund to spread around on multiple projects and wanted to set up a control system.

Nick applied Fleximis, but it required two programs and a driver in FORTRAN. He did the necessary work on his own time to be ready for a demonstration to the general manager. The result was a pleased customer and a potentially portable application in General Motors. □

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NEWS-SHARE

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INFORMATION
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Five Win 1973 Phillippe Awards for Public Service Activities

Leadership in public service activities to aid the disadvantaged, mentally retarded, physically handicapped and drug addicted has been recognized in the selection of the five winners of the 1973 Gerald L. Phillippe Awards for Distinguished Public Service by the General Electric Foundation.

General Electric employees winning the 1973 awards are Frank P. Giacalone, chief patent illustrator for the legal operation of the Major Appliance Business Group, Louisville, Ky.; Thomas H. Graves, administrator of computer techniques for the Aircraft Engine Business Group, Cincinnati, Ohio; Virginia Morton, maintenance trainee for the Large Lamp Department, Newark, N.J.; George L. Naples, a watchman and utility operator for the Large Lamp Department, Youngstown, Ohio; and Raymond H. Zwicker, administrator of shop relations and development for the Relations Operation, Lynn, Mass.

Mr. Giacalone was chosen for his inspirational leadership of efforts over a 20-year period to help the mentally retarded in Kentucky. He helped organize the Council for Retarded Children of Jefferson County and the Kentucky Association for Retarded Children and has served terms as president of both organizations. He was largely responsible for winning support for a \$2-million public school for the retarded and a facility for the Sheltered Workshop and Training Center, which now employs 140 adult retardates.

Mr. Graves was cited for his management of a massive project to rehabilitate a largely black community near Cincinnati. Four years ago, he

took a leave of absence from the GE Evendale plant to head this program to revive the neglected community of West College Hill, where 70 percent of the housing was classified as sub-standard. Since then, accomplishments have included a new senior citizens home, a 150-bed nursing home, a 120-unit apartment complex, 82 rehabilitated homes, 28 new homes, a community center, and new street, sidewalks, streetlights and drains.

Virginia Morton was honored for her wide-ranging efforts to meet the needs of the disadvantaged in Newark. She led church groups which provided better housing, jobs and training for the underprivileged as well as food and clothing for the needy. As a member of the New Jersey State Prison Reform and Rehabilitation Committee she arranged jobs with area businesses for the work release program. She also helped to set up and staff day care and medical centers at the AFL-CIO North Jersey Community Union in Newark's Central Ward.

Mr. Naples was selected for his leadership of programs to help deaf children adjust to their handicap. To overcome apathy in deaf children caused by their isolation from normal activities, he organized a basketball team for the deaf, using a system of flag signals to replace whistles and recruiting volunteers to help in coaching. The experiment was so successful that he organized two teams for different age groups and responded to a request from girls to set up a cheerleading squad. Teachers of the children say that the result has been great improvements in attitudes.

Mr. Zwicker was singled out for his patient leadership of a major, suc-

(continued)

Individual Development Program Provides Educational Opportunities

General Electric's Individual Development Program (IDP) offers hourly and nonexempt salaried employees 100% refund of tuition (up to a maximum of \$400 a year) for satisfactory completion of approved job-related or career-oriented courses.

Division employees are using IDP benefits to cover tuition refunds for a wide variety of self-development programs. "We have approved tuition refunds for a shorthand course as well as for college courses leading to a bachelors degree," states Dorothy Hevey of the Information Services Relations Operation.

Mrs. Hevey processes all IDP Tuition Refund applications for our division and explained that, "The purpose of IDP is to help employees improve themselves by taking advantage of educational opportunities. By doing so, they may not only develop to their fullest potential but also enhance their abilities to contribute to the success of our business. I think we all would agree that the more any employee contributes to the business, the greater are his or her opportunities for promotion."

The Individual Development Program is a relatively new GE employee benefit plan. It was first made available to hourly and nonexempt salaried employees, at no cost to them, in 1971. Since the program can still be considered "new" and many employees may not be familiar with its features, Mrs. Hevey agreed to summarize and answer some of the most commonly asked questions.

Q. Who can participate in the IDP?

A. Any hourly or nonexempt salaried

(continued)



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cessful drug rehabilitation program in Lynn. After raising funds to support the program, called Project COPE, he joined the executive committee and took on the responsibility for maintaining the Storefront, a center for addicts. Then he chaired the building committee which opened a resident facility where addicts can stay during withdrawal. Perhaps his greatest contribution, however, has been the many hours he had devoted to building relationship with youngsters in need of help.

The five winners were selected from among 90 nominations by GE components. They will receive the Phillippe medallion and are entitled to choose charities or educational institutions for \$1,000 grants from the GE Foundation.

This is the fourth year of these awards which have now been conferred on 19 GE employees and one employee group. The program is named in memory of the late Gerald L. Phillippe, former GE Chairman of the Board, who was a national leader in the field of public service.

Members of the Phillippe Awards Committee of the GE Foundation are Reginald H. Jones, GE Chairman of the Board; Hershner Cross, GE Senior Vice President and chairman of the GE Foundation board of trustees; John F. Burlingame, vice president for Corporate Employee Relations; Douglas S. Moore, vice president for Corporate Public Relations; and Donald J. Watson, secretary of the Foundation. □

continued

employee with at least six months service with the company.

Q. How do I enroll in the program?

A. The first step would be to review the Individual Development Program booklet and discuss your plans with your manager. Complete the IDP Tuition Refund Application (form FN-986), have your immediate manager sign it and send all four copies to Mrs. Dorothy Hevey, Relations Operation, Bethesda.

Q. If I participate in the IDP, am I guaranteed a job promotion?

A. Participation in IDP does not guarantee job promotion for any employee. However, once you have successfully completed your courses, your chances of being considered for advancement opportunities are enhanced as, in all probability, you will have increased your skills or acquired new ones.

Q. I would like to study toward a college degree in Business Administration. I presently work as a secretary, would IDP allow me to receive tuition refunds for my courses?

A. Approved courses can range from the grammar school level to college level. Each application is reviewed and you are notified of the results. Most often, your immediate manager is able to tell you whether the courses you want to take will allow you to qualify for tuition refunds.

Q. Mrs. Hevey, can you tell us the types of courses some of our employees are pursuing under the IDP?

A. Certainly. **John R. Thompson** is studying for an associate degree at Washington Technical Institute. John, a programmer in Bethesda, was hired as an accounting clerk and attends school in the evenings. **Fred Bickford**, a production control clerk in Watertown, is also studying toward an associate of arts degree at Merrimack College. In Teaneck, **James Hughes** enrolled in the IDP and is attending Jersey City State College. **Annmarie Reardon**, tape librarian in Watertown, is increasing her skills by studying typing and shorthand under IDP.

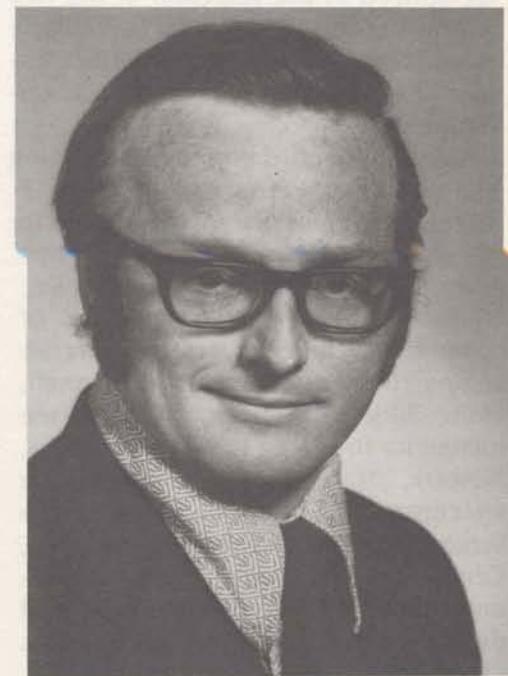
"I would encourage all eligible employees to take advantage of benefits offered by the IDP," said Mrs. Hevey. "If after reading the booklet which

gives details of the program, an employee feels the need to discuss the program, I am available for counseling." □

1973 S&SP PRICES

Month	Stock Price	Fund Unit Price
February	\$68.493	\$38.041

"PEOPLE PLEASER"



Randy Grant

Senior Technical Representative
Pacific Zone

Randy has made outstanding contributions on several occasions involving support to customers using Mark III Foreground and Background. He resolved a problem with RESOURCE for AEF Telefunken which will result in revenue that otherwise may have been lost to the division.

Last summer, Randy spent four weeks in Bethesda to assist in the development of the Mark III Training Program. This unselfish sacrifice on his part required that he be away from his family and dedicate many long hours of work toward making the Training Program the success that it was. □



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INFORMATION
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S&SP Participants

An Important Reminder About Your Tax Information Statement

Just as we do every year, a lot of us who are participants in the Savings and Security Program have just received our 1973 S&SP Tax Information Statement and a Statement of Account. And as we do every year, we're asking "What's this for?" or "What do I do? I've already sent in my tax return."

Information in the Tax Statement is for use in reporting 1973 taxable income when income tax time rolls around in 1974, according to benefits administrators throughout the company. So, the "Taxable Income"

column refers to the taxable income on this year's payout which you report a year from now.

"It's not for use in tax returns which many employees are now filing," they said. "In filling out tax returns on 1972 income — the ones now being prepared — the Tax Information Statement distributed in 1972 — a year ago — should be used."

Another fact to remember: The 1973 S&SP Tax Information Statement and Annual Statement of Account furnishes 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 1973 "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 in 1974.

In addition to showing the amount of income to be reported as a result of the recent 1973 S&SP securities "payout," the tax 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. If you sell or redeem any of your 1973 S&SP securities you should use the "Tax Cost" figure in determining gain or loss for tax purposes.

S&SP participants who sold or redeemed stock or fund units during 1972 will require the information in 1972 Tax Information Statement in order to determine gain or loss. Participants who have sold securities received in a previous "payout" should



Betty McCraw, Relations Operation secretary, always uses a regular letter-size folder to keep all tax data together. Each January she starts a new folder for the year and, after filing her S&SP Tax Information Statement, she puts all receipts for medicines, doctors' bills, etc. in the folder. When income tax preparation time comes around, she simply gives the folder to the accountant who prepares her tax return. "It's a foolproof way of having tax information available when it is needed," says Betty.

MEET A CO-WORKER



Eugene S. Taft, III recently transferred from GE's Nuclear Energy Division in Wilmington, N.C. to our Relations Operation as manager of employee development and compensation.

Gene reports to the manager of professional employee relations and is responsible for division-wide employee development programs such as position enrichment, career planning and counseling, and the participation of division employees at training sessions at Crotonville. He also serves as administrator of the Tuition Refund Program and Corporate Educational Support Programs as well as for the division's Management Award Program.

Gene is a graduate of Stetson University (DeLand, Florida) and joined General Electric in 1965 at the Apollo Support Department in Daytona Beach. □

SERVICE AWARDS

JANUARY*

10 Years

W. Derrick Johnston Bethesda

FEBRUARY*

20 Years

Alexander V. Parker Watertown

*Inadvertently omitted from previously published awards.

UP THE LADDER



Linda C. Crisafulli, specialist, accounts payable, to specialist, disbursement accounting on March 5.



Dorothy Hsiung, steno-typist, to secretary, Capital Commercial Branch, on February 18.



Diane J. Dodson, personnel clerk, to secretary on March 5.



Francis C. Ota, senior account representative, to account manager, Pacific Zone, on January 1.



Gina E. Trotter, control clerk, Accounting Operation, to secretary on February 20.



E. David Simshauser, systems specialist in Bethesda, to manager -foreground, Brook Park on January 15.

(continued from front page)

check the Tax Information Statement for the year in which the payout was made to obtain appropriate information for tax returns.

"This is an important reason why you should save these annual statements," say administrators. "In addition, of course, the annual statement furnishes each S&SP participant with information on his holdings under S&SP. □

The First Part of a Two Part Story

Women in Business: One Manager's Observations and Opinions



The current movement for equality in women's rights and the elimination of sex discrimination in all walks of life is a major force in today's society. General Electric recently announced a new thrust in EEO, stating that more emphasis is being placed on equal opportunity for women, and upward mobility of minorities and women.

News-Share, in an effort to focus on the true significance of equal employment opportunities for women, requested an interview with **Mrs. Sally A. Smith**, manager of field support in the marketing programs operation. The following observations and opinions of one manager in our division (who happens to be female), hopefully, will increase our understanding of the seriousness of this movement and its potential impact on our business.

Q. Sally, you've been on your assignment for six months now. During this period of time, have you made any significant change in your ideas of what is required to be a successful manager?

Sally: No, it has reaffirmed, and perhaps intensified, my beliefs. But my understanding of management is not static either. I recently completed Peter Drucker's "The Effective Executive" and resolved to do many things differently. Dr. Drucker says that every professional employee manages certain company resources and it is the employee's understanding of the business and his effective use of those resources that spell the difference between success and the lack of it.

Q. You are now in a managerial position, can you describe for us your major responsibilities?

Sally: As manager of field support, I direct the efforts of the three managers of field service, product support and sales administration. The primary in-

terface with the field sales organization, we are concerned with being responsive without being reactive; being knowledgeable without being disruptive; and being helpful without being oppressive. We are concerned with providing the support needed by the field sales organization.

We evaluate the opportunities identified by the field, we orchestrate the headquarters resources needed to enable the field sales organization to be more effective in their work.

About 50% of my work is communication — telephone communication to the field and to the appropriate headquarters resources and written communication to explain, notify, question or confirm. Twenty percent of my work is problem-solving — defining the problems and finding an adequate solution. Another twenty percent of my work is planning and

this is far too little. The remaining 10% of my work involves meetings, and that's about the right proportion.

Q. Sally, how did you prepare for your present job?

Sally: I earned my BA (Mathematics) from Duke University in 1956. I held a Rotary Foundation Fellowship in 1956-57 at the University of Liege in Belgium. Five years and three children later, I went on my first job with GE's Computer Department in Phoenix. I climbed the programming ladder, from programming trainee to senior programming analyst while there. We moved to California where I became an account representative in the West Covina office, and in 1969 I was promoted to branch manager in El Monte. □

(Will be continued in next week's News-Share)

Toner Says Company Puts New Thrust in EEO

General Electric is striking out in new directions to assure equal opportunities and this extra emphasis should be communicated to gain the individual and collective support of all employees, Frank J. Toner, manager of employee relations management and practices, told 150 General Electric communicators at a meeting in New York in mid-February.

Toner said that, "At one time the emphasis in equal employment opportunity was on simply learning how to manage the hiring of minorities. We've learned how to speed up that process and now we can take on bigger challenges."

Speaking of the new thrust in EEO, Toner said, "The larger challenges today are, inside the company, to develop minority talent for responsible professional and managerial assignments and, outside the company, to develop a greater supply of qualified minority graduates in the technical fields."

More emphasis is also being placed on equal opportunity for women and upward mobility of minorities and women. Toner added: "Introducing more women into GE is not the problem here. Rather, it's one of achieving better distribution of minorities and women throughout the organization." □

Christensen and Niemann Win Borch Award Clocks

Two division employees, **Borge M. Christensen**, manager of marketing programs operation, and **Robert A. Niemann**, manager of information systems in the Finance Operation, have joined the select group of General Electric employees who are recipients of Borch Award Clocks. **George Feeney**, Vice President and Division General Manager, and **Paul Sage**, Sales Department General Manager, presented the awards during a recent Monday morning division staff meeting in Bethesda.

Earlier that morning, Borge and Bob had received telephone calls summoning them to the conference room where the division staff was meeting. Neither Bob nor Borge were scheduled to make a presentation to the staff so the calls caused a bit of perplexity as they mentally searched for a reason for their summons.

The reason for their presence soon became known when they received the awards.

The Borch Award Clock was presented to Borge in recognition of the major contribution he made to the success of the Best Buy Program in our division. He conceived and designed the division's Best Buy Program documentation and reporting system and made a substantial personal contribution of time and effort to generate the division's Best Buy Quarterly Report. On the basis of Borge's efforts, our

division ranked in the Company Honor Roll in each of the quarterly reporting periods, and for the year as a whole. In addition to his work on the reporting structure, Borge's enthusiasm and dedication to the program's goals contributed heavily to the success of Best Buy throughout our division.

The award made to Bob recognized his outstanding achievement in conceiving and directing the implementation of the division's Business Information System on the Mark III product. Working under the pressure of extremely tight schedules with limited capacity available to perform the conversion and check-out of the various elements of the Information System, Bob and his organization completed the conversion on schedule. A major factor in meeting this schedule was the great amount of personal time and effort that he invested in the project to assure its success. □



Major contributions, marked by enthusiasm and dedication, earned Borch Award Clocks for Bob Niemann and Borge Christensen. L. to R.: George Feeney, Bob Niemann, Borge Christensen, Paul Sage.

How come both of your pension plans don't cost you the same?

Every GE employee has two pension plans. One is voluntary. The other isn't. The same is true for employees in most other big American companies.

Two pension plans. You pay for both. GE pays for both. One is your GE plan, and the other is Social Security.

Your GE Pension Plan, and its partner, the Social Security plan, work together. Both have been improved periodically to provide a good total income for the retirement years.

But have you considered how differently the improvements in each have affected your pocketbook?

Take the case of a typical employee. He's retiring now. His age—65. His service—35 years. Since he joined GE he's been earning at or near the ceiling pay subject to Social Security tax, with final average earnings of \$9,000.

What are these two plans now contributing to this GE employee's retirement income:

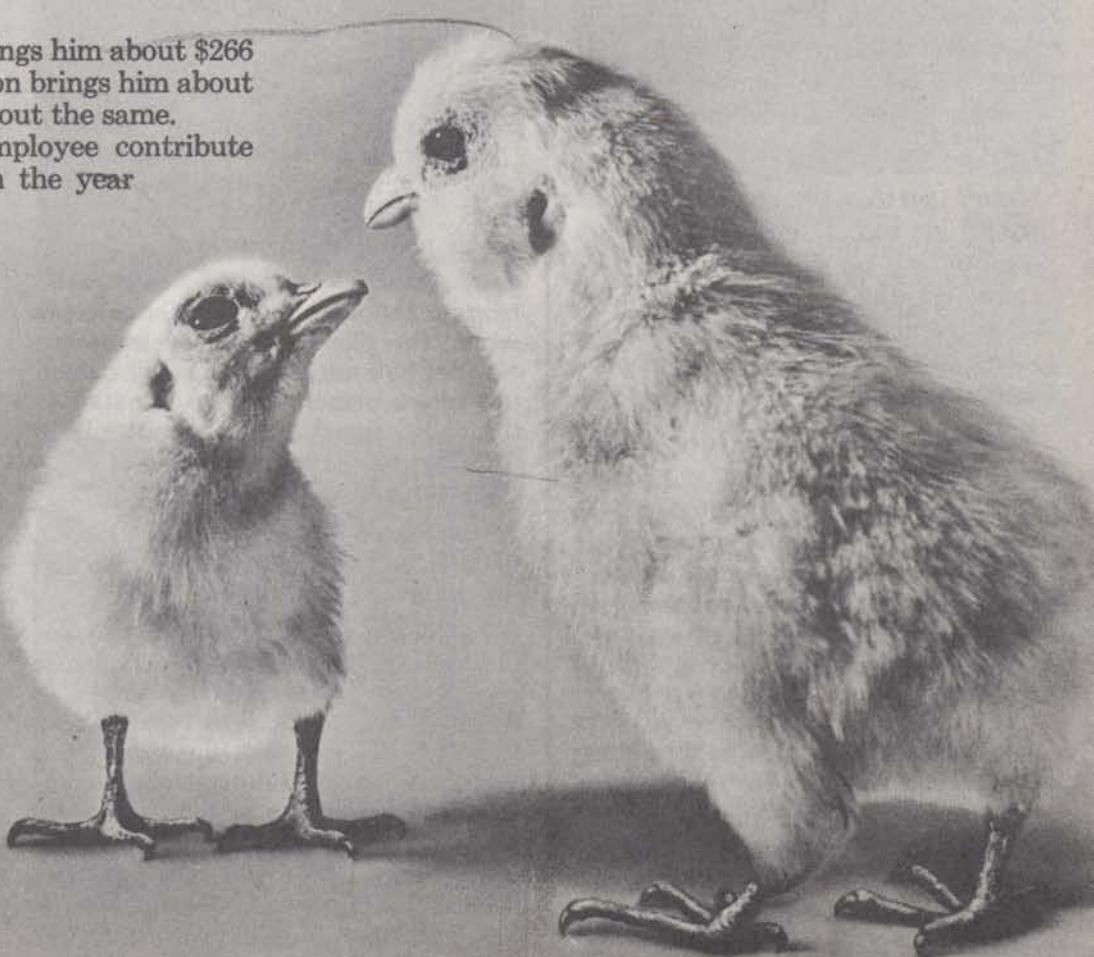
His Social Security brings him about \$266 a month...His GE Pension brings him about \$262 a month. Each is about the same.

But what did this employee contribute toward those incomes in the year prior to retirement?

His Social Security tax in 1972 was \$468 (GE paid an equal amount for him)...But his Pension Trust contributions totalled only \$99. Which makes a GE pension a great value. The reason is, in 1972, the company contributed \$102 million to the Pension Trust, and through wise investments the Trust increased by additional millions to cover its added liabilities.

Will the Pension Plan be improved? Improvements in the GE pension plan must be made in the light of total costs for both GE pension and Social Security, and other benefits too. The total retirement benefit package now obviously must include the Social Security pension as well as the GE pension.

Combined, the two pension plans make up by far the most costly of all benefit areas. But, as always, in making benefit improvements, GE will strive for the balance that benefits most GE people.



NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VII, No. 10

Bethesda, Maryland

March 30, 1973

It's Time to Take a Close Look at Your Total Job Value

One doesn't have to be an economist to understand some of the economic factors which are having great impact on personal income. Recent newspaper articles have made many people very familiar with terms which previously had little or no importance. Some of these terms are: rate hikes, spiraling prices, inflationary trends, market indicators, real earnings, etc.

Now that the average American consumer sees the result of changing economic conditions on a very personal level — the price of beef and other foods, for example — most of us are now taking stock of many things heretofore taken for granted.

Perhaps this is an appropriate time for us to take a closer look at another important factor in our personal lives — the total value of our jobs. By reviewing some of the highlights of our total job package, we may be able to put our personal economic positions in a more factual perspective.

General Electric has a long history of trying to maintain and continually improve its compensation and employee

benefits plans. This effort, no doubt, is one of the major contributors to GE's success in attracting, maintaining and motivating employees whose talents enable the company to retain its position as one of the most successful business enterprises in the nation.

In our division, as in all company components, management devotes considerable effort to assuring that the compensation rate for every position is established on a sound, competitive basis in relationship to the value of the work assigned. This effort allows every employee to be compensated on the basis of the value of his assigned work, as well as the pay levels which are competitive in the local community.

As we ponder the matter of price increases, people tend to become emotional and often forget that the Consumer Price Index verifies that wages have been increasing faster than prices. Let's take a look at what has happened to the compensation rate for a job in our division, assigned grade 7, nonexempt, during the period of October 1969 to October 1972:

Weekly Compensation Rate — Nonexempt Grade 7

OCTOBER 1, 1969 SALARY	OCTOBER 30, 1972 SALARY	% CHANGE
Area Pay Schedule 3 \$117.73	\$147.33	25.1
5S \$125.71	\$155.31	23.5
7 \$120.13	\$149.73	24.6

(continued on page 2)

Women in Business: One Manager's Observations and Opinions

(The following concludes an interview with Sally A. Smith, manager of field support, which began in last week's News-Share.)



Mrs. Smith continues her response to the question, "How did you prepare for your present job?"

Sally: In 1971, I resigned as branch manager to learn something new — the telephone industry. I worked with Pacific Telephone and General Telephone of California through the peaks and valleys of their development. I was simultaneously attending Claremont University Graduate School in pursuit of a master's degree in Business Economics, with emphasis in Marketing.

As you know, last September I moved to Bethesda to become manager of sales support which included the ROP process and business management of Technical Services.

Q. How many employees, male and female, do you supervise?

Sally: There are 16 employees in my component — 12 men and 4 women.

(continued on page 2)

The figures reflect general salary increases made on October 25, 1969, March 1, 1971 and May 1, 1972. Also included are cost-of-living increases added on January 26, 1970, October 26, 1970, October 25, 1971 and October 30, 1972, for a total increase of \$29.60 in the Grade 7 salary since 1969.

This is one example of GE's effort to continually improve the company's compensation plans. Next time you pick up the paper and read about the "inflationary trends", perhaps you'll feel a little better about the total value of your job with the Information Services Business Division.

EDITORIAL



A good job isn't...

A good job isn't just one with good pay.

A good job isn't just one with good benefit plans.

A good job isn't just one with good working conditions.

A good job isn't just one with good job security.

A good job isn't any of these... unless it is all of them.

The job with great pay, fantastic benefits, and excellent working conditions can be the lousiest job in the world... if the risks are too high.

GE jobs combine pay, benefits, conditions, and security in a way that makes them good jobs, probably better than most jobs across the country.

Now, a few jobs outside GE may pay better. And a few may have better benefits plans. And, some jobs outside GE may have better working conditions. Some may even have better job security.

But, very few jobs outside GE combine *all* of these plusses the way a GE job does.

Why? GE has ulterior motives. It believes that, only by paying attention to all parts of the job, can it keep good people.

That's why GE has been keeping pace in all of the things that make a good job. In pay. (GE pay has actually increased *faster* than the cost-of-living!) In benefits. In working conditions and job security. And that's why GE jobs will keep getting better.

GE wants to keep you!

Women in Business: One Manager's Observations and Opinions

Q. Have you noticed any difference in the attitudes of your male employees?

Sally: At first I thought I did. The men seemed to be skeptical and the women appeared to be supportive of me as a manager. I don't notice that difference anymore. I think we've come to know and appreciate each other.

Q. Would you please be a little more explicit?

Sally: Well, when I first came on this job, it seemed that the women needed someone to carry the flag and it was no surprise to find the men questioning this new activity. Now the flag is on the stand where it belongs and all of us are beginning to feel more comfortable about it. I think the theory of the case is being proved — equal opportunity means more opportunity and challenge for everyone!

Q. You are, of course, familiar with General Electric's position and efforts in the area of equal employment opportunity for women. If you were responsible for EEOW in General Electric, what programs, policies, etc. would you initiate?

Sally: (A) Management training for women. I would set some goals in this area and reward managers for finding the right women to meet those goals. We are doing the company a disservice by not exposing the mostly-male - Crotonville- set to our young, sharp and successful females. (B) Incentive salary increases for secretaries. In our business, for example, the field sales organization has great difficulty keeping branch office secretaries because our pay scale for secretaries just stops. Then, too, there are very few promotional opportunities for these branch office secretaries. Usually, our most competent branch office secretaries go to another GE department, or to another company, after a while. Normally (and I base this on my conversations with some of these secretaries) they find the new jobs less interesting, but the pay is better. The branch manager is then left to find and train a new secretary.

Q. What advice would you offer to females who are interested in

management careers with General Electric?

Sally: Wow! Let me list some of the things I'd say.

- Be goal oriented. Draw a time line and know where you want to be and when.
- Plan your career. Seek the training you need for the job you want.
- Find your strengths and capitalize on them.
- Don't wait to be recognized; gain recognition for your accomplishments.
- Stay on the steep part of the learning curve. If you stop learning, you'll retire at your desk.
- Make every job contribute to your overall goal. Don't go off on "fun" things or "glamour trips." Every step must lead to the goal.
- Focus on accomplishment. Make every day a day to remember.
- Study the General Electric Company, know its history, its products, its advantages and its challenges.

Q. Let's bring all this closer to home, what management opportunities can

you see for women in our division? In your opinion, is it possible, because of the type of business we're in, that management opportunities for women can be easier to identify?

Sally: I think the present opportunities are limited by the absence of "stepping experiences" and management training. I don't know of a management position in our division that a woman — fully trained and well motivated — could not handle.

As far as the type of business we're in, we couldn't be in a better business. Technically, women are well prepared to compete and we have a successful record in the business. I'd like to see female project managers in Technical Services and I think International is missing a bet by not having some of our fabled American females in its European endeavors. Surely we shouldn't have a shortage of female talent in any of our departments or operations.

I'd also like to see some women identified as potential branch managers and, in my opinion, this is a most difficult slot for a woman to step into. It requires very special training

and support but I think we can do it.

Q. Sally, as of this moment, what has been the most satisfying aspect of your position, or perhaps the most satisfying experience?

Sally: The shaping of Field Support — the identification of its responsibilities and opportunities through three energetic managers. The mutual support and share responsibilities of my staff. This is the first time that I have been able to select the people who work for me. Finding the right people and learning, all of us, to work as a team is the most rewarding experience I've had to date.

Q. What career plans do you have for the immediate and long-range future?

Sally: I plan to stay in Marketing and reach as high as I can in the management world, earn a Ph.D. in marketing and accumulate every kind of experience possible in the area. Twenty years from today, instead of retiring at my desk, I would like to teach in a graduate school or become a business consultant. □

New Foreman at Appliance Park Typifies Changing Work Force

A new foreman at Appliance Park who sings in a church choir, attends college and is raising five children is an example of the changing patterns in the work force at GE and throughout the country. By improving their skills through training and education people are moving up — no longer held back by the old-fashioned barriers of sex, race, origin of birth or age.

Barbara Payne is part of this new surge of employee upward mobility. She has been promoted to Foreman of Steel Preparation for the Home Laundry Products Division at Appliance Park. Seventeen men report to her. She is responsible for the steel used in the manufacturing of washers and dryers from the time it is received until it goes into production. She moved up from the assembly line.

Mrs. Payne feels her career with GE is just beginning and to aid her in taking advantage of opportunities, she is enrolled at the University of Louisville under the General Electric Tuition Refund Plan. The program is designed to help employees meet tuition expenses so they can further



Barbara Payne has a new job. The new foreman at Appliance Park is shown here discussing specifications.

their education and, thus, their personal careers.

Active in community affairs, Mrs. Payne sings with the Joshua Baptist Church Young Adult Choir and serves as a consultant with the Jackson Area Council. Her past activities with the Council include the formation of a non-profit business to put young people who had dropped out of school

to work doing janitorial duties. For this she was recognized in the Congressional Record of August 3, 1971. She has also served on the Board of Directors of the Louisville Family Planning Council.

The story of Mrs. Payne's career is like an up-dated Horatio Alger tale — but more impressive. Having dropped out of high school at an early age, she married and became the mother of five children. When she and her husband were divorced, she decided that life had more to offer her and her children than welfare checks, so she enrolled in the local "Learn More — Earn More" Program. After earning her High School Equivalency Certificate she went on studying and received a certificate from the Department of Health, Physical Education and Recreation of the University of Louisville for completing the Workshop in Recreation Leadership.

Before joining the General Electric Company Mrs. Payne worked with Olin Mathieson where she took internal company courses in industrial relations, communication and other areas that would aid her as a supervisor and received a certificate from the College of Computer Science for completing the Computer Programming and Analysis Course. Although

(continued on back page)

she admits she found it very difficult to work at a full-time job, go to school and raise her five children, Mrs. Payne stayed with it and, in fact, received excellent grades in all her courses. She has just completed a course for experienced supervisors at Appliance Park.

Mrs. Payne's story, like those of many other GE employees illustrates the point that people are using the opportunities which are increasingly available now for everyone. It's the tale of getting ahead by dint of hard work. And it underlines the point that the important thing is to do the job... and to do it well. □

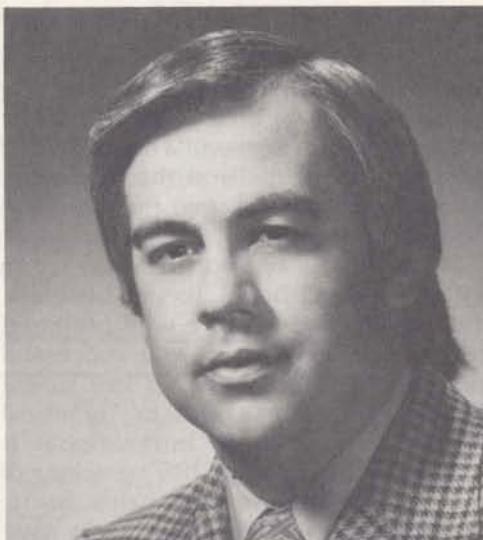
GE Opens Contract Negotiations with IUE, UE

Contract negotiations between General Electric Company and the International Union of Electrical, Radio and Machine Workers (IUE) and the United Electrical, Radio and Machine Workers (UE) began separately but concurrently on March 22 in New York City. John R. Baldwin, chief negotiator for the company, said, "The IUE represents about 85,000 GE employees, and the UE about 16,000."

Current contracts which were negotiated in January 1970 expire on May 26. In addition to these two nationally negotiated contracts, there are over 100 local contracts with nearly a dozen other unions covering another 35,000 GE employees, which expire on or shortly after May 26.

The tone of the opening meetings was described as constructive. Both sides predicted tough bargaining on the issues, but expressed confidence in achieving a settlement. □

UP THE LADDER



Richard D. Vincent, formerly a senior account representative in Dallas, Texas, is now the manager of the Arizona Branch in Phoenix.



Judie H. Gronkiewicz is on her new job as a secretary in the division's legal operation. She was promoted from her previous assignment in the Capital Commercial branch.



Marion H. Boss has left the secretarial field and is now an international customer service clerk. Her promotion was effective on March 5.

(not pictured)

Wayne S. Carney assumed new responsibilities as production control coordinator for the Medinet Operation in Watertown on March 5. Wayne had been a production control clerk.

Jordan Now on Board as Facilities Services Manager

The appointment of **James K. Jordan** as manager of facilities services, effective March 19, has been announced by **Norman B. Barth**, manager of the information services relations operation.

As manager of this section which is located in Bethesda, Jim assumes responsibility for facilities services and planning, renovations, contractual custodial and security services for division headquarters. Reproduction, shipping and receiving and the mail room, each component being an important element of office services, also report to the manager of facilities services.

Jim graduated from Loyola College in Baltimore, Maryland with a BS (physics and engineering) and earned a master's degree (industrial engineering) at Purdue University.

His on-the-job experience has included positions of process engineer for Enjay Fibers & Laminates, technical representative for E. I. Dupont de Nemours and manager of Fairchild Industries' facilities department in Germantown, Maryland.

Jim also teaches mathematics to business economics and accounting majors as an adjunct professor at Loyola College's Evening School. □



NEWS-SHARE

Vol. VII, No. 11

Bethesda, Maryland

April 6, 1973



INFORMATION
SERVICES
BUSINESS
DIVISION

First Electric Utility Sales Workshop Brings Industry Experts to Bethesda

Kenneth MacDonald sponsored a two-day Electric Utility Sales Workshop in Bethesda recently. Participants included 20 division account representatives who have electric utility responsibility throughout the country and several guests from other company components who are recognized authorities in the Electric Utility Industry.

Invited guests and speakers included H. Richard Lloyd, manager of the Power Generation Sales Division's automation sales operation and Ver-

nnon A. Rydbeck, manager of the Power Transmission and Distribution Sales Division's electric utility market development operation.

Key members of the Electric Utility Engineering Operation in Schenectady presented excellent coverage of engineering programs for the industry. Participating were Leon Kirchmayer, Florence MacLane, Charles Galloway and David Klapper.

Presentations on several key utilities were made by account representatives

(continued)



Ken MacDonald presents a new "Traveling" trophy to Jim Lowry (R.), Carolinas Branch account representative, for excellent performance with electric utilities in the first quarter. Jim Schuster, the proud Carolinas Branch Manager, is

in the center.

The "Traveling" trophy will be awarded, on a quarterly basis, to the branch making the most significant contributions in the Electric Utility Industry during each quarter.

Hobbs and Scully Named New Zone Managers

Paul W. Sage, General Manager of the Information Services Sales Department, announced the appointment of two new zone managers. Effective April 2, **Roger T. Hobbs** became manager of the Eastern Zone and **Edward F. Scully** was named manager of the East Central Zone.



Roger T. Hobbs

Roger is a native of Philadelphia and a 1965 graduate of Morgan State College in Baltimore, Maryland. He joined the company in 1967 as a marketing representative with our division. He has held positions of manager of the Washington government branch and manager of the Chicago branch. His new office and Eastern Zone headquarters are located in New York City.

Ed Scully joined GE in 1960 as a sales engineer for the Heavy Military Electronic Department. He is a graduate of the University of Detroit. In 1969, Ed transferred to our division

(continued)

(continued)

Al Sisto, Bob Maraio, Dave Comroe, Jim Lowry and Peter Bloomfield.

The interchange of selling techniques and applications for electric utilities was the theme of the entire Workshop.

Paul Sage, Paul Leadley, Phil Moody, Fred King, Gerry Paulsen, Bill Love, Lee Anderson and Peter Janca contributed to the success of this Workshop through their active participation in the two-day program.

The session concluded with Ken MacDonald reviewing the division's present activities with the Electric Utility Industry and revealing plans for further penetration of this great market.



L. to R.: Paul Leadley, Leon Kirchmayer, and Vern Rydbeck appear extremely pleased with the activities at the Electric Utility Workshop.

(continued)

as a district manager. His last assignment was in the Medinet Operation where he was manager of marketing. Ed's new office and headquarters for the East Central zone are being established in Bethesda. □



Edward F. Scully

Four GE Retirees Pass 99 Year Mark; Most on Pension Longer than Service

Four General Electric retirees have passed the 99-years-young mark. All but one have been receiving GE pensions for longer than their years of service with the company — some almost twice as long.

Oldest GE pensioner is John Ryan of Schenectady who was 103 on January 14. He retired from Schenectady in 1933 after 23 years of service. He's been on pension nearly twice as long as his service.

Christian J. Schultz will reach 100 this year. He lives in Clarksville, New York and retired from Schenectady in 1942 after 33 years of service.

Dr. William D. Coolidge will reach 100 this year. He retired from the Research Laboratory, Schenectady, in 1945 after 38 years of service. Dr. Coolidge has been on pension nearly as long as his GE service.

Horace W. Sexton reached 99 early this year. Mr. Sexton retired from the Pittsfield Works in 1945 after 32 years of service.

You and Your GE Benefits



by Paul L. Beaudry

The recent distribution of the S&S Program Mutual Fund Annual Report gives us an opportunity to remind employees of the continuing value of this fine plan.

The concept of the program is simply stated: To assist employees in building up savings for long-term financial goals while helping to protect them from short-term financial emergencies.

In fulfilling the objectives of this concept the program, which was designed to be responsive to individual goals and investment desires, has been revised to make it even more flexible. The S&S Program Mutual Fund option itself, which became effective in 1967, was a good example of a major change in this direction. The S&S Program is an excellent addition to what I like to call General Electric's "smorgasbord" of elective benefits. It offers an employee the opportunity of putting aside anywhere from 1% to 6% (7% for 3 year participants who have qualified for a holding period distribution) of his earnings. In accordance with program provisions, the company matches 50% of the employee savings. These savings (and the company "Proportionate" share) can be invested in a wide variety of combinations of General Electric Stock, S&SP Mutual Fund Units and U.S. Savings Bonds. In addition, a unique feature (available for a 1% contribution) is a special Insurance Option.

The program calls for a 3 year holding period (although the 50% Company "proportionate" share is contingently credited each month). Savings in 1973, for example, would be



INFORMATION SERVICES BUSINESS DIVISION

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Bethesda, Maryland 20014
Dial Comm 8*273-4121

held in trust during 1974, 1975 and 1976 and distributed early in 1977. Dividends on the Stock, capital distributions on the Fund Units or interest on the Bonds is credited to these investments during the trust period. Participants receive an annual statement of credits and contingent credits (company share) to their account.

The program provides for withdrawal of funds without forfeiting the company's 50% "proportionate" share in certain emergency situations such as loss of salary during periods of extended illness, lack of work and even for educational expenses. Flexibility extends to complete payout upon retirement or to the beneficiary in the event of death.

Other features include make-up savings during certain absences, no brokerage fee for sale or redemption of Stock or Fund Units, and a unique "retirement" option which permits the participant to leave the company "proportionate" share, and accumulated income, in trust until retirement or termination, which defers payout of this portion and may be advantageous from a tax standpoint.

All in all, a program that offers a good incentive to save on a regular basis in a sound, flexible plan. □

MARCH SERVICE AWARDS

25 Years

John Chadderton Bethesda

20 Years

Philip Fabrizio Bethesda
Marylin Friend Watertown

15 Years

Verkuel Eubanks Bethesda

10 Years

June Hulse Brook Park
Nelson Munson Bethesda

5 Years

Colin Adamson Watertown
Harlan Dodge Cincinnati
Paul McGough Folcroft
Thomas Presgraves Bethesda
Lucy Ragozzino Watertown
Miriam Williams Bethesda

ADAPT Language Course for Customers Held in Bethesda



Lectures were included in the curriculum of the five-day course.

A five-day course for division Numerical Control customers was conducted at the headquarters training center in Bethesda recently. Customers received instructions on the use of our ADAPT language to program parts. The curriculum concentrated on lectures and "hands-on" terminal experience in writing and running programs.

Course leader, Joseph Domonkos,

commented that customers enrolled in this course expressed keen interest in the course material and appeared well pleased with the benefits provided by this extra training.

Robert E. Loew, marketing representative in the Milwaukee Branch, completed this training along with division customers. □



Numerical Control customers gained "hands-on" terminal experience in writing and running programs.

Last year we took in \$10.2 billion, but we paid \$9.7 billion right back out.

Our business results for 1972 have now been released. In a tough, competitive market situation, we were able to obtain \$10.2 billion in sales—the highest in GE history.

But the cost of doing business also hit an all-time high. Employees claimed a record slice of 4.2 billion dollars—40.7% of the sales dollars—nearly eight times as much as went for profits.

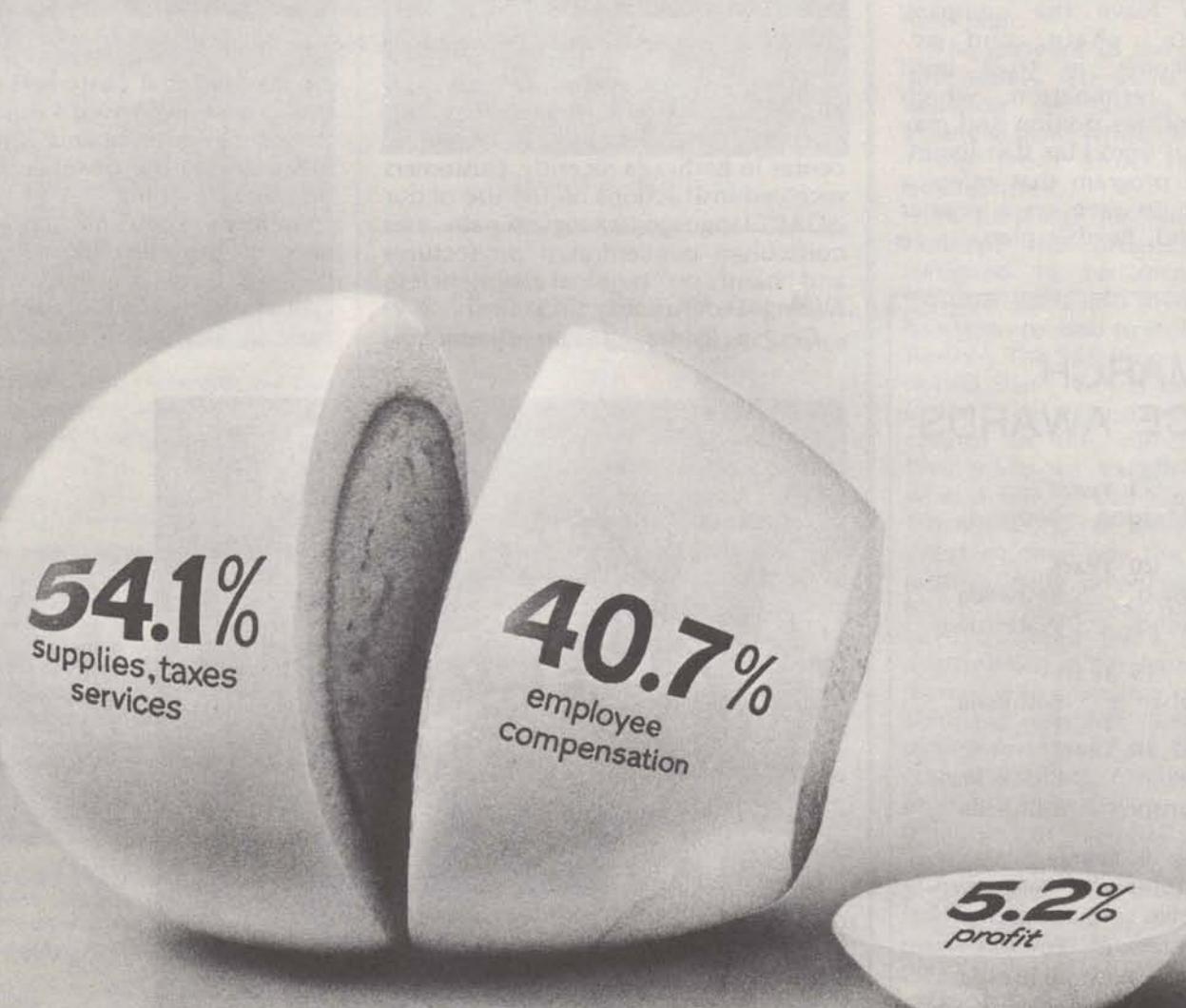
The largest slice, 54.1% went for supplies, etc.—a \$5.5 billion total—much of it going into local plant communities for goods, services and taxes.

As for net profit—the difference between what we gained in sales—and what we spent

—that was only 5.2% of GE sales. Just about the same as last year. And more than half of those profit dollars went right back into the business. To build job security.

Profit is the only tool we have to make jobs. And to hang onto jobs.

So, while we did pretty good in 1972, we must not add unrealistic costs to the business that could jeopardize its ability to provide secure jobs. Keeping the business cost-competitive while achieving equity for all employees is the challenge for negotiations.



NEWS-SHARE

Vol. VII, No. 12

Bethesda, Maryland

April 13, 1973



INFORMATION
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Personal Share Statements Now Being Distributed Furnish Specific Benefit Values for You

"If you're interested in some major individual and specific dollar values you have in GE employees benefits you will want to pay a lot of attention to your own **Personal Share Statement**. The statements will be distributed to nearly all employees within the next week."

Those are the words of **North Barth**, relations manager for the Information Services Business Division, as he asked News-Share to call everyone's attention to the Personal Share Statements. He pointed out that the documents were prepared as an individualized special employee service to furnish each employee with important personal information on estimated retirement income from GE Pension and Social Security as well as the values of savings plan participation

as of the end of 1972.

Mr. Barth pointed out that the Personal Share Statements are issued periodically, always about this time of year. "The purpose is to give each employee the latest information on his or her benefits under major GE employee benefits plans." He said that, "The Statements are distributed at this time of year because they are based on information as of the end of the previous year — in this case 1972. In addition, as everyone must be aware, changes in the Pension Plan are up for review this year, and all of us should know what we have in order to understand some of the changes which may be considered."

A great deal of progress has been made in making pension and social security income estimates more complete in this new statement, as compared to the one issued last year, Mr. Barth said. "The Personal Share Statement completes the calculation of your estimated retirement income from Social Security, including the effect of the most recent SS changes. The computation includes Social Security benefits projected to the year of each individual's normal retirement."

The computation assumes that each employee's earnings will be at the same percentage of the Social Security wage base as it was in 1972. "If you were earning 10% under the Social Security ceiling in 1972, the calculation assumes this relationship will continue. While this assumption will not be 100% correct in actuality, it provides a basis that enables computers to give a very valuable Social Security benefit estimate," Mr. Barth explained.

Projecting each individual's monthly pension at the date of normal retirement was a difficult job, too, said Mr. Barth. "Basically the computer

(continued)

Company Sales and Earnings Show Increase in First Quarter of '73

Sales of General Electric Company were \$2,547 million in the first quarter of 1973, compared with \$2,218 million in the first quarter of 1972, representing an increase of 15%, Reginald H. Jones, Chairman of the Board, announced.

The earnings increase, however, was proportionately lower, at 11% over the same 1972 quarter. Earnings were \$114.4 million or 63 cents a share in the first period, versus \$103.5 million or 57 cents a share in 1972's first three months.

"Our first quarter gains were broadly based with most major sectors of our operations capitalizing on the acceleration of the U.S. economy," Mr. Jones noted. "Our shorter cycle businesses — major appliances and other consumer goods — showed continued strength as did components and materials supplied to the consumer-goods market. Businesses in chemicals and high-performance materials, such as plastics, remained strong," he said.

Mr. Jones also noted that commercial aircraft engine sales increased over the same quarter of 1972, although other Aerospace Businesses continued to reflect current low cycles of work in National Security and Space Projects.

General Electric Credit Corporation again contributed to the company's improved earnings, Mr. Jones said.

In commenting on the recent currency devaluation, Mr. Jones pointed out that the net impact was a minor loss which has been included in the first quarter results. He also noted that the effects of Phase III economic controls on the company are still unclear.

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Barbara B. Oliver
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014
Dial Comm 8*273-4121

GENERAL ELECTRIC
A personal share statement As of December 31, 1972

PREPARED FOR:
K. S. EMPLOYEE #
600 000-00-0000

GE Pension Plan and other Employee Benefits
The following is a brief description of your General Electric employee benefits. Some of the information is general and applies to all employees. Other information is specific to you. The following statement does not cover all of the benefits available to you. For most of the plans described here you must ask your employer for a copy of the plan document. If you wish to look at Long Term Disability insurance, ask your employer for a copy of the Long Term Disability Insurance Plan.

By reviewing the booklet you receive, you can tell what benefits are available to you as the employee of General Electric. Please keep this booklet for your records. If you change your address, name, or marital status, or if you leave GE, you must advise the Personnel Department. The Personnel Department will make arrangements to forward your benefits information to your new employer. The Personnel Department will also forward your Social Security information to your new employer.

Also included in this report is page 4 of your GE Pension Plan booklet. This page contains information on the GE Pension Plan. However, if you are not participating in the GE Pension Plan, you will receive a copy of the GE Savings Plan booklet (Savings and Security Program or Blackinton Plan). However, if you are not participating in the GE Savings Plan, you will receive a copy of the GE Savings Plan booklet.

An Estimate of Your Monthly Income on Retirement at Age 65

A. ESTIMATE OF YOUR MONTHLY INCOME ON RETIREMENT AT AGE 65	
B. ADJUSTED ESTIMATE OF YOUR MONTHLY INCOME ON RETIREMENT AT AGE 65	
1. Social Security	2. GE Pension Plan
3. State Retirement Plan	4. Other Retirement Benefits
5. Total Retirement Income	6. Total Retirement Income

For further information concerning your pension plan, contact your personnel representative or the Personnel Department. For further information concerning your Social Security benefits, contact the Social Security Administration. For further information concerning your state retirement plan, contact your state retirement plan administrator.

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Your Personal Share Statement, as of December 31, 1972, should reach you within the next week. Keep an eye out for your brown and white Statement which will look like the sample reproduced above.

programmers used an individual's 1972 pension credits and multiplied it by future years to age 65 to get the estimated future build-up. They then added pension credits up through 1972. In most cases the real future build-up of credits for pension may well be larger than those projected on the basis of 1972, because earnings tend to rise through the years. However, the estimated figure provides a very useful estimate of an individual's GE pension at age 65."

The computer also calculated each person's pension under the "career formula" and the "minimum formula" and provided the one which was larger.

The two figures — GE pension and Social Security, plus data used in developing the figures — are furnished in the PS Statement. There's also a line for an employee to add in the Social Security of his or her spouse if he or she is married; and another in which to place any other monthly income an employee expects at retirement — insurance, Savings and Security Program income, etc. The figures, when added, present a good estimate of full

retirement income at age 65.

In another section of the Personal Share Statement an employee receives an accounting of the amounts being held in his or her account under the Savings and Security Program or the Stock Bonus Plan, how much comes from his own investment and how much from company payments.

In addition, to calculations of each individual's retirement income and savings plan investments, the Personal Share Statement contains brief descriptions of special pension and insurance plan values.

"A few employees may not receive a statement," Mr. Barth said. Some may have had such short pension plan participation — or none at all — that there was no way to estimate future credits. In addition, they may not have any savings plan participation to report. In these cases there is no report to make. Some people may have transferred to a different work group recently and the Statement will be forwarded. If you do not receive a Statement, and neither of these situations is the reason, you should let your supervisor know." ■

Keep your Personal Share Statement; It's Important

Keep your Personal Share Statement. That's the advice of GE benefits experts and Personnel Accounting people.

Not just because it tells you how good your GE benefits are, but, most importantly, because it can furnish you with needed information when you or your family have decisions to make. There are a great many occasions during the year when you may need good estimates of your retirement income, or your savings, or your insurance, etc. File this statement with your personal papers until the next one is issued.

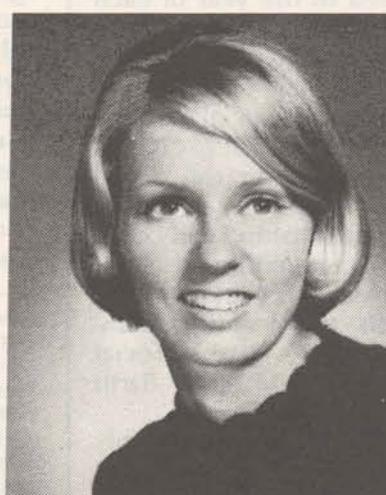
UP THE LADDER




Mary Reindl, from technical representative to senior technical representative, Houston, Texas.



Evelyn Alston, from RMS clerk to computer operator in Bethesda.



Judith L. Juhn, from technical representative to senior technical representative, Eastern Zone headquarters.



Judith K. Power, from secretary-Strategic Planning Operation to executive secretary for the Vice President and Division General Manager.

NEWS-SHARE

Vol. VII, No. 13

Bethesda, Maryland

April 30, 1973

INFORMATION
SERVICES
BUSINESS
DIVISION



Mark III Demonstrated in Moscow; Exhibit at "Electronmash-73" Attracted Thousands

The Information Services Business Division demonstrated computer time-sharing for thousands of Russians who visited our exhibit at "Electronmash-73" in Moscow, April 4-15. "Electronmash-73" was an exhibition of electronic, technological and scientific measuring equipment sponsored by the Moscow Chamber of Commerce and Industry. The latest technology in electronics, including integrated circuit design and production, was displayed during the 12-day exhibition. Invitations to attend the exhibition were restricted to the elite in Russia's scientific and engineering communities. The head of Soviet Union's State Planning Committee (GOSPLAN) and ministers or delegations from the Ministry of Precision Instrument Making Automation and Control Systems, the State Committee for Science and Technology and the

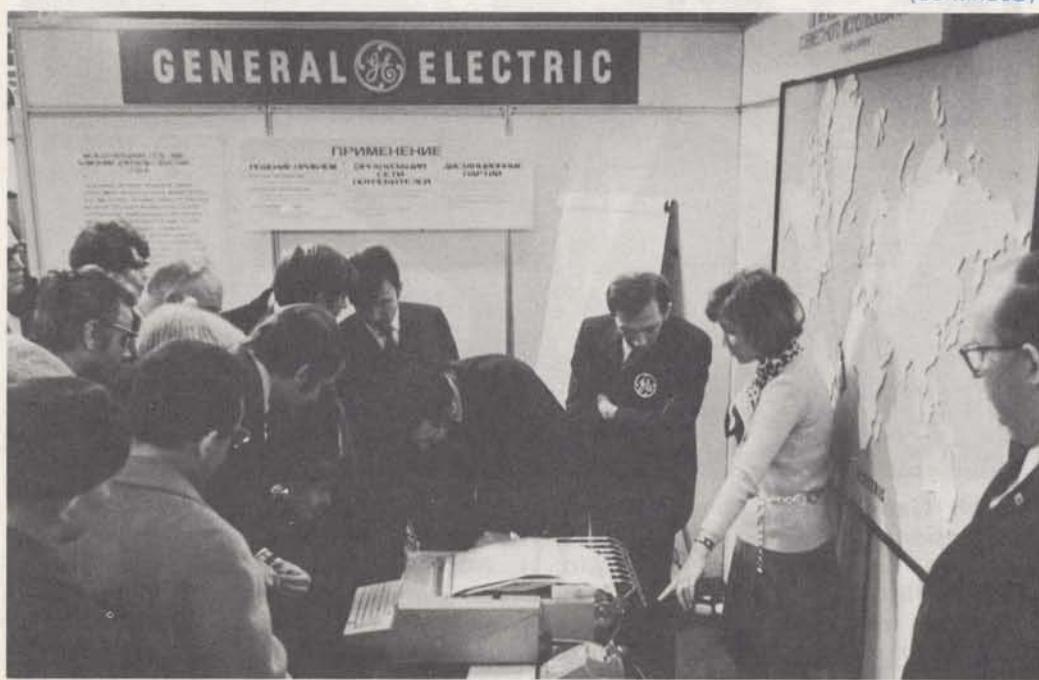
Academy of Sciences were some of the distinguished attendees.

Our division's participation in "Electronmash-73" demonstrated that it is technically feasible to produce reliable on-line service in the Soviet Union.

Colin Church, international market planning manager, was in charge of our exhibit. He was supported by Mike Myers who is fluent in Russian and engaged as a consultant. Ed Tutle, GE-Waynesboro, John Prior, Mark Century-London, and Janet Schibli, IGE-Geneva also assisted Colin in making our demonstration a success.

Commenting on the exhibition, Colin said, "We received an excellent reception from the Soviet officials and the visitors to our stand were amazed at the rapid response. We used the TermiNet 300 and people from the audience, who were usually standing three and four deep, sat at the

(Continued)



Thousands of Russians viewed division's demonstration of international data processing network capabilities.

Educational Loans Again Available to Employees

GE employees who need educational loans for full-time college study for their children have two company programs to choose from says **Norman Barth**, Relations Operation Manager. The plans may also be used by employees who are full-time students.

"If you're eligible, you can borrow from either the long established Educational Loan Program or the Guaranteed Educational Loan Program," says Mr. Barth. "In some cases you may be able to obtain funds from both."

The Educational Loan Program provides company funds for use by students enrolled on a full-time basis. Employees who have at least one year of continuous service can borrow up to \$1,500 per student per year with a maximum of \$5,000 outstanding for the education of any one student, and a maximum of \$10,000 for two or more students who are members of the same family.

The Guaranteed Educational Loan Program is a program which provides for the guarantee by the United Student Aid Fund, Inc. of educational loans. Under this program, which was developed in 1970, the student himself arranges to obtain the loan funds from participating banks.

This year, the annual maximum loan per individual was increased to \$2,500 from the previous sum of \$1,500. In addition, the previous total of \$7,500 will be increased to \$7,500 for undergraduate study and \$10,000 for undergraduate and graduate study combined.

Mr. Barth points out that the application processes are somewhat complex and may take several weeks to complete. He suggests that employees interested in applying for educational

(Continued)

(Continued)

TermiNet for hands-on experience. Some brought their own BASIC and FORTRAN programs. Others had us change the data in our programs and wrote simple programs for us as they were suspicious that the whole demonstration was canned. One fellow even thought we had a line attached to the mini-computers in the building. We overcame the suspicion with the successful demonstration of

our international data processing network capabilities and earned the reputation of being the 'only exhibit with really something new.'"

Our division's activities in the Soviet Union are in accord with an agreement between General Electric and officials of the Soviet Union for broad scientific and technical cooperation in fields of mutual interest. □



Colin Church (standing at right) conducted demonstrations at Moscow exhibition.



Russian visitors used the TermiNet 300 for hands-on terminal experience.

1973 S&S PRICES

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$71.827	\$39.727
February	68.493	38.041
March	66.125	37.621

(Continued)

loans get an early start.

"In any event," says Mr. Barth, "loan applications should be submitted, complete with supporting attachments, by June in order to assure disbursement of funds before the start of the fall academic year."

For more information about the plans, such as, who is eligible, which schools are acceptable, the terms of the loans and how to apply, employees may call Eugene Taft, manager of employment development and compensation, in the Bethesda Office (8*273-4701). □

Credit Line



Ralph Gang (right), zone representative, East Central Zone, shows a three dimensional tic-tac-toe game to Lester W. Dettman, (left) Regional Vice President of GE's East Central Region, and H. Michael Hayes, Manager of Power Distribution Sales-East Central District. The game is a product produced and marketed by a Junior Achievement company in the Cleveland area. Ralph voluntarily serves as a Junior Achievement adviser and reports that his particular JA company "has come from the depths of bankruptcy to win the title of 'Company of the Month' in a local contest." Ralph and other Cleveland area GE employees who participate in JA programs were attending a recognition luncheon at the Clevelander Club hosted by Mr. Dettman.

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You and Your GE Benefits

by Paul L. Beaudry



It may seem somewhat strange to discuss lack-of-work situations when our business is growing and we are hiring people — but the economic story would not be complete without this benefit.

Income Extension Aid

- A week's pay for each full year of continuous service, plus 25% of a week's pay for each additional three months service at time of layoff.
- Hourly and non-exempt salaried employees with at least two years service are eligible. Exempt employees have comparable benefits.

Unemployment Insurance

- Each state has a separate schedule of benefit amount with rates based on average weekly pay.



Pension Plan

- Vested rights to a pension after 10 years of credited service under the plan.
- If within a year of optional retirement age, eligibility for that form of retirement is maintained until the age is reached.
- Employees' contributions plus interest are returned when service is broken by those without vested rights.



Insurance Plan

- Free coverage for the employee for a year if service is not broken.
- For those with three years continuous service, dependent coverage continues up to a year without charge. Others may have dependent coverage by paying premiums.
- Weekly sickness and accident coverage continues 31 days after layoff.



Benefits Available When Lack-of-Work Situations Occur

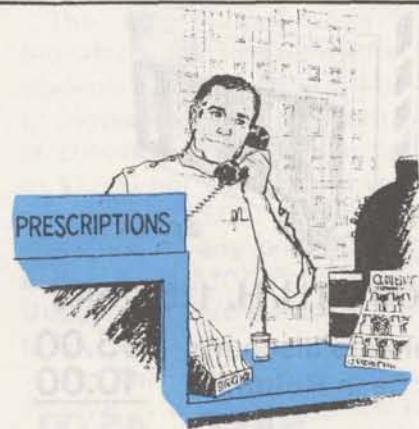
Sometimes, in spite of the company's best efforts to stabilize employment, a reduction in the work force becomes necessary — a lack-of-work situation occurs.

General Electric recognizes that this is probably one of the most difficult times in an employee's working career. General Electric's benefit plans have been devised so as to be especially helpful in this

situation. On this page you will find a picto-chart which summarizes these special aids. Although the benefits shown in the boxes on Income Extension Aid and Individual Development are part of the non-exempt programs, similar benefits are available to exempt employees who might be affected if such a situation occurred.

Individual Development Program

- Tuition refund, and sometimes a training allowance, for hourly and non-exempt salaried employees on layoff.
- Pays all tuition up to \$400 a year.
- Training allowance equal to 50% of weekly pay for at least eight weeks for those enrolled in courses and not eligible for unemployment insurance.
- IDP requires six months service and retention of recall rights.



Savings & Security

- Payroll deduction savings may be withdrawn without giving up the 50% company payment.
- After six months on layoff, the entire credited S&S balance may be withdrawn.
- Employees may continue to invest for six months following layoff and receive company payment.

Product Purchases

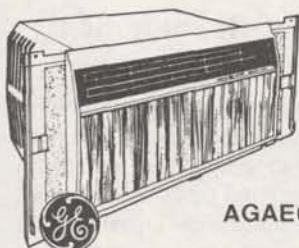
- Discounts on appliance purchases and Employees' Store shopping privileges continue for a year if service is maintained.

WIDE RANGE OF EMPLOYEE BENEFITS have built-in provisions to help those laid off for lack-of-work. Picto-chart above shows only the highlights. Benefit booklets for the individual plans have complete details.

Save Up To \$90⁰⁰



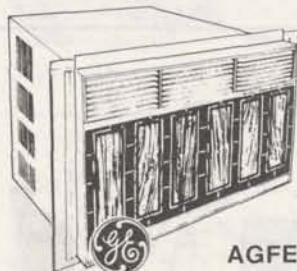
Room Air Conditioners



AGAE606

6000 BTU/H. 115 Volts

Employee discount	20.00
Plus Cash Refund	5.00
SAVE	25.00



AGFE812

11500 BTU/H. 115 Volts

Employee discount	35.00
Plus Cash Refund	10.00
SAVE	45.00

Extra Savings If You Buy Now

Save up to \$90⁰⁰

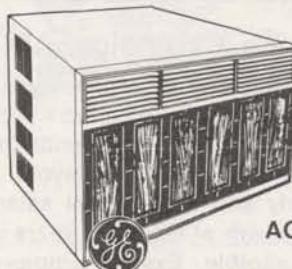
CHOOSE THE MODEL* YOU WANT, CHECK YOUR EMPLOYEE DISCOUNT SCHEDULE THEN GET AN ADDITIONAL REFUND BASED ON THE FOLLOWING BTU/HR.

BTU/HR.	Refund
5,000 to 6,000	\$ 5.00
6,500 to 10,500	\$ 7.50
11,500 to 24,000	\$10.00
27,000 to 32,000	\$25.00

Limit one refund per eligible purchase

*Offer good only on sales from General Electric franchised RETAIL dealers. Models AGTE304F and AGTE604F (Carry-Cool Models), excluded from Cash promotion.

Hurry!
offer good
April 23-
May 5, 1973



AGDS821

21000 BTU/H. 230/208 Volts

Employee discount	45.00
Plus Cash Refund	10.00
SAVE	55.00



AGGS627

27000 BTU/H. 230/208 Volts

Employee discount	55.00
Plus Cash Refund	25.00
SAVE	80.00

- Purchase any* model GE Room Air Conditioner from a participating GE dealer and apply for the regular employee discount through your Payroll Department.
- Get your "Cash Refund" direct from GE of up to \$25.00 by submitting a "Cash Refund" certificate through the dealer where you purchased the Room Air Conditioner.

Models AGTE304F and AGTE604F excluded from "Cash Refund" promotion.

OFFER VOID WHERE PROHIBITED, RESTRICTED OR TAXED BY LAW.
OFFER NOT AVAILABLE IN THE FOLLOWING FAIR TRADE COUNTIES of New York — Bronx, Manhattan, Westchester, Kings, Queens, Nassau, Suffolk, Richmond, Rockland, Orange, Sullivan, Ulster, Dutchess, Putnam. New Jersey — Sussex, Passaic, Bergen, Morris, Essex, Union, Somerset, Middlesex, Monmouth, Ocean, Hunterdon. Massachusetts — Hampden, Hampshire, Franklin. California — Imperial, San Diego, Orange, Riverside, Los Angeles, Ventura, Santa Barbara, San Bernardino. State of Connecticut.

NEWS-SHARE

Vol. VII, No. 14

Bethesda, Maryland

May 18, 1973



INFORMATION
SERVICES
BUSINESS
DIVISION

Plaudits, Goals, Training, Highlight Division Meetings

On May 3 managers at headquarters attended an all-day meeting at the Washingtonian Motel in nearby Gaithersburg, Maryland. This concluded a series of Spring Zone meetings conducted throughout the division.

The Spring Zone meetings were held at headquarters and in each Zone to communicate the state of our business, plans, goals and expectations.

At each Zone meeting, product training sessions were held and top salesmen were inducted into the Master Circle. In order to be a member of the Master Circle a salesman must meet or exceed his sales quota for the entire year.

Salesmen who qualified for the first time received red coats; second year winners were awarded savings bonds and pen and pencil sets. The third year winner, **Bert Gottenberg**, received a silver tray. □

APRIL SERVICE AWARDS

20 Years

Joseph Bobik Schenectady

5 Years

Clarence Butte	Bethesda
Carol Smith	Los Angeles
Benjamin Lubbehusen	Bethesda
Bruce Wilson	Bethesda
James Corsetti	Teeaneck
Robert Cox	Phoenix

1973 S&S PRICES

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$71.827	\$39.727
February	68.493	38.041
March	66.125	37.621
April	62.613	35.990

How Much is Your Share?

A lot of people wish they had just a vague idea of what they could count on when they reached retirement age. You have better than a vague idea. You have a projection of your GE pension and Social Security retirement income based on your current credits and estimates of future credits under the Pension Plan and Social Security. It's in the Personal Share Statement you recently received. Check those figures, and file your Statement for future needs. □

Summer Is Coming!



Monday, May 28 is another paid holiday for division employees, giving us a three-day weekend as we observe Memorial Day. □

Hertz, Avis Give GE Employees 30% Discount

Hertz and Avis are now offering all GE employees a 30% at-the-counter discount on gross time and mileage car rental charges within the continental United States. This discount is for business and personal car rentals at standard rates and "drop off" charges are eliminated.

In order to obtain the discount, positive General Electric identification is required. You may use your standard GE identification card, or GE hospital identification card. □

UP THE LADDER



Janice Weinberg has been promoted to account manager in Baltimore. Janice was formerly a MAP marketing specialist in the Mark Delta Services Operation.



Ellen Kistler has been appointed technical manager for the Eastern Zone. Previously, she was a senior technical representative.

MASTER CIRCLE

... declared at zone meetings held this spring. Not pictured are the Southwest Zone winners: **Ronald Campbell, David Cernal, Ronald Nutter** (second year), **Richard Vincent, Mike Schermer, and Henry Struve.**



▲ **Paul Sage** (right) presented a sterling silver plate to **Bert Gottenberg**, Eastern Zone's third year winner in the 1973 Master Circle.

In the Pacific Zone, first year winners gathered for a formal portrait (left to right): **Dave Thacker, Dick Whitehurst, Ed Ferguson, Paul Morey, and Larry Vifquain.** Second year winners are pictured: **Mick Monroe, Del Ball, Melanie Bouer, Ronald Simon, and Ken Clement.** ▶



▲ In the Southern Zone, **Bob Hench**, manager of our Technology Operation, and **Bill Porter**, manager of the Southern Zone, joined the winners. Front row, (left to right): **Rudy Baldor, Joe Ripkin, John Canning, Paul Dowdy and John Kemp.** Back row: **Reggie Loy** (second year), **Jim Lowry** (second year), **Bill Porter, Ernie Sigrist, Bob Hench, Jim Schuster** (second year), and **Gary Barnett** (second year).

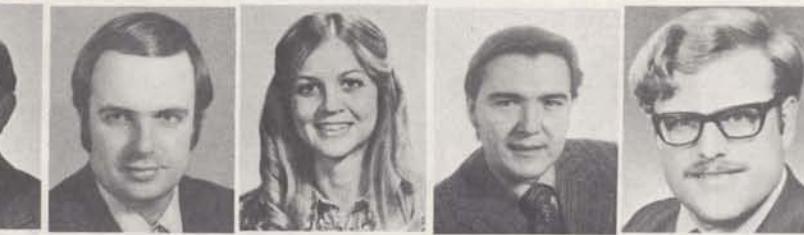
Bob Streight (right), manager of the Central Zone, beams upon his winners (left to right): **Fred Bremer** (second year), **Jack Hauber, Bruce Frisch, Rod Lemberg** (second year), **Lyle Clugg, Jim Parkhurst, and Mike Emmi** (second year). ▶



▲ **Paul Sage**, (left) general manager of the Sales Department, attended the Eastern Zone meeting with **Harry Hearn** (right), then manager of the zone. Second year winners are shown with them (left to right): **Al Abrams, Dennis Gresko, and Harry McNeill.**



CLE WINNERS



◀ Presentation of awards in the Northeast Zone was made by **Jim Castle**, manager of the Marketing Operation in Bethesda, and **Jack Griffin**, manager of the Northeast Zone. First row: **Jack Griffin**, **Jim Castle**, **Grace Wedekind**, **Bill Hohenstein** (second year), **Ron Pushee**. Second row: **Mike Farsaci**, **Joe Carpentiere**, **Joe Bobik**, **Newt Gleason**, **Ray Grzybowski**, **Dave Jarvis**, **Steve Battory**, and **Paul Cockerham**.



▲ **Paul Leadley**, manager of the division's Strategic Planning Operation, and **Mac McCleary**, then manager of the East Central Zone, attended the meeting which honored East Central Zone winners. Pictured here (left to right): **Paul Leadley**, **Jim Spencer** (second year), **Harlan Dodge**, **Joe Juliano** (second year), and **Mac McCleary**.



▲ Ten first year winners in the Eastern Zone are shown (left to right): **John Couch**, **Paul Sage**, **Mike Paccione**, **Mike Mash**, **Howard Weidberg**, **Dean Steiner**, **Al Friedman**, **Harry Hearn**, **Dick Burke**, **Ed Weidberg**, **Dick Fontaine**, and **Tom Vinci**.

Three Complete Financial Management Program

Pat Bogley and **Al Barron** were awarded General Electric Certificates of Graduation from the Financial Management Program in Bethesda April 26. A third graduate was Bill Casamo from the Major Appliance Business Group.

This program enables employees to learn finance and accounting work as it applies to GE. The program combines on-the-job experience with graduate-

level study.

Leo Ramer, manager of the Division Finance Operation presented the certificates. **John Meyer**, internal auditor who serves as coordinator for the

regional Financial Management Program, also attended.

This was the third FMP graduation in our division, and the first group to include a female. □



Left to right: Bill Casamo, John Meyer, Pat Bogley, Al Barron, and Leo Ramer.

Half of last year's profits went back into the business.

Pay for GE employees was up \$283 million in 1972 over the previous year. That's good news. It meant that GE jobs stayed among the best in industry.

Another increase that was every bit as important to employees as the paycheck increase—was the profit increase that went right back into the business, to keep it growing.

Last year it accounted for over one-half of the company's total profits. A whopping \$275 million, an all time record.

The fact is, that while total GE profits rose \$58 mil-

lion last year, \$53 million of that increase was reinvested. Including such things as new facilities, new equipment, research and development on new products.

The increased dollars for pay and benefits in '72 is a big plus for employees. But, every additional dollar of profits that goes back into the company also helps employees. Both help create more and better jobs.

When GE is growing, GE jobs are growing.

54.1%
supplies, taxes
services

40.7%
employee
compensation

2%
fit

5.1%
pro

BACK
INTO THE
BUSINESS

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VII, No. 15

Bethesda, Maryland

May 29, 1973

Summer Intern Program Reactivated in '73

The developing talents and contributive efforts of college students have proven the value of our summer intern program for college students. Opportunities for professional and technical growth have been invaluable aids in the shaping of many students' career goals.

"The summer student program is an excellent vehicle for the company. It leads toward the employment of very high calibre people," says **Robert R. Hench**, Technology Operation manager. Technology will employ summer interns again this year, having had good experience with the students in past years.

Students are also returning for a second summer in the Pacific and Eastern zones. "We were amazed at the rapidity with which **Beverly Cray** picked up a rather involved part of our business. We felt the loss when she left at the end of the summer — which is an indication of her value," com-



Sylvia Withers, who will enter graduate school at Howard University next fall, gleans information from third-year intern Tom Stevens, who is now working toward his doctorate in physics at Howard.

mented **Harry Hearn**, then manager of the Eastern Zone, on his experience in that office with summer interns. Beverly is returning to the New York office this summer.

Allen Nuss, then manager of training, says **Carol Henry** was "a major contributor to the on-line system for the National Sales Conference, and she was dedicated enough to take time off from her busy school schedule to help with its implementation." Carol is returning this summer to work in Marketing field support.

During their summer with the division, each intern will have a "job coach" who works in the same section and gives the individual any help he requires — a link in the chain between management and intern.

There will be approximately 22 summer interns this year, divided among



Jyl Gill, coordinator of the Summer Internship Program, discusses placement of summer employees with Gene Taft, manager of Employee Development and Compensation.

Company Seeks Nominees for Steinmetz Awards

A top engineer or scientist in the Special Systems and Products Group will receive special recognition this year for his outstanding technical contributions to the General Electric Company and to society, Dr. Thomas A. Vanderslice, Vice President and Group Executive, announced today.

Created in honor of Charles P. Steinmetz, the GE electrical engineer who achieved fame as the mathematical genius of the early electrical industry, the award will be one of ten that will be granted each year to GE men and women who have distinguished themselves through unusual technical achievement.

Winners of the ten Steinmetz Awards — one from each of the company's ten operating groups — will be jointly honored in September at a special banquet at which each will receive an engraved silver medal. Names of the winners also will be inscribed on plaques to be hung in suitable company locations.

"General Electric engineers and scientists constitute one of the strongest teams of technical people ever assembled anywhere at any time," Dr. Vanderslice pointed out.

All GE engineers and scientists, except Corporate staff component employees, are eligible for Steinmetz awards. Criteria for selection will include individual achievement over a sustained period, patents, publications, and recognition by fellow employees or other professional groups.

Although managers of technical work may qualify for the awards, they will be judged on the basis of their individual technical contributions, rather than for their management of technical work.

(continued)

(continued)

(continued)

the division components. Students are coming from as far away as the universities of Arizona and Missouri, and as nearby as Howard University.

Many of the summer employees have already secured housing in the Washington area, but others are still searching for accommodations. Anyone in Bethesda who has an extra room to rent should contact Jyl Gill, coordinator of the program, on extension 758.

The opportunities for professional and technical growth are here, but everyday living problems could dampen the student's sense of achievement.

In the 1973 Summer Internship Program we hope to reduce the time lag between entry and productivity, to provide physiological and psychological support to students and managers and to identify and encourage future permanent employees.



Starting his summer internship in Bethesda at the end of his junior year at Howard University, math major Melvin T. Marriott (right) receives instruction from Bob McCalley, manager of Technology's Communication Systems.

Sickness/Accident Lawsuit Declared Class Action

Notices are going up in GE plants across the country to notify all women employees absent from GE work for pregnancy on or after September 14, 1971 that they are part of a "class action" suit to obtain weekly sickness and accident benefits of the Insurance Plan for pregnant women.

The suit was originally initiated by seven women employees in Virginia. In newspaper interviews at the time of the filing some pointed out that they were happy with their jobs and with General Electric but they believed the Insurance Plan discriminated against women by not paying weekly S&A benefits for pregnancy absences.

GE representatives have pointed out

(continued)

A selection committee of five or more persons engaged in technical work (including at least two individual contributors) has been appointed by each Group Executive. The Special Systems and Products Group's committee, headed by Dick Gifford, Vice President and General Manager, Communication Systems Business Division, will solicit nominations from professional technical personnel throughout the Group in the near future.

Final selection of the award winner will be made by the Group Executive on the recommendations of the selection committee. Each Group may select one winner each year, or may grant no award in a given year.

An employee can receive only one Steinmetz Award in his career. However, once an individual has been nominated, he will remain an active candidate for the award while employed by General Electric.

"A giant in his field, Steinmetz used mathematical analysis to grapple with problems of magnetism and alternating current and, by the age of 30, had achieved national prominence," Dr. Vanderslice noted. "During his career,

that the insurance plan covers all medical expense of pregnancy but that, in signing contracts, including provisions relating to Sickness and Accident benefits, both GE and the various unions with which it bargains had in effect agreed that pregnancy was not a sickness or accident and benefits would not be payable.

The trial of the case was originally scheduled to start in March but was postponed to July 24 at the earliest after the decision to make the suit a "class action".

General Electric attorneys indicate that the "class" could be as many as 85,000 women employees. They point out that, since this is a test case, the outcome, if favorable to the plaintiffs, may affect group insurance plans throughout the country and will pose massive new insurance costs amounting to hundreds of millions of dollars which might have been used to improve other benefits. Other observers point out that such a decision may also put up a barrier to the installing of new sickness and accident income plans by employers. □

his inventions won him more than 200 patents.

"In his memory, General Electric has now instituted the Charles P. Steinmetz Awards — to emphasize the Company's continuing commitment to technical leadership."

The nominating committee for Special Systems and Products Group is: M.W. Bellis of the Transportation Systems Business Division, Charles E. Derbyshire of Construction Materials Division, Robert Hench of the Technology Operation of the Information Services Business Division, G. Ronald MacArthur of the General Electric Supply Company Business Division, and R.P. Gifford of the Communication Systems Business Division.



You and Your GE Benefits

by Paul L. Beaudry

Your Pension is in Trust

Now that you've received your Personal Share Statement and have calculated your total retirement income, one major point should be emphasized. Your retirement money is in trust.

Recent stories in the newspapers concerning problems of people who spent years with a company only to find that their pensions were nonexistent, points up the value of a pension in trust.

General Electric offers its employees a guaranteed income under the provision of the General Electric Pension Trust, which was established in 1927.

Another point that I like to make when I talk with employees about GE's Pension Plan is that pension increases made to current employees (and there have been four since 1960) have been applied to the pensions of those already retired. I'm told by pension experts that this is very unusual and GE is one of the few companies to pass on pension increases to employees who have retired.

By the way, keep those Personal Share Statements. I have always found mine handy as a continuing record of benefits participation. □

New General Product Course Well Received

The first session of a new "General Product Course" was held in Bethesda the week of May 14 for thirty-four division personnel.

The new employees were given an overview of the company, the division, and each organization in the division. As the week progressed, the students were given detailed descriptions of our product, applications, services, and capabilities.

Personnel attending the General Product Course were: George Schubert, Brook Park; Willie Hodge, Jr., Brook Park; Bill Love, Bethesda; Bob Knight, Bethesda; Dianne Michonski, Watertown; Jack Brennan, Syracuse; Lou Hadad, Boston; Jim Sciarrino, East Hartford; Jim Walsh, East Hartford; Roger French, Watertown; Paul Heiner, Eastern New York; Richard Gariepy, Schenectady; Ken Dick, Portland, Oregon; Dean Denison, Long Beach; G. Milam Hall, Los Angeles; Perry Farley, San Francisco; Willie Johnson, Chicago; Bill Doubek, Milwaukee; Anne Van Wagoner, Oak Park; Ronelle Genser, Atlanta; Egan Skinner, Charlotte; Rockwell Faber, Orlando; Arthur Green, Cleveland; Karen Sarama, Cleveland; Thomas Austin, Louisville; David Dodge, Cincinnati; James Minton, Cincinnati; Frances Jackson, Pittsburgh; Gerald Collins, Cincinnati; Pat Hickert, Tulsa; Herman Hartmann, Houston; David Milne,

Toronto; Dave Killins, Calgary; Bill Marshall, Dallas; Beth Stalford, Tulsa; Mike Myers, Bethesda.

Most of the participants started work with our division in the past six months. **Milam Hall and Dean Denison** of the Pacific Zone said they "enjoyed and appreciated the opportunity to learn more about the company, and it was interesting to meet the people that pull the strings." Dean Denison added he was "happy to tie a face to the voice on the telephone answering questions."



Pictured during a break at the General Product Course (left to right): Dean Denison, Milam Hall, Ken Dick, and Pat Buteux; and in front of the Data 100s: Karyl Andolina and Dianne Michonski.

The organization of the course was praised by the participants, as were the "lecturers" who spoke to the group. Many members of the class were doing double duty, trying to pursue their sales efforts at home as well as keeping up with their class work. Instructors reported this was a dynamic group, with an exceptional level of knowledge evidenced by their questions.

The course closed Friday night with a summary by **George Feeney**, Vice President and General Manager of our division. □

GE/UNION DISCUSS PENSIONS, ECONOMICS

Principle subjects of discussion at the bargaining tables during national level negotiations last week were pensions and economics.

Economics had been discussed earlier in the negotiations. The unions took the position that GE employees have fallen behind because the cost of living has risen over 15% over the past three and a half years. The company's review showed that GE wages have risen more than 25% during the same period.

Earlier in the negotiations the unions presented their pension demands. Last week the company responded with data that measured GE's pension plan against others in the industry. The GE pension plan over all compares very favorably with the others. □



UP THE LADDER



Eileen Ripley has been appointed senior technical services specialist for technical services operation, New York City. Formerly, she was a technical representative in the New York Industrial branch.



Fred Bickford has been promoted from production control clerk to senior quality assurance clerk in Watertown, Massachusetts. Fred came to work for General Electric in March of 1970.



GE Supports Summer Military Duty

Allan Paul of the Relations Operation has just returned from two weeks of U.S. Army Reserve duty. "A lot of the guys in the Reserves with me have to use their vacation time to cover their two week duty," Allan said. "But at GE, not only do I retain my vacation time, but the company also makes up the difference in pay between my base military pay and my normal GE salary."

To be eligible for this benefit, you must have been employed by GE for 30 days. Submit your military pay slip with your time card, and Personnel Accounting will take care of the differential for up to 17 days annual summer encampment. And you will still have your vacation time! □

In 1972, GE employees got a \$283 million increase, while GE investors got a \$5 million increase.

The question of GE pay and GE profits always seems to confuse some people. And let's face it—sorting out financial facts and figures can be a pretty complex business.

The statisticians do their best to try to "simplify" it and come up with lots of percentages, vector comparisons, and other fancy figures. Most people end up as confused as ever.

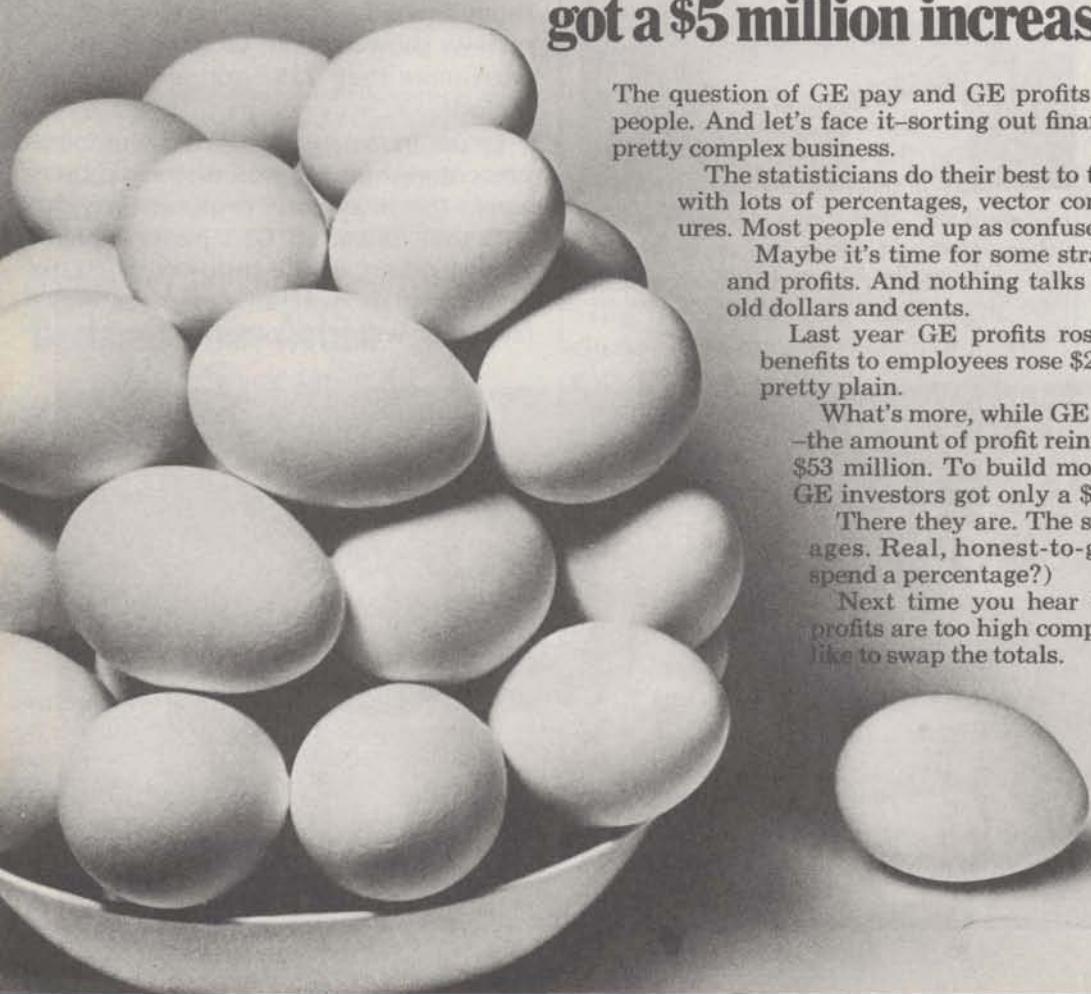
Maybe it's time for some straight talk on the subject of pay and profits. And nothing talks much straighter than the plain old dollars and cents.

Last year GE profits rose about \$58 million. Pay and benefits to employees rose \$283 million. Those numbers talk pretty plain.

What's more, while GE profits increased by \$58 million—the amount of profit reinvested in the business increased \$53 million. To build more jobs and better job security, GE investors got only a \$5 million increase in dividends.

There they are. The straight facts. No fancy percentages. Real, honest-to-goodness dollars. (Ever try to spend a percentage?)

Next time you hear someone complaining that GE profits are too high compared to GE pay—ask him if he'd like to swap the totals.



NEWS-SHARE

Vol. VII, No. 16

Bethesda, Maryland

June 1, 1973

INFORMATION
SERVICES
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DIVISION



Hospital Corporation of America Will Use Medinet Service

The Hospital Corporation of America, one of the largest hospital management firms in the country, recently signed an agreement with our division to utilize Medinet service in 16 hospitals by the end of this year. Medinet will provide modified versions of our standard billing, receivables, general ledger and payroll applications. In addition, Quantitative Management Information Reporting Systems, a financial consolidation system developed by our technical services operation, will be available to HCA.

The Hospital Corporation of America consists of 65 hospitals throughout the United States. The Medinet agreement will be implemented initially in 16

hospitals located in the southeastern part of the country.

Alan Ezzell, manager of Medinet Applications Products Section, said **Harris Shirakawa's** marketing development activity "to get Medinet beyond New England," was the initiating factor which led to this agreement.

Since Medinet first supplied service to an HCA hospital in early 1972, there has been a concerted effort by Medinet personnel to expand its service offerings to other HCA hospitals.

Alan Ezzell commented that, "Hopefully HCA and Medinet will be mutually satisfied in this agreement. Medinet would then plan to sign up other HCA hospitals to use our service." □

UP
THE
LADDER



Roberta Jankowski has been appointed manager of technical support in the Medinet Application Products Section. Headquartered in Bethesda, Roberta is responsible for the effective flow and coordination of information between Medinet headquarters and field support personnel.



Prior Receives Management Award

John Prior, manager of the European network, has received a Management Award for his contribution to the success of the division's ELECTRONMASH '73 demonstration in Moscow this spring.



Paul Wexler, international operation manager, said "John was responsible for all of the telecommunication coordination required to provide a successful link-up between Moscow and London. He also assisted in setting up

She joined the company in 1956 at the Flight Test Center in Schenectady, New York. Her GE career has included assignments with the Knolls Atomic Power Laboratory and the Apollo Support Department. Roberta transferred to Medinet in Watertown, Massachusetts in 1967. In 1972, she was assigned to the Cleveland, Ohio office where she was responsible for implementing Medinet service and servicing all hospitals in the East Central Zone. Her experience in the field and her thorough knowledge of Medinet service offerings augur well for success in her new position. □

Technology Achievement Program Aids Graduate Students

The Information Services Business Division, in cooperation with Howard University, has established a Technology Achievement Program which provides part-time employment for students pursuing graduate degrees in Computer Science at Howard University.

Program participants are selected by a committee representing both the university and this division. Howard has agreed to arrange courses for compatibility with work assignments.

As regular part-time employees, participants in this program are eligible for tuition refund payments and other proportionate employee benefits.

The on-the-job experience will prepare the participants for full time professional assignments with more responsibility than new graduates can normally expect. □

(continued)

(continued)

and operating the demonstration equipment at the exhibit. John's performance required many long days and weekend support. This was accomplished with a minimum impact on his normal activities as manager of the European network." □

New Employee Earns Suggestion Award



INFORMATION SERVICES BUSINESS DIVISION

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: News-Share Office, General Electric Company, 7735 Old Georgetown Road, Bethesda, Maryland.

Barbara B. Oliver: Manager, Communication and Community Relations
Esther Fanfani: Specialist, Communication

Have a question or a gripe?
How about a comment? An idea?

WRITE IT DOWN AND SEND IT IN.

NEWS-SHARE OFFICE
7735 Old Georgetown Road
Bethesda, Maryland 20014



Vivian Walker, clerk typist in the Northeast Zone office, has received an award of \$60 for her money-saving suggestion on use of the telecopier. Vivian has been with the company only seven months, and has been commended by **Al Parker**, zone administrator, for being "observant and interested enough to present ideas that are not exactly within her work scope."

Vivian says she is "overjoyed with the award," and although she hasn't decided how, she's quite sure she will find a way to spend the money.

The GE Suggestion Plan provides cash awards for eligible employees whose submitted suggestions are adopted. Suggestion plan forms are available in all locations. □

It's a fact

It makes saving really pay.

You can put up to 7% of your earnings into the Savings and Security Program. To encourage you to save for the future GE then puts in another \$1 for every \$2 you put in—as long as you leave the money invested for the specified three-year holding period. So you're really saving just 7% of your pay but getting 10½% back, plus all the interest, and dividends and reflecting any changes in the value of the investment.

General Electric 'Watt-Wise Hi-Economy' Air Conditioners Help Conserve Power

GE employees can take advantage of employee courtesy discounts on 1973 room air conditioners. Ten high efficiency room air conditioners, engineered to provide particularly economical operation cost less to operate and help conserve power.

The units, designated "Watt-Wise Hi-Economy" models, require less electrical energy to produce given amounts of cooling than standard models of comparable capacity. They start at 5,500-BTUH and cover a range of cooling capacities. All provide an output of 8 BTU's per watt or better. Lower wattages generally mean less chance of overloading circuits.

The original cost of these units is generally higher than conventional models, and they are heavier. General Electric "Watt-Wise" air conditioners start at under \$200. The ten energy-saving models and the energy efficiency ratios and employee courtesy discounts are listed below:

Model Number	Energy Efficiency Ratio	Employee Discount
AE 906	5,500-BTUH (8.8) Slumber Line	\$20.00
UA 606	6,000-BTUH (8.0) Slide-Aire	25.00
JE 906	6,000-BTUH (8.8) Thinline	25.00
JE 808	7,500-BTUH (8.7) Thinline	25.00
CE 808	8,000-BTUH (9.3) Fashionaire	30.00
FE 812	11,500-BTUH (8.4) Superthrust	35.00
FE 809	9,000-BTUH (10.5) Custom Superthrust	35.00
DE 914	14,000-BTUH (10.2) Custom Superthrust	40.00
DS 919	18,500-BTUH (8.2) Custom Superthrust	45.00
GS 627	27,000-BTUH (8.2) Dual-Thrust	55.00

NEWS-SHARE

Vol. VII, No. 17

Bethesda, Maryland

June 8, 1973



INFORMATION
SERVICES
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DIVISION

Customer Demand Supports Expansion of Technical Services Operation

Thorough knowledge of the division's product and the specialized technical abilities of personnel assigned to the technical services operation have proven to be of great value to our customers all across the country. To meet customer demand for this expertise on a local basis, technical services has decentralized its function and appointed managers of technical services in each of the seven sales zones.

As of May 1, 1973, **Gerhard Mueller**, manager of technical services, has announced that technical services managers at the zone level are:



Robert Guillette

Robert Guillette	Central Zone
Will Gilly	East Central Zone
Nathan Kramer	Eastern Zone
Robert Choate	Northeast Zone
John Chadderton	Pacific Zone
Addison McGarrity	Southern Zone
William Cafiero	Southwest Zone

With the exception of the Pacific Zone technical services office, all TSO zone personnel occupy offices in facilities housing Information Services Sales zone personnel. In the Pacific Zone, TSO maintains an office at Newport Beach, California.

After a year spent performing systems studies and consultation, custom programming and implementation, program conversion, and providing guidelines for system studies, flow charting, program testing, and documentation, eight division employees graduated from technical service's training program in late March. They were assigned to the field to assist in meeting the increased demand for TSO services. Seven additional employees will be assigned to the field after completing the TSO course in late June.

As our business continues to expand, this operation will be invaluable

(continued)



Will Gilly



Nathan Kramer



Robert Choate

PAI Premium Rate to Remain Same in New Policy Year

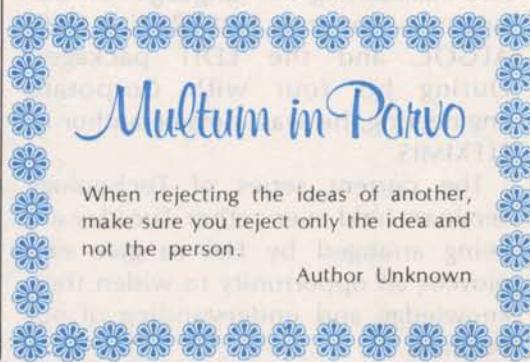
The current annual rate for coverage under the Personal Accident Insurance Plan will remain the same for the new policy year that begins July 1.

Travelers Insurance Company, which underwrites the plan, has informed GE that the rate of 55 cents per thousand dollars of coverage will remain in effect. Travelers sets the rate for the plan each year on the basis of the past year's experience.

As of April of this year there were 171,459 employees participating in the plan. They carried a total of \$5,442,510,000 of coverage. The average coverage for a participant was just over \$30,000.

The Personal Accident Insurance Plan provides a way for employees to obtain low cost term accidental death coverage in \$10,000 blocks at the 55 cents per thousand rate. The cost for the average coverage of \$30,000 per year is only \$16.50 annually. The Plan allows an employee to purchase coverage of as much as \$100,000.

Participants in the plan are being notified of the continuance of the current rate. Coverage under the plan will be renewed automatically but participants can change the amount of coverage by returning the proper forms to Personnel Accounting. Those without coverage can obtain it by applying to Personnel Accounting. □



Multum in Parvo

When rejecting the ideas of another,
make sure you reject only the idea and
not the person.

Author Unknown

(continued)

in supporting the field sales zones in maintaining the customer's use of our sophisticated product and services. □



John Chadderton



Addison McGarry



William Cafiero

MEET A CO-WORKER

Harold R.

Moore is manager of Technology's language systems in Bethesda. He began his service with GE in 1964 in Huntsville, Alabama, and moved to Corporate Engineering in 1966. He transferred to this division in early 1972. A graduate of Wayne State University, he also received his Ph.D. in physics from Wayne State.



Hal is responsible for developing and maintaining the languages on our system — currently FORTRAN, BASIC, ALGOL, and the EDIT packages. During his tour with Corporate Engineering, he was a major author of FLEXIMIS.

The current series of Technology Seminars held every other Tuesday are being arranged by Hal to give employees an opportunity to widen their knowledge and understanding of our business. □

Gibbins Named Local Chamber of Commerce President

Frank Gibbins, manager of salaried employee relations, has been elected President of the Bethesda Chevy-Chase Chamber of Commerce by its Board of Directors. His one-year term begins June 1, 1973.

Frank was elected to the 21 member Board in 1971, and has served one-year terms as Vice President - Government



Relations, Vice President and Treasurer.

This association of over 800 businessmen is the only Chamber in the Maryland suburban area to be accredited by the Chamber of Commerce of the United States, and is the second largest Chamber in the State of Maryland. Only 210 Chambers out of over 5,000 nationally are accredited.

Frank will be installed along with other officers and directors by U.S. Senator Charles Mathias on June 9 at an installation and awards dinner dance. □

Headquarters Sun Deck Opened: Bright Spot for Lunch

After a rain-filled week which included Memorial Day weekend, a roof top sun deck was opened for headquarters personnel on bright and sunny June 1. The sun deck provides attractive open air eating facilities for all employees to relax during lunch periods.

Workmen have been busy on the roof of the headquarters building for many weeks. Wheelbarrows have been trundling in the front door, while the garage entrance has been blocked with a sand and cement truck. Through the windows on the back of the building you could see a winch hauling blocks of concrete ever upward. Strange narrow boxes lined the first floor entrance hall, and finally trees were seen

in the elevators — all now in place and glamorizing the sun deck.

Considerable interest had been shown by employees in the progress being made on the roof. That interest increased with the formal opening last Friday. Tables and chairs are filled at lunch with sun-worshippers in the sun, and others in the shade of the umbrellas. The tables are large enough for lunches from home or from the vending machines just inside. Field personnel who have visited headquarters during bad weather will now be able to enjoy the availability of food in the building.

Comments on the new arrangement varied from a phlegmatic "It's nice," to enthusiastic remarks about improving morale, getting a tan, and "At last, an inexpensive, quick, pleasant place for lunch." □



Time out for socializing over lunch on the sun deck at headquarters.

NEWS-SHARE



INFORMATION
SERVICES
BUSINESS
DIVISION

Vol. VII, No. 19

Bethesda, Maryland

June 22, 1973

Dallas NDP Takes a Giant Step

On June 9 the Dallas Network Distribution Point accomplished a ten-mile move to improve communications service and security. This move was the culmination of weeks of planning and testing coordinated by **Harry Wentworth**, specialist in network distribution, and **Ken Fowler**, specialist in data communications, who man the Dallas site.

The precision timing and expert work of those involved made the move extremely successful. Customer visibility was almost zero—the move began after 6:00 p.m. Saturday and service was restored before 7:00 a.m. Sunday at the new site.

For protection of service, a con-

centrator was taken off line in Bethesda, packed up and moved to the local airport, ready to be flown to Dallas if trouble was encountered in bringing up equipment there after the move. There are four remote concentrators in Dallas, and multiplexer systems providing service to 36 cities. The move was accomplished without the concentrator from Bethesda.

Glenn Oetzel and **Tom Newton** of the Los Angeles distribution point, **Morris Keranen** of the Berkeley distribution point, and **Jim Rowley**, manager of network distribution in the West, assisted Ken and Harry in the successful move.

General Product Course Improves Understanding of Division

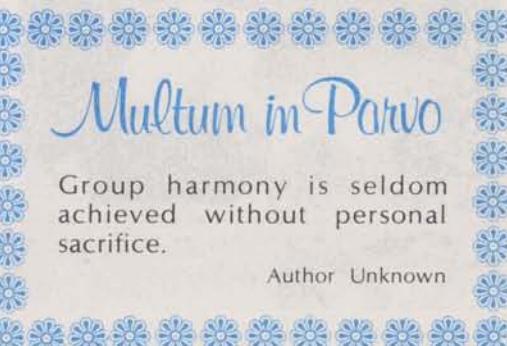
A second General Products Course, an orientation for experienced new employees, was held in Bethesda June 11-15. Dealing with the products, organization, and policies of our Division, the course stressed knowledge of our product and the extent of our resources.

Despite being "new hires", 60% of the attendees have over five years' experience with data processing or related services, and 30% have over three years' experience with our product.

Attending the course were:

Tom Aspden	Toronto
Lenny Barend	Encino
Gerry Brown	Central N.Y.
Joe Burbine	Boston
Ellie Chase	S. New England
Penn Cobb	Atlanta-Nashville
Tom Dobbins	S. New England
Dennis English	San Francisco
Anne Filippone	New Jersey
Judy Havard	Dallas
Jim Henderson	Dallas
Darline Herbrick	Houston
John Ignozza	East Orange
Floyd Johnson	Erie
Jim Johnson	Bethesda
Enid Lehrman	S. New England

(continued)



Finishing touches are made to the new site by (left to right): Ken Fowler, Jim Rowley, Harry Wentworth and Morris Keranen (background).



Ron Lehrer	Bethesda
Mike Lockwood	San Francisco
Tim Madison	Bethesda
Ian Martindale	Calgary
Ed Mazur	New York Financial
Del Mitchell	Detroit
Dennis Morneau	Chicago
Steve Mudrick	Bethesda
Doug Murdoch	Edmonton
Jim Murphy	New Jersey
Paula Posman	New York
Art Putnam	Atlanta
Martin Reese	Greenville
Glenda Roberts	Houston
Max Robinson	Minneapolis
Linguere Stith	Bethesda
Pete Syputd	Milwaukee
Curt Vevang	St. Louis
Dave Votta	Bethesda
Chad Webster	Tulsa
Bill Whalen	Boston
Jack Wilson	Pittsburgh

A third offering of this General Products Course is planned for July 9 in the training facility soon to be completed across the street from the headquarters building.

(continued)

Dallas NDP



Glenn Oetzel prepared cables for the big move.



Morris Keranen installed part of the wire maze required for moving 192 computer ports.



Some of the students who attended the course in Bethesda last week are: Front row (l. to r.): Floyd C. Johnson, John Ignozza, Marty Reese; second row: Dave Votta, Anne Filippone, Steve Mudrick, Joe Burbine; back row: Jack Wilson, Art Putnam, Tom Aspden, Linguere Stith, Jim Murphy, Dennis Morneau, Curt Vevang, and Tim Madison.

Division Supports General Electric In Hiring Veterans

General Electric, in the current issue of "Monogram", announced that 13% of all company new hires in the first quarter of 1973 were veterans. Information Services Business Division hired 18 veterans during the first three months of 1973, 21.4% of all new hires.

The cooperation of industry, the National Committee on Jobs for Veterans, and the National Alliance of Businessmen, has resulted in a substantial drop in the nationwide percentage of unemployed veterans. "General Electric is moving to be one of the major allies in the campaign against vet unemployment," according to the "Monogram" article.

At Brook Park, 7 of the 10 new hires were veterans — making that location the biggest contributor toward the division's high percentage of veteran hiring.

Division Employee MC's Ne



Former prisoners of war (left to right) Lt. Edwin M. Mueller received best wishes from Veteran of Freedom Tree Dedication" in Fort Lee, New J

More Pay for Time You Don't Work in New GE Job Package

The new improved General Electric job package brings more than just more pay for work, better benefits in pensions and insurance and built-in income protection. There are significant increases in your pay for time you don't work.

Some of these "extra days" will be available to all employees and some are applicable in particular circumstances. They fall into several categories...another holiday, longer vacations, and holidays if they fall during service in the military.

First of all, there will be another paid holiday for everyone. The day before Christmas, December 24, 1973, will be another day off from work for which you will get paid.

Many employees will be

eligible for longer vacations beginning June 1, 1974. After five years' service, employees will get two and a half weeks of vacation. This is an increase of two and a half days of vacation. Starting June 1, 1974, GE employees with 25 or more years service will get five weeks' vacation time with pay.

For employees who are members of the reserves or National Guard, there is a new "plus". They will be paid for scheduled holidays that occur during their annual training period. In addition, if a day of make-up pay is unused for an annual encampment, this can now be applied to pay lost due to weekend duty if it is necessary to leave earlier than Saturday.

Credit Line

Andy Miller, Bill Muller and Milt Plaut of the technical services operation, have been awarded certificates in data processing by the certification council of the Data Processing Management Association.

Andrew Miller

DPMA is the largest professional organization serving the information processing management community.

The certificates are a method for recognizing individuals having knowledge considered important to data processing management information. Less than a third of those taking the examination were awarded certificates, yet all exam applicants must have five years of EDP experience.

Andy Miller and Milt Plaut are still with technical services; Milt in California and Andy in Bethesda. **Bill Muller**, who was with technical services at the time of the exam and certification, is now manager of federal government sales support in Washington, D.C.



William Muller



Milton Plaut

Jersey Rally for Former Prisoners of War



Lt. Col. Thomas W. Sima, and S/Sgt. Harry L. Ett-Wats past commander Jim Kearney during the

Jim Kearney, facilities technician in our Systems Department in Teaneck, was Master of Ceremonies at an April "Freedom Tree Dedication" in Fort Lee, New Jersey, honoring returned prisoners of war and those missing in action.

Jim is a past Commander of the Veterans of Foreign Wars, and worked with the local American Legion Post to make the rally a successful day of bands, parades, speeches, and "fly-overs" by the Civil Air Patrol, helicopters, and fighter jets.

Voices in Vital America (VIVA), the POW bracelet organization, planted 40 trees in a park re-named Freedom Park, which was dedicated to the prisoners in a series of speeches by elected officials of New Jersey.

Jim has been active in the VFW for 27 years, and has been chairman of every Fort Lee Memorial Day parade since 1959.

GE's 'International Performance' Series to be Repeated on PBS

"International Performance," the series of music and dance programs funded by the General Electric Company and telecast nationally last season by the Public Broadcasting Service, are being repeated.

The programs, hosted by Robert Merrill, are being shown on Tuesdays at 9 p.m. (EDT). It will be necessary to check your local PBS station for time and date. Opera, ballet and concerts of music which were originally produced for the French ORTF (France's national television network) are scheduled.

Included in the series are such works as Stravinsky's "Firebird" ballet, Oscar Wilde's "Salome," Offenbach's "Orpheus in Hell," Tchaikovsky's "Romeo and Juliet" overture, Piano Concerto No. 1 and Symphony No. 7 and the ballets "La Sylphide" and "Tancrede and Chorinde." □

Credit Line



Ken Chastain, account representative in the Atlanta office, received his Masters Degree in Business Administration from Georgia State University this month.

Ken joined General Electric in Phoenix in 1969, where he completed half of the requirements for an MBA at Arizona State University. Transferring to this Division in Atlanta in 1970, he entered the night school program at Georgia State and received his MBA-Finance degree in June, 1973. □

NEWS-SHARE MAILING LIST CORRECTION:

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7735 Old Georgetown Rd.
Bethesda, Maryland 20014

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Street _____

City _____

State _____



INFORMATION SERVICES BUSINESS DIVISION

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Barbara B. Oliver: Manager, Communication and Community Relations
Esther Fanfani: Specialist, Communication

Have a question or a gripe?
How about a comment? An idea?

WRITE IT DOWN AND SEND IT IN.

NEWS-SHARE OFFICE
7735 Old Georgetown Road
Bethesda, Maryland 20014



GE's Early Retirement at age 62 With 100% Pension Better Than Average of Most Companies

How does GE's plan for early retirement at 62 at 100% of full pension compare with plans of other companies? A survey of various kinds of companies highlights these facts:

In the Electronics Industry Association a survey of 73 companies showed the average early retirement age at which full pension was paid was 64.8 years.

A survey of 636 companies in GE communities showed average early retirement age at which 100% of pension was available was 63 1/2 years.

Of 108 GE competitors the average early retirement age with 100% pension was 63.1 years.

And a check of 67 major leading companies of all industries showed the earliest average age for 100% of pension was 62.1 years.

But many of these pension plans

require 30 or more years of service for full pension before age 65.

The comparison with GE's requirement of age 62 is even more dramatic when it is considered that GE has no service requirement for early retirement beyond the initial year for pension plan participation.

Of 66 competitor companies with no service requirement the earliest average age for 100% of pension was 64.1. And of the 38 major leading companies with no service requirement, the average early retirement age for 100% of pension was 64.

For GE people the new early retirement provision of the Pension Plan is indeed a breakthrough and the result of hours of planning by GE benefits specialists who must devise ways for GE people to get the greatest value from benefits at sound company cost. □

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Two Management Awards Presented in Bethesda

Paul Leadley, manager of the Strategic Planning Operation, has recommended a \$500 Management Award to **Joanne Thyken** and to **Ann Link** for their contribution toward the illustrations and production of the division's 1973 Strategic Plan. "Without their contributions, which went far beyond the requirements of their positions, the 1973 Strategic Plan would have been a much less effective document," said Mr. Leadley.

Ann Link, graphics design specialist, prepared more than 60 individual displays for the book, contributing a great deal of her own time during weekends and evenings. Mr. Leadley said, "The result of her efforts was a series of charts and graphs which were highly effective in helping to communicate some of the complex issues associated with our business."

Ann joined General Electric in 1952, after a career as a professional ice

skater with Sonja Henie. Starting as a technical illustrator in the Television Receiver Products Department, she also worked at Heavy Military Electronics Systems Products Department, before joining the Information Networks Department in February, 1969 as publications specialist.

Joanne Thyken, marketing communications specialist, was responsible for all aspects of production for the 1973 Strategic Plan, from editing of the draft text through collation and assembly of the printed copy. Mr. Leadley commented, "When it became apparent that the production task was substantially greater in magnitude than we had envisioned, Joanne compensated for this by virtually doubling her own efforts."

Joanne has been with this division since 1968, and with General Electric since 1960, when she started at the Computer Department in Phoenix. She

(continued)



Ann Link (left), and Joanne Thyken were happy, uncertain, and surprised when Dr. Feeney presented each of them with a Management Award and check.

'Focus '73' Report Presented at Florida Field Management Meeting

A three-day field management meeting sponsored by the division staff was held at Tarpon Springs Florida on June 20-23. Sixty division managers and our Group Executive heard a report of action items which have been recommended by the "Focus '73" task force to division management. Customer service and support, sales direction, sales effectiveness, compensation, product quality and training were the areas of special emphasis in the task force report.

Tom Vanderslice, Vice President and Group Executive, Special Systems and Products Group, greeted the attendees at the opening session. Discussion leaders were:

Jim Castle	Manager, Marketing Operation
Mel Szot	Manager, customer service
Lee Anderson	Manager, foreground systems
Bruce Barnard	Manager, N.Y financial branch
Fred Nichols	Manager, Finance, operations analysis
Jim Leogue	Manager, professional employee relations
Paul Sage	General Manager, Sales Department

Some creative ideas were discussed on methods of division operations which could result in new sales packages for customer's internal

(continued)

Multum in Parvo

Laugh at yourself before anyone else can.

Elsa Maxwell

(continued)

had worked as a secretary prior to becoming a technical editor at the Computer Department.

The presentation of the awards was made by **Dr. George Feeney**, Vice President and General Manager of this division, with words of commendation from **Paul Leadley**, and **Jim Castle**, Manager of the Marketing Operation in which both Ann and Joanne work. Dr. Feeney presented the awards and checks to them in his office in a ceremony which caught both recipients by surprise. Ann Link said, "This is the very best day of all my years at GE", and Joanne expressed just as much astonishment and pleasure. □

UP THE LADDER



Judi Biauce has been named sales administration specialist in the headquarters Marketing Operation. Immediately after receiving her B.S. from Western Maryland College, Judi came to

General Electric as a secretary in marketing communications. She was customer service clerk in the Mid Atlantic zone support office before taking on her duties in sales administration, assisting field personnel in proposal preparation for major customer efforts.

Philip M. Moody, formerly zone representative in the Pacific zone, has been named manager of facilities management sales in headquarters Marketing Operation. After receiving his BS in electrical engineering at the University of South Carolina, Phil joined GE's Technical Marketing Program as a trainee in the



Field Secretary Gains Insight by Headquarters Visit

Georgia Gosk, secretary in the Seattle branch office, came across the country in early June to attend a sorority convention in North Carolina.

Since she had to change planes in Washington, D.C., Georgia decided to visit headquarters in Bethesda. She said, "The headquarters people were marvelous. I believe I can now put the proper groups of people together so I can contact the correct person in the future when I call headquarters."

After her return to Seattle, Georgia reported that the visit to the Bethesda office was the highlight of her trip, and she hopes to revisit the east coast soon. □



(continued)
operations.

A Campaign Alpha report showed this project to be a great success, with sales revenue continuing to exceed the established quota.

George Feeney, Vice President and General Manager of our division, stated, "We will not repeat the intensive summer training program of last summer, but will have shorter courses throughout the year." He also agreed with several comments from field personnel on training materials and product release procedure.

Ray Marshall, General Manager of our Systems Department, reported on the progress of the Folcroft task force. He said that all Folcroft projects look good and, "the last closing at Folcroft was performed without a hitch."

This informative three-day session was another division effort to unify the thrust of our business. □

Fourth of July Holiday

Wednesday, July 4th will give division employees their fourth paid holiday of the year. Drive carefully, watch the sunburn, wear your life jacket, carry the first aid kit, and enjoy your holiday.



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Barbara B. Oliver
Manager, Communication and Community Relations

Esther E. Fanfani
Specialist, Communication

Robert Manning has been made manager of Project III in the Marketing Operation in Bethesda. Bob joined GE's General Purpose Control Department in Bloomington soon after receiving his B.S. in general engineering at the University of Illinois. He joined the Information Services Sales Department in Atlanta August of 1968, becoming branch manager there two years later. While in Atlanta Bob completed the requirements for his MBA in finance at Georgia State University. □