

UPDATE

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MARKMAKERS MAKE MERRY . . . FIRST ANNUAL AWARDS MEETING HELD IN SAN DIEGO

The first annual Markmakers Awards Meeting is now history, and as usual, the 1977 Markmakers proved that they are adept at play (see photos, page 4-5) as they are at work.

The Markmakers and their spouses and guests checked into rooms already supplied with imported wine and special fruit baskets, compliments of GE. According to one delighted wife, "and from there it got better and better."

The program was launched Sunday evening with a reception and dinner at Rancho Bernardo Inn. With Markmakers and their spouses and guests on hand, the event took on a warm and informal ambience.

The next morning the meeting was officially called to order, beginning with a spectacular opening showing other history-making Markmakers. Roger Hobbs, Sales Department General Manager, acted as Master of Ceremonies and described the ingredients that go into becoming a Markmaker.

Bob Hench, Marketing Department General Manager, talked about the uniqueness of

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CAO: NAPS ON THE JOB AFTER OVER A YEAR

January marks the culmination of one of CAO's largest and most successful projects, the Blue Cross of Massachusetts National Account Processing System (NAPS).

Final documentation this month ended over one year and one hundred man-weeks of developmental effort.

NAPS was developed as a follow-on to a CAO developed central certification system used to validate health benefit claims of G.E. employees. That system was so successful that Blue Cross officials turned to CAO when they decided to develop a similar system for handling multiple accounts.

NAPS gives Blue Cross the capability for

rapid verification of claims submitted to local Blue Cross plans nationwide. Individual claims are submitted to the Blue Cross local plan regardless of the insuring plan's location.

Local offices validated on the MARK III System then enter the claim data directly into the NAPS system; other offices transmit the data through Blue Cross's wire network.

The system was designed in four major modules and provides for on-line inquiry and update of various Blue Cross databases and/or overnight batch processing. The system was implemented in two phases. The first was completed in August of 1977.

The CAO team, consisting of Project Manager Ron Smith, along with Dave Pushee, (Continued on Page 8)

Pleased Blue Cross Officials with part of a successful CAO/Sales Team. L to R: John Soucy, Manager, National Accounts, Blue Cross; Al Goldstein, Boston AR; Paul Turcotte, Boston Senior TR; and Ron Smith, CAO Project Manager.



**BIG NEWS IN THE
FINANCIAL
MARKETPLACE.
SEE THE FEBRUARY UPDATE
FOR THE WHOLE STORY.**

PRESENTING THE 1977 MARKMAKERS

George Alber, Schenectady: A Top Quota Buster

Al Anderson, New York City: A Top Tech Rep

Silvio Anichini, Chicago: Top Technical Branch Manager Based On FLYAWAY

Jeannie Aniton, Columbus: Outstanding Regional Performance

Steve Bain, Atlanta: A Top Tech Rep

Art Baker, Syracuse: A Top Revenue Producer

Rudi Baldor, Miami: Outstanding Regional Performance

Ernie Birge, Dearborn: Outstanding Regional Performance

Peter Bloomfield, Rockville: A Top Industry Manager—Quota Buster

Bill Booth, Washington, D.C.: Top Branch Manager—4th Quarter

George Bottarini, East Orange: A Top Tech Rep

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CENTENNIAL NOTES

"It is because they do not use their thinking powers that so many people have never developed a credible mentality. The brain is exactly like any other part of the body: it can be strengthened by proper exercise, by proper use . . . the brain that isn't used suffers atrophy."
Thomas Alva Edison, January, 1921

Welcome to 1978—the beginning of GE's second hundred years. This is the year of the GE Centennial, and to honor the occasion, UPDATE will publish quotes, like the one above, from Thomas Edison and other early GE "Markmakers" in each 1978 issue.

In 1878, Edison incorporated the Edison Electric Light Company to finance the development of a practical incandescent lamp. Edison Electric was the first of the companies that would later become General Electric.

In 1956, GE and Dartmouth college got together to experiment with the concept of several people or businesses sharing the same computer. The concept was called "timesharing", and we know what *that* was the beginning of . . .

But lest you think we used the above quote for no particular reason, think again—and look to your right.

"COMPETITIVE HIGHLIGHTS" TO BEGIN PUBLICATION IN FEBRUARY

In response to the increasing number of Field Sales requests for competitive information, Market Analysis & Competitive Programs is preparing a monthly competitive newsletter for distribution to all branches and regions. The newsletter, "Competitive Highlights", will contain a monthly competitive update to help keep you informed of what ISBD's competitors are doing in the marketplace, and will include information such as competitors' announced new products, price changes and service offerings. Your success stories of competitive sales situations and conversions will also be included, as well as competitive service comparisons and new product information.

You will be receiving your first newsletter and a binder to maintain all issues for later reference during February. An updated index for the binder will be included with each issue of the newsletter.

If you have a competitive success story, suggestions on what you'd like to see in future issues of the newsletter, or questions, please call Marianne Millett, Manager, Market Analysis & Competitive Programs (8*273-4617).

ISBD CENTENNIAL MEMORABILIA CONTEST WE WANT YOUR MEMORIES!

Some of you have been with ISBD from the very beginning; others (like me) have only been around for a few months. However long you've been here, though, you have some memories. And you probably have some memorabilia.

Well, it's nostalgia time. ISBD Marketing Communications is having a memorabilia contest, complete with no prizes. Just recognition. We'd like you to dig into your drawers, your file cabinets, your basements, or wherever it is you may have stashed things you couldn't bear to throw away. We're looking for things that bring back memories of all the various phases of ISBD's evolution.

So pick your brains. (If you need to read Edison's quote again, do so. . .)

Maybe you have the first commercial invoice tucked away somewhere. Maybe you have that special hat from your branch office party. Only you know what you have—and we want to see it, whatever it may be.

We're also looking for stories. Interesting and/or amusing *true* stories of past happenings at ISBD.

Photos of winning memorabilia items will be published. True stories will be published. Your name will be published, unless you prefer to remain anonymous.

We'll return everything you still want to keep.

So start digging, and start sending. The first-quarter deadline is March 3.

The decision of the judge may or may not be final.

Send your memorabilia to:

Clare Aukofer
Editor, Update
401 N. Washington St. 3SE
Rockville, MD 20850

GIVE YOURSELF A PAT ON THE BACK!

. . . And earn 500 extra air miles at the same time.

Beginning right now, and lasting until the end of March, 500 air miles—in addition to any already earned—will be offered to eligible Flyaway '78 participants who submit the best customer application stories.

You know how good your customers' MARK III applications are. You worked on them. Now we want you to let us know, so we can tell the rest of the world via ads, brochures, trade press articles, executives presentations and/or LEADER.

Why not blow your own horn? The stories need not be perfectly written, but they will be judged on:

- validity for promotional use
- clarity (we need all the facts)
- customer benefits
- customer approval for promotional use

You've already done all the work. All you need do now is tell us about it. It could be the easiest 500 miles you've ever earned.

Until February 15, we want to hear about financial applications. From February 15 to March 31, we'll be looking for stories on sales and marketing applications. Topics, and deadlines for the rest of the year will be announced later.

Write those financial application stories *now*, and get them to Dick Bailey at ISBD headquarters, 401 N. Washington St., 3SE, Rockville, MD 20850.

Before you know it, you could be humming "500 miles".

NEW PARKING PLAN IN ROCKVILLE

All parking within the ISBD Headquarters parking garage is now assigned, by space, to headquarters personnel. The visitor parking lot has been relocated to the North Washington Street outside lot, where visitor spaces are clearly identified. A map of the area with accompanying instructions and vehicle identification can be obtained from the ISBD receptionist.

As of January 23, visitors to Rockville Headquarters will no longer be permitted to park in the parking garage.

Headquarters employees are reminded that the visitor lot is for *visitors*; field personnel visiting headquarters are asked not to park in spaces reserved for headquarters employees and/or other Maryland center tenants. Improperly parked vehicles are subject to towing.

HELP ISBD SAVE MONEY; EARN VALUABLE GIFTS

Do you have an idea that could save money for ISBD? Have you been holding back your calculating mind?

Stop holding back.

ISBD's 1978 Cost Improvement Program has been approved by Division General Manager Donald S. Bates.

The purpose of the program, according to John H. Meyer, coordinator for the Cost Improvement Council, is threefold:

To make all ISBD employees aware of costs involved in running the business; to encourage and implement ideas aimed at reducing costs across all Division functions; and to provide monthly reports to management about cost reduction and activities, as measured against a specific goal.

That goal? Let's save the division \$3,690,000 in 1978. Together, we can do it.

And what do you get out of it? For one thing, you get the satisfaction of knowing that you're working with other people all over the division toward the goal of saving money, and thus providing funds for growth, for ISBD. And just for suggesting a way to save money, you will receive a special GE monogrammed mug for your efforts, up to a total of six.

SPECIAL AWARDS FOR IDEAS THAT WORK

Employees whose suggestions are implemented will receive special awards based on the actual net savings to the Division. Suggestions that result in a net annual savings of between \$500 and \$4,999 will earn their author an Executor Desk Folder; savings of between \$5,000 and \$24,999 would qualify you for a Mariner Weather Station; and suggestions that save \$25,000 or more can earn a

Parker desk set. Each award will be inscribed "1978 Cost Improvement Program".

The awards will be based on cumulative net annual savings actually implemented. If, for example, your first suggestion actually saves the company \$2,000, you will receive the desk folder. If your next suggestion saves another \$3,000, you become eligible for the weather station, and so on. There is a maximum of one award in each category, although a single suggestion that saves \$25,000 or more will earn you all three gifts.

... AND A CHANCE AT THE BIG PRIZE

And that's not all. Data on net annual savings implemented will be retained for each employee. If your cumulative total reaches \$25,000, you will receive a drawing ticket that could win you a special, major prize. That prize hasn't been chosen yet, but it will be major enough to be taxable. You will be allowed one drawing ticket for every \$25,000 in implemented net annual savings.

The cost improvement program is administered by a council of representatives from each department. Council members include Walt Lees, Sales; Tony Crisafulli, Systems and Technology; Margaret Holt, Marketing; Jim Richards, International; John Meyer, Finance and Division Administration; Don Clark, Relations; Phil Berns, Strategic Planning; and Brendan McShane, Legal.

The CI Program is separate from the GE employee suggestion program, although employees at Level 4 and below are asked to submit cost improvement ideas on the regular suggestion forms (available from Dorothy Hevey, Employee Relations).

Those above level 4 can obtain a special cost improvement worksheet from their man-

agers. All suggestion ideas must be reviewed and signed by managers.

The Council notes that internal computer usage is one area that definitely should not be overlooked. Everyone is asked to review their internal usage and find ways to reduce that cost.

So put on your thinking caps. Any cost improvement suggestion could be fruitful for all of us—in more ways than one.

JANUARY SERVICE AWARDS

Twenty-five years
Wallace E. Bailly
Rockville

Fifteen Years
Kenneth W. Fowler
Dallas

Ten Years
Richard D. Beldon
Donna T. Ingram
Carolyn N. Kamerick
Otis H. McKee
Rockville
Rockville
Atlanta
Washington, D.C.

Five Years
Ronelle W. Genser
Urszula I. Gosnell
Walter H. Lee, Jr.
Gracie D. Royall
Stephanie L. Stahl
Atlanta
Rockville
Rockville
Rockville
Schenectady

INFORMATION SERVICES BUSINESS DIVISION HOLIDAYS—1978

The following are designated as HOLIDAYS for 1978:

New Year's Day	Mon. Jan. 2
Good Friday	Fri. March 24
Memorial Day	Mon. May 29
Day before Independence Day	Mon. July 3
Independence Day	Tue. July 4
Labor Day	Mon. Sept. 4
Columbus Day	Mon. Oct. 9
Thanksgiving Day after	Thurs. Nov. 23
Thanksgiving	Friday, Nov. 24
Christmas	Mon. Dec. 25



ISBD Employee Relations Manager Tom McGinn presents the Junior Achievement/GE charter to Sharon Gray, JA President.



MARKMAKERS MAKING GOOD FUN, GOOD FOOD



