

# UPDATE

ROCKVILLE, MARYLAND  
JANUARY 20, 1978 305.81

## 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*



# MERRY: GOOD FRIENDS



**NEXT YEAR, PUERTO RICO!  
SEE YOU THERE?**



# NEW AND REVISED DOCUMENTATION

## 17 NEW AND REVISED DOCUMENTS ISSUED DURING DECEMBER-JANUARY

End-of-year publishing efforts have resulted in 30 new and revised documents about which you should be aware! Here they are:

The *Command System* reference manual (3501.01M) was revised. It now contains an expanded user capabilities section and describes new features such as DEM (previously only in a new features booklet) and session files. The dictionary of usage incorporates detailed instructions for SORT\*\*\*/MERGE\*\*\*, new techniques for controlled file access, and specifically these new commands: ALIST, ALLOW, BDE, DEM, MDSC, NAME, NUMBER, PASSWORD, PURO, REPO, and SFL.

The *Security* reference manual (3503.01B) was completely rewritten to a new outline. It includes security-related Foreground commands, more "how-to" information than before, and new security information for VS and GCOS Background users.

*Editing Commands* (3400.01H) underwent its annual revision. TEDIT current file size was updated and an index added. Major change involved the deletion of features previously documented but never implemented: TEDIT MASK command and EDIT CATALOG fields for archival filenames.

The first of a planned series of functional booklets on DMS II is *Managing Human Resources: A DMS II Approach* (5610.29). The first portion of this attractive two-color booklet presents a management overview. The remainder addresses details of implementation. A reader is led through design and construction of a practical, full-scale human resources management system using DMS II. Terminal printouts and discussions cover both database creation as well as reporting programs, which are listed in their entirety.

More DMS II documentation: *A DMS II Supplement* (5610.30) augments the set of DMS II documents. This new single supplement covers changes to the *DMS II* reference manual (5610.09A), *Retrieval and Reporting* user's guide (5610.10A), *Database Administration* user's guide (5610.11A), and *HISAM* reference manual (5605.05A). The supple-

ment contains descriptions of new features created since last April, rewrites of some document portions, and detailed changes with specific page references.

*MAP (Management Analysis and Projection System)* user's guide (5900.01D) has been extensively rewritten and repackaged. No longer loose-leaf text with binder and tabs (all discontinued), the new 398-page user's guide contains more user-oriented material, a more logical explanation of system use for new users and writeups on many new programs, features, commands, and subroutines recently added or enhanced.

Also now available via the MAP System: *The Value Line Data Base* user's guide (5900.74).

The big *Statsystem II* user's guide (5707.12) was reprinted (not revised). Numerous corrections were made. Persons having the April 1977 edition need *not* obtain the December reprint; most of the significant corrections are also available in STATINFO\*\*\*.

*GCOS Background User's Guide* (2000.01D) was revised to include a new section on the Direct Interface and a variety of new features. GCOS software is being upgraded from Honeywell Level G to H; some GCOS system documentation now stocked still supports G and some is written for H. The *On-Line Ordering System and Publications Price List* (402.01M) (just revised) clearly identify which is which. Orders for Level H documentation will not be filled until the software is deployed.

VS Background documentation was expanded to include stocks of IBM documentation for TSO (2060.01-2060.08), Interactive COBOL (2100.11-2100.12) and PL/1 (2250.06-2250.07).

New GE-prepared VS documentation includes the *VS General Ledger* product information manual (5101.29) and 1,100 pages of the *VS General Ledger* reference manual (5101.30). The latter is a reprint and condensation of Software International's 8 volumes of material updated through SI's latest supplements.

The January-March *Course Quarterly* (4000.01J) was shipped to field offices and mailed to 34,000 customers and prospects for delivery in early January.

There are four new/revised pocket "vocabulary cards": *System & Editing Commands* (3501.02F), *BASIC* (3200.02E) *DMS II* (5610.28) and *FAL II* (5103.24B).

Latest version of the *International Access Directory* is that of January 1 (1401.01U).

Latest version of the *Publications Price List* is that of January 4 (402.01M).

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the Markmakers' situation—they are the right people in the right place at the right time.

Later that morning, Don Bates, ISBD General Manager, addressed the group and discussed the Division's future, its goals and programs.

Last on the program was Sharon Donegan, vice president and co-founder of a New York based management consulting firm. Sharon discussed the need for couples to support each other to achieve both their personal and business goals.

After lunch, Markmakers and their guests were free to play—and play they did, despite some un-San Diego like weather: rain. Many brave souls (of course, Markmakers, by definition, are brave souls) ventured out onto Rancho Bernardo's championship golf course, which by that time bore a striking resemblance to the Okefenokee Swamp.

Later, while attacking the 19th hole, Hensch said, "the good news about this course is that there's only one water hazard; the bad news is that it covers the entire course."

Meanwhile, on the tennis courts, Hobbs was drenching the opposition with his overhead splash.

Most Markmakers played it safe and headed for either the zoo or Sea World, both among the finest of their kind in the world.

That evening it was "shiver me timbers" aboard a cruising vessel in San Diego Harbor. Hors d'oeuvres, liquid refreshments, live music and a breath-taking skyline combined for a most memorable evening.

From there members of the group were escorted to one of three fine restaurants of their choice.

Tuesday morning after a brief meeting for Markmakers, most of the group boarded a bus for Tijuana and exotic dining and bargain shopping.

That evening, the final formal function of the three-day event, a dinner dance, took place. It was there that Hobbs announced the location of next year's meeting: the emerald isle—Puerto Rico!

Hobbs closed the meeting with this commitment: "This is just the beginning."

# NEWS FROM CORPORATE

## SOCIAL SECURITY BENEFITS REQUIRE HIGHER TAXES FROM COMPANY AND EMPLOYEES

A tax rise to help support the benefits of Social Security went into effect for all employees—and all companies—as 1978 began.

Beginning January 1, GE will pay a tax equal to 6.05% of the first \$17,700 of each employee's pay, and each employee will pay a similar amount on his own pay.

For GE, it is estimated that the Social Security tax in 1978 will be over \$240 million. For employees, the maximum tax for an individual will be \$1070.85. Of course, those earning less than \$17,700 annually will have a proportionately smaller tax.

Russell Hubbard, one of GE's employee benefits specialists, points out that, "The Social Security tax increase will mean deductions of about \$2.00 per week more than last year at the maximum. It is estimated that the tax rise will increase GE's Social Security tax by about \$30 million."

Hubbard emphasizes that, "Despite the new higher tax and the new higher earnings base on which it is levied, Social Security benefits represent good value. Social Security is now the basic source of retirement income for most Americans as well as a basic source of disability and survivor income and special medical benefits. In the last few years, Social Security benefits have moved ahead of the contributions necessary to support them, so we must expect to pay the bill."

In 1962, little more than a dozen years ago, individuals paid a maximum of just \$150 annually—compared to the new maximum now needed. GE's Social Security tax in 1962 was just \$37 million compared to the estimate for 1978.

In the same period, Social Security retirement income benefits have risen from a maximum of \$121 a month to a maximum of \$460

a month this coming year and new kinds of benefits have been added.

In addition to retirement income, Social Security benefits include Medicare, kidney dialysis for Americans, no matter what their age; disability income for all who have the required Social Security credits; and survivor benefits for widows and children.

Recently, Congress passed and the President approved a Social Security bill which, while it increases Social Security taxes to meet predicted needs, also assures the financial soundness of the system into the next century.

## S&SP

## RECORD DISTRIBUTION: \$197 MILLION BEING SHARED BY 163,509 GE PEOPLE IN SAVINGS PLANS 'PAYOUT'

The annual "payout" under GE's employee savings and investment plans went into the mails early this month and the securities and cash involved in the distribution had a record high total dollar value.

That value: more than \$197 million.

To be exact, the distribution involved securities and cash worth \$197,548,075 based on 1975's year-end market values for GE Stock and S&SP Mutual Fund Units, and the

maturity value of U.S. Savings Bonds. This huge total went to GE people as a result of their 1974 investments under the Savings and Security Program and their 1972 savings under the Savings and Stock Bonus Plan. Holding periods for investments under the two plans for those years ended with the end of 1977.

The year-end market value for GE Stock on the N.Y. Stock Exchange was \$49.75 per share; for S&SP Mutual Fund Units the year-end per-unit value was \$25.54.

A total of 163,509 employees, retirees, and former employees are sharing in the big distribution. Of these, 145,186 are getting securities and cash worth nearly \$188 million in the S&SP part of the distribution. In addition, 18,323 are receiving almost \$10 million in securities and cash under the Savings and Stock Bonus Plan.

A breakdown of the kinds of securities in which GE people are receiving their distribution indicates the way employees were choosing to invest during the years for which the two holding periods have just ended.

Based on year-end market value, nearly \$62 million of the total "payout" was in GE Stock. There were 1,242,291 shares involved.

The maturity value of the U.S. Savings Bonds mailed in the distribution was more than \$89 million. A total of 1,795,591 Bonds in various denominations were mailed.

The market value of the S&SP Mutual Fund Units involved reached more than \$44 million. That amount represented 1,730,132 Fund Units.

More than \$2 million of the distribution went out to recipients as cash payments.

But the \$197 million total that went to GE people in the "payout" doesn't reflect all the dollars involved in the annual distribution.

More than \$17 million went into the S&SP Retirement Option feature. This option allows you to have your securities placed in a special account and held until you leave the company, rather than have them delivered to you in the annual distribution. If you remain with GE until retirement, the securities in your Retirement Option Account can be returned to you in various forms, as you may designate—in annuity payments, in installment payments, or in a lump sum. Using the Retirement Option feature, many employees are providing for extra income as well as obtaining some tax advantages.

*(Continued on Page 8)*

Lucy Bremond, Houston: Top Tech Rep  
 Jerry Brown, Schenectady: A Top Tech Rep  
 Bill Cafiero, Dallas: A Top CAO Producer  
 Jim Cahill, New York City: A Top CAO Manager  
 Bob Caton, Boston: Also a Top CAO Manager  
 Mike Chan, San Francisco: Top Branch Manager for the 3rd Quarter  
 Bob Christopherson, Los Angeles: A Top Tech Rep  
 John Conway, East Hartford: A Top Revenue Producer  
 Dave Cook, Los Angeles: A Top Quota Buster  
 Dick Crosby, Pittsburgh: A Top Quota Buster  
 Art Davies, III, Cincinnati: A Top Quota Buster  
 Jerry Dechen, Tampa: A Top Quota Buster  
 Mike Emmi, Philadelphia: Our Top Regional Manager in Producing Revenue  
 Ron Fellows, San Francisco: A Top CAO Manager  
 Anne Filippone, New York City: *The* Top Branch Manager in Producing Revenue  
 Nick Forte, Cincinnati: A Top Tech Rep  
 Panos Galidas, Rockville: A Top CAO Producer  
 Frank Gargallo, Atlanta: A Top CAO Producer  
 Rudy Gawron, Philadelphia: A Top CAO Producer  
 John Gonzalez, Washington, D.C.: A Top Quota Buster  
 Randy Grant, Seattle: A Top Tech Rep  
 Barry Greenspan, New York City: A Top Revenue Producer  
 Don Greenwood, Dallas: A Top CAO Producer  
 Nilo Gutierrez, New York City: A Top New Business Quota Buster  
 Paul Heiner, Schenectady: *The* Top Branch Manager for the 1st Quarter  
 Dan Henderson, Houston: A Top Tech Rep  
 Vic Henschel, New York City: A Top Branch Manager—Revenue  
 Mark Hines, Rockville: *The* Top Tech Rep based on FLYAWAY  
 Hud Huddleston, Denver: A Top Quota Buster  
 Ed Isaacs, Washington, D.C.: A Top CAO Producer  
 Ron Jackson, Houston: A Top Revenue Producer  
 Judy Jehn, New York City: A Top Revenue Producer  
 Cynthia Kelly, New York City: A Top Quota Buster  
 Sol Koppel, New York City: A Top Tech Rep  
 Jim Krotzer, San Francisco: The Highest Quota Buster of Them All.  
 Joe Krupa, Houston: A Top Quota Buster

George Laraia, East Orange: A Top Revenue Producer  
 Paul Linsley, Philadelphia: A Top Quota Buster  
 Bob Lodie, Los Angeles: *The* Top District Manager  
 Reggie Loy, Richmond: A Top Tech Rep  
 Karen Mask, Seattle: Outstanding Regional Performance  
 Rich Mirro, Rockville: A Top Industry Manager—Quota Buster  
 Steve Morrisett, Richmond: A Top Quota Buster  
 Denny Mulford, Cincinnati: A Top Branch Manager—Quota Buster  
 Bill Muller, Miami: A Top Quota Buster  
 Randy Myers, Seattle: A Top Quota Buster  
 Sung Park, Pittsburgh: A Top Branch Manager—Quota Buster  
 Alice Parsons, Miami: A Top Revenue Producer  
 Lance Pelter, Milwaukee: A Top Branch Manager—Quota Buster  
 Karen Peters, Chicago: A Top Quota Buster  
 Bev Powell, Philadelphia: A Top Tech Rep  
 Ron Rasmussen, Boston: A Top Regional Manager—Quota Buster  
 Marty Reese, San Francisco: A Top CAO Producer  
 Benton Richardson, San Francisco: A Top Branch Manager—Quota Buster  
 Eileen Ripley, New York City: A Top CAO Producer  
 Chuck Romero, New York City: A Top Quota Buster  
 Ken Santucci, Washington, D.C.: Outstanding Regional Performance  
 Lee Schweiger, Houston: A Top Branch Manager in Producing Revenue  
 John Sidgmore Stamford: Outstanding Regional Performance  
 Ron Simon, Seattle: A Top Branch Manager—Quota Buster  
 Peggy Snyder, Washington, D.C.: A Top Quota Buster  
 Ron Straight, New York City: A Top Quota Buster  
 Hank Struve, Denver: Outstanding Regional Performance  
 Paul Turcotte, Boston: A Top Tech Rep  
 Jeff Tyler, New York City: Outstanding Regional Performance  
 Vic Vargo, Milwaukee: A Top Tech Rep  
 Tom Vinci, New York City: A Top Regional Manager—Quota Buster  
 Howard Weidberg, New York City: A Top Revenue Producer  
 Denny Weigel, Baltimore: A Top Quota Buster  
 Ted West, Philadelphia: A Top Quota Buster  
 Murray Westrich, Washington, D.C.: A Top Tech Rep  
 Bob Williams, Washington, D.C.: A Top Tech Rep  
 Charlie Wilson, Boston: A Top CAO Producer  
 Ade Wyzykowski, Minneapolis: A Top Quota Buster

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About \$4 million not reflected in the \$197 million total was made up of fractional shares of GE Stock and S&SP Mutual Fund Units that are being carried forward to the next year's distribution and to make up full shares and units.

How do the two employee savings and investment plans work?

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

The average price for GE Stock in 1974 (when securities now being distributed under S&SP were purchased) was \$52.537. For Mutual Fund Units, the average purchase price in 1974 was \$25.753. Stock shares and Fund Units, of course, rise and fall in value depending on the market. U.S. Savings Bonds have a specified rate of interest which steadily increases the dollar value of the Bonds.

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Connie Pitt and Panos Galidas, worked throughout the project with Boston Sales AR Al Goldstein and TR Paul Turcotte.

Delighted Blue Cross officials have complimented the team on the high quality of work.

That quality has not gone unrecognized within GE, either. Over 7,200 Flyaway air miles have been awarded for individual performance in keeping the project on schedule and producing a high quality project.

CAO Boston Branch manager, Bob Caton, who is responsible for overall coordination and control of the project, said of the people: "The dedication and hard work of this project team overcame the difficulties of a geographically scattered project, and is an exceptional example of professionalism for CAO and ISBD as a whole."

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**Editor:** Clare Aukofer

**GENERAL ELECTRIC**

# UPDATE

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## FLYAWAY TALLIES IN: WEST COAST MAKES CLEAN SWEEP TOP WINNER GETS EXTRA 14,600 MILES— HEADS FOR GREECE



*Roger Hobbs congratulates top two FlyAway winners Mark Hines and Jim Krotzer in their San Francisco offices.*

The Pacific Coast swept the top three FlyAway tallies for 1977, showing a strong rally for the Western Region.

TR Mark Hines of San Francisco was the marathon winner, with 10,400 miles of his own, and an additional 14,600 for coming in number one. That's a total of 25,000 miles—enough for a trip around the world.

We do not use the term "marathon winner" lightly for Mark. He plans to use his air miles to fly to Greece this October to compete in a marathon run there.

He's apparently used to races—inside and outside of ISBD. The Greek marathon won't be his first—or last—foot race. He's already competed in several, and while he hasn't won any (yet), he's finished all. He'll be running in the Boston Marathon this spring to warm up for the competition in Greece.

He's already warming up for the '78 FlyAway competition. He plans to come in first again this year, so he can compete in a marathon in yet another country in '79.

The number two winner, AR Jim Krotzer also of San Francisco, tallied up 10,300 miles, and as runner-up (pun fully intended), he receives an

*(Continued on Page 3)*

## ED VANDEVEN MARKS 35 YEARS WITH GE

Ed Vandeven, Rockville, marks a momentous thirty-five years with General Electric this month.

Now a Senior Sales Specialist, Ed began work with GE in 1942, "fresh out of engineering school" with what was then the GE Engineering Test Program in Bridgeport. After a year in the program, he moved to the Tube Division in Schenectady, and later to what was then the Television and Radio Receiving Department in Syracuse.

In 1952, shortly after the invention of the semiconductor junction, he transferred to GE's young Semiconductor Division, where he held a variety of

managerial positions.

He left Semiconductor 18 years later to lend his marketing expertise to another growing business—Timesharing. He's seen ISBD go from weak to very strong and he says "that's a success story I'm proud to be a part of."

After 35 years with the same company, Ed has only good words for GE as an employer: "I've always thought GE policies were progressive, and the company generally gives a person a fair break. Opportunities are widespread... it's a good company to work for. I'd advise anybody who wished to engage in this kind of work to look to GE."

From all of us at ISBD, and from GE as a whole—Congratulations, Ed!



*Ed Vandeven (L) gets a congratulatory handshake from Walt Lees, Manager, Sales Administration.*

*"Restlessness is discontent—and discontent is the first necessity of progress. Show me a thoroughly satisfied man—and I will show you a failure."*

Thomas A. Edison

## MEMORABILIA—ALREADY!

For a contest with no prizes, UPDATE's memorabilia contest is off to a running start. Entries began arriving the day after the January update hit the mailboxes, and some are still coming in.

If we *were* giving prizes, we'd invent one called "the Golden Packrat," and award it, probably without argument from anyone, to Bill Backer, Senior Marketing Specialist. Bill's reputation for saving ISBD memorabilia is uncontested. As expected, we already have one entry from him and will probably be seeing more. Some have suggested that Bill be disqualified, (jealous devils...) but, as he said, "what do you think I've been saving all this stuff for?" His first entry is printed to the right.

Apparently, though, Bill is not the only one who's been saving things. One of my favorite entries is the first one I received. Randy Piper, Accounts Receivable, sent in photocopies of three "rather unique items," as he called them. The copies themselves won't reproduce here, and for legal purposes we won't give the names of the companies, but the items are well worth recording.

In Randy's words, they are:

"A penny check received from a major communications company in payment of ISBD invoices." The check is dated December 5, 1974.

"Stamps sent in lieu of 89¢ cash from a major electronics manufacturer in payment of ISBD invoices." The stamps weren't dated, but the invoice is from 1973. Written in red across the copy of the stamps and

invoice is "we accept stamps, too!"

And, my favorite: "Copies of a 5¢ invoice and a 5¢ statement of account sent to a customer. We spent postage three times for this—once to bill it, another for the statement, and a third to send a past-due notice. And then we wrote the nickel off!"

Well, Randy, there are deadbeats everywhere.

Many thanks to Randy and Bill. How about the rest of you? Send your entries to:

"Memorabilia"

Clare Aukofer

Editor, UPDATE

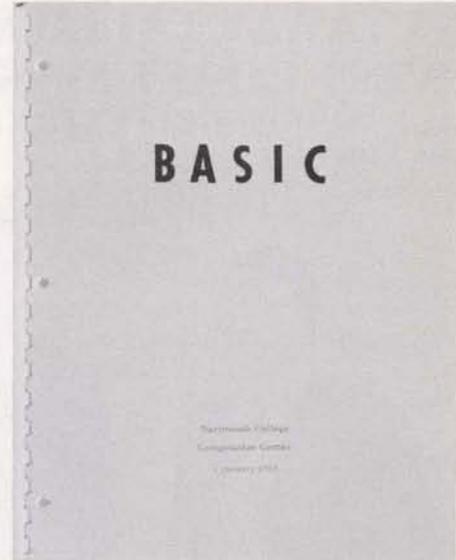
401 N. Washington Street, 3SE  
Rockville, Maryland 20850

Entries received by March 1 will be considered for the March 17 issue of UPDATE.

## BILL BACKER'S ENTRY

Bill entered the earliest memorabilia—a set of five manuals (circa 1965-66)—that tell how to use the then newly invented GE time-sharing service. He described them, complete with background information:

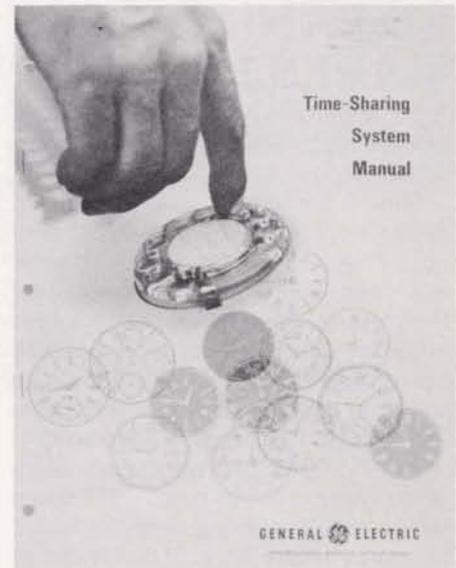
"One manual, titled only "BASIC," is actually not a GE publication, but was published by Dartmouth College where GE time-sharing was invented using a computer manufactured in GE's Phoenix plant. Prior to the commercial introduction of remote computer service, anyone could use the experimental computer system that GE operated at the Phoenix factory if they knew its telephone number; and there was no charge made for computer time. The Dartmouth man-



ual described how to write programs for this computer, and it could be purchased from the Dartmouth bookstore for less than a dollar.

"The other manuals (not pictured) are first editions of the user manuals that GE used to support its initial commercial service offering. The BASIC manual is essentially a reprint of the Dartmouth manual; and it was augmented by the ALGOL and FORTRAN manuals.

"The final manual (with the clocks



on the cover) was the first 'systems' manual, and it achieved a great deal of recognition in its time because of its 'artistic' design. It subsequently went through several editions before the clocks disappeared from the cover.

"The four GE manuals comprised the total user documentation for our service starting with its commercial introduction in October of 1965 and for a considerable time thereafter. I think these books have special significance today, as they represent the humble beginning of the healthy business ISBD now enjoys."

## FEBRUARY SERVICE AWARDS

Thirty-Five Years	Location
Edwin O. Vandeven	Rockville
Twenty-Five Years	
Alexander V. Parker	Watertown
Thomas A. McGinn	Rockville
Fifteen Years	
Richard J. Lewis	Rockville
Yvonne L. Fleming	Brook Park
Ten Years	
Michael J. McGaha	Rockville
Charles W. Fetz	Rockville
John C. Summers	Lynchburg
Five Years	
Darlene E. Remy	San Francisco
Marcia A. Mascarello	Rockville
Richard L. Henderson	Los Angeles
Ernest D. Barrow, Jr.	Rockville
Silvio J. Anichini	Chicago
Lance I. Pelter	Milwaukee
Ken M. Kennedy	Los Angeles
James P. Calhoun	Rockville
Michael E. Lockwood	Dallas
Elizabeth R. Stalford	Tulsa
Clark B. Shafer	Atlanta
Judith D. Havard	Charlotte
Glenda V. Roberts	Rockville

## UPDATE: 1978 DEADLINE AND PUBLICATION SCHEDULE

UPDATE will appear monthly in 1978, on the third Friday of each month.

Absolute deadline for receipt of material by the Editor will be 5:00 PM the first Thursday of the month in which you wish the information to appear.

The publication and deadline dates are printed below. Any material not received by deadline will be considered for the next month's issue.

Issue Date	Deadline For Receipt Of Information
March 17	March 2
April 21	April 6
May 19	May 4
June 16	June 1
July 21	July 6
August 18	August 3
September 15	August 31
October 20	October 5
November 17	November 2
December 15	November 30

Barring an Act of God or similar dire circumstances, this schedule will be strictly adhered to. Any changes will be announced in UPDATE before implementation, when possible.

All material to be considered for publication must be received in writing by 5:00 PM of the deadline date.

While we can't guarantee that we'll publish everything received, we definitely do want to hear from you if you believe you have a newsworthy event to report.

You do not need to write finished stories. Simply remember to include the essentials—who, what, when and where—and any details you feel are

worth noting. Make sure to include your name, location and Dial Comm number so that you can be contacted if there are questions regarding your story.

If you *think* you have something newsworthy, but don't want to take the time to get details unless you're sure we'd like to take a look at the information, feel free to call and ask.

UPDATE is your publication. Your suggestions are always welcome.

Send information to:

Clare Aukofer  
Editor  
401 N. Washington St., 3SE  
Rockville, MD 20850  
DialComm 8\*273-4476

## FLYAWAY

(Continued from Page 1)

extra 2,500, for a total of 12,800 miles. Jim was so busy working on his 1978 FlyAway miles that, despite four telephone calls, UPDATE was unable to reach him before deadline. He was with customers. There's little doubt though, that he'll be using all those miles to head somewhere—as soon as he decides to take a rest.

Seattle AR Randy Myers, the number three winner with 10,200, was in the lead all the way through last November, when the two San Franciscans crept ahead of him. He plans, he says, to *keep* the top spot next year. He's already used some of his miles for a trip to Reno, where he and his wife "lost more than we made". At least he didn't have to pay his airfare, and he's got enough miles left for a trip to a safer spot.

With the top three winners this year within 300 miles of each other, and all three planning to take the top spot next year, competition is bound to be rough.

Where would *you* like to go?

## TWO ISBDers NOMINATED FOR PHILIPPE AWARDS

Two ISBD employees have been nominated by their managers for the 1978 Gerald L. Philippe Awards for Distinguished Public Service.

The two are J. Dexter (Dex) Nilsson of Rockville, Manager of Documentation, and Fletcher Honemond, Washington, D.C., Federal Sales Support Administrator. They were nominated along with 75 others from GE components across the United States, and in Columbia, Brazil, and Spain.

Dex received his nomination for his work in community cultural arts, an activity he has cultivated since 1954, when he became a member of the Huntsville, Ala. Little Theatre. Not one to stop with participation, Dex helped form the Huntsville Arts Council in 1962 with three other people. That council now has over 80 organizational members. He led the community in steps to obtain an arts center for the 140,000 population city, and when the center plans were initiated in 1966, Dex received Huntsville's Cultural Arts Award.



*Dex Nilsson*

The center itself, known as the Von Braun Civic Center, now contains an art museum, convention center, sports arena and supporting rooms and occupies a major redeveloped site in the center of the city. Built for \$14 million, the Center is now valued at \$40 million.

When he was transferred to Rockville in 1967, he became active in the Rockville Little Theatre. Not content to stop there, Dex, at the request of Rockville's mayor, became Chairman of the Rockville Cultural Arts Commission in 1976. He stills holds that position. His accomplishments with that commission are far too numerous to detail, but one of them includes encouraging the city to continue and expand art programs, including theatre and dance for disadvantaged neighborhoods.

Fletcher's nomination rose from his work with three severely handicapped young men from the Washington, D.C. area. Two of them had been involved in serious automobile accidents, and both were expected by doctors to be permanently disabled, Fletcher said. The third is a victim of Niemann-Pick disease, a rare disease that sometimes prevents nerve impulses from properly reaching the brain, thus causing motor control problems.

Fletcher was called in because of previous teaching experience in the area of physical education.

After several years of work with Fletcher, both of the accident victims are now walking, and one is back at work. The young man with the disease seems to be making progress, and Fletcher says "I expect him to live to be 70."

Fletcher feels that the recoveries of the accident victims are 'miracles'. "I didn't do them," he says, "God did."

He and his wife also care for homeless girls as part of a "Foster Parent" type program. They have two daughters of their own, ages three and six.

Should he win the award, Fletcher plans to see that the \$1,000 charity donation goes for research toward finding a cure for Neimann-Pick disease.

He hopes to eventually be able to work with the handicapped within GE, and would like to see a program

begun that would teach severely handicapped people to use terminals. He, of course, says he would be willing to head the program—on his own time.

A screening committee is now at work studying all 77 nominations



*Fletcher Honemond*

prior to making recommendations to the Gerald R. Philippe Awards Committee. Members of the latter committee are Reginald H. Jones, GE Chairman of the Board and Chief Executive Officer; Alva O. Way, GE Senior Vice President—Finance and Chairman of the Board of Trustees of the GE Foundation; Leonard C. Maier, Senior Vice President—Corporate Relations Staff; Douglas S. Moore, Vice President—Corporate Public Relations; and William A. Orme, Secretary of the GE Foundation. Mr. Moore is committee chairman.

This is the ninth year of the awards program named in memory of the late Mr. Philippe, former GE board chairman and a national leader in the field of public service. In the previous eight years, 40 individuals and one employee group have been selected for the awards, which consist of the Philippe medallion and the opportunity to select a charity or educational institution for a \$1,000 grant from the General Electric Foundation.

Announcement of the winners is expected in March.

# NEW SALES AIDS

**LEADER...**by now all your customers and prospects should have received the current issue of LEADER, featuring articles on Columbia Bank and Trust, Arthur D. Little, General Motors and the Washington Suburban Sanitary Commission. This issue reflects a number of design modifications that research has indicated will make it more readable. Chief among these is a greater reliance on creative photography as opposed to graphics.



**Press Relations...**the aforementioned article on General Motors appearing in the current issue of LEADER, has also been published by Car & Driver Magazine, the official publication of the National Automobile Dealers Association.

**Advertisements...**reprints of the Beckman Instruments ad that appeared in Business Week, and the United Brands ad as it appeared in Fortune are now in stock. Each branch office will be receiving quantities shortly for use as sales promotion aids.



**Trade Shows...**the Federal Sales Operation just completed exhibiting in the 1978 Federal DP Expo, held at the Sheraton Park Hotel in Washington, D.C. The GE booth featured our new 30 foot exhibit with graphics specifically designed for the Federal audience. During the show more than 5000 DP professionals, representing every Department and all major Agencies of the Federal Government registered to visit the exhibits. The FSO exhibit featured demonstrations of various applications programs, such as FAPRS, the Federal Assistance Program Retrieval System.



# NEWS FROM CORPORATE

## PRELIMINARY '77 RESULTS INDICATE GE PROFITS ABOUT 6.2% OF SALES

*Preliminary, unaudited* results indicate GE profits as a percentage of sales for 1977 are about 6.2% as compared to an official 5.9% for 1976.

The preliminary results show net earnings of General Electric for 1977 were approximately \$1,088 million, up from the \$930.6 million reported for 1976, Chairman Reginald H. Jones reported. Sales for the year were about \$17.5 billion, up from \$15.7 billion for 1976.

Earnings for the fourth quarter of 1977 were about \$332 million. This compares with \$292.2 million for the last quarter of 1976. Sales for the 1977 fourth quarter were \$4.72 billion, up from \$4.52 billion for the same quarter of 1976.

Jones, in commenting on the year, noted that "higher sales and strong operating-margin rates contributed to the increase in earnings. In addition other income from a variety of operating and non-operating sources was well ahead of 1976. These results are

a tribute to our managers and all GE people who continued their vigorous programs aimed at achieving better cost-price ratios and productivity improvements."

For General Electric as a whole, Jones said, "The company completed the year in a strong financial position with ample resources to finance future growth. For 1977 our investment in new property, plant and equipment was about \$820 million, some 10% above the 1976 outlays. Looking ahead to 1978, we expect to increase our investment in new property, plant, and equipment by 15-20%."

Jones noted in summarizing the year that "our final, audited results for 1977 generally will be reported on the basis of the new sector organization of the company which was announced last November."

Commenting on the various segments of the company, Jones reported:

### **MOST SALES UP**

- Sales of the Consumer Products Services in 1977 were substantially ahead of 1976 and generated good earnings leverage, especially in major appliances and air conditioning. Lighting products also had a strong year. Other consumer businesses, including housewares and audio products, television receivers, and broadcasting and cable-vision services, all showed improvements in 1977.

- Sales of the Industrial Products and Components during 1977 were up strongly from 1976, and the ratio of earnings to sales also improved. All of the main businesses making up this industry segment contributed to the higher sales and earnings, with component products, industrial equipment

for contractors and manufacturers and transportation systems accounting for most of the earnings improvement.

- Power Systems sales for 1977 were up somewhat, but there was a good improvement in earnings from the relatively low 1976 level. Gas-turbine earnings were up significantly from 1976, principally on the strength of overseas business. The power-delivery portion of this segment also reported increased sales and earnings for the year. Steam turbine-generator earnings were down substantially as shipments were rescheduled to reflect changes in the timing of customer delivery requirements. The nuclear business, as previously reported, continued to operate at a loss in 1977.

- Technical Systems and Materials reported increased sales with a sharp improvement in the rate of earnings. The strongest gains came from engineered materials, which include a wide spectrum of high-performance plastics, silicones, tungsten-carbide metals, and Man-Made diamonds. Other principal businesses in this segment, including aircraft engines, communication systems, and information services, all had higher sales and earnings in 1977 than in 1976.

- Utah International, despite general weakness in the steel markets served by its coking coal operations and in the face of severely depressed copper prices, reported higher earnings for the year. Major positive fac-

tors were improved dividend income from 1977 operations of Utah's non-consolidated uranium-mining affiliate and higher steam-coal activity.

**OFFSHORE SALE EXPORTS HELP**

• A new reporting category covering our investments in multi-line companies operating outside the United States showed higher sales but lower earnings as 1977 lacked a counterpart to the 1976 gain on the sale of the company's investment in AEG-Telefunken of Germany. Among the manufacturing affiliates, Canadian General Electric's results were adversely affected by economic difficulties in the Canadian economy and by start-up costs associated with the new Canadian Appliance Manufacturing Company in which CGE holds a majority interest. Latin America operations, especially in Venezuela, were substantially better than in 1976. Although not classified in this sector, exports from the United States and sales of single-line companies operating offshore continued strong.

• **General Electric Credit Corporation's** earnings were well ahead of 1976, principally because of higher volume.



**'STOCK PRICES' AND 'FUND UNIT PRICES' FOR YEAR 1977**

Here are the GE "Stock Prices" and the average "Fund Unit Prices" used in the crediting of participants' accounts for the various months of 1977 under the Savings and Security Program.

The "Stock Price" is the average of the closing prices of GE 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 of the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset of the Fund.

	<b>Stock Price</b>	<b>Fund Unit Price</b>
January	\$53.506	\$26.869
February	51.007	26.055
March	50.723	26.149
April	51.719	25.767
May	54.643	26.050
June	55.989	26.180
July	55.250	26.273
August	54.168	25.627
September	52.988	25.205
October	50.399	24.543
November	51.071	25.158
December	48.982	25.159

The "Stock Price" and "Fund Unit Price" are used for crediting accounts, but should not be used as the cost of shares or units for income tax purposes. "Tax cost" for GE stock or fund units acquired under S&SP is calculated for employees according to Internal Revenue Service regulations. The figures are furnished on the annual "tax information statement" issued shortly after each S&SP payout.

**MAKE THESE CHANGES IN 1974 AVERAGE PRICE FIGURES FOR STOCK AND FUND UNITS**

The average price for GE stock purchased under the Savings and Security Program in 1974 (when securities recently distributed in the 1978 S&SP "payout" were purchased) was \$46.227 rather than \$52.537 as originally reported. The average price for Fund Units purchased under S&SP in 1974 was \$24.852 rather than \$25.753.

The two figures needing correction appeared in the final paragraph of the article on the annual distribution under GE savings plan, published in the January UPDATE. In trying to furnish employees with full information on the annual "payout" as soon as possible, UPDATE was inadvertently provided with the average purchase prices for 1977 rather than 1974. The new figures, incidentally, show the 1977 figures to be higher than 1974.

# NEW AND REVISED DOCUMENTATION

## VS AND GCOS DOCUMENTATION CHANGED

Three new documents, to be published by March 1, will describe the MARK III Service and its user interfaces.

The *MARK III vs Background Service User's Guide* (2050.36) provides a brief overview of the Service, short descriptions of the languages offered with the Service, instructions for implementing tape management software (VS TMS), and utilities documentation. Utilities documented include the most common OS/VS2 ones—IEBGENER, IEBTPCH, IEBCOPY, and IEFBR14—and SyncSort, now the default sort for VS Service. All this information will be required by a user regardless what interface is used to reach the VS system.

Two reference manuals document the interfaces, the *MARK III VS Background Service Foreground Interface* reference manual (2050.37) and *Direct Interface* reference manual (2050.38). The *Foreground Interface* document describes the interface language, directives, information display commands, some of the more common JCL cards and parameters, restrictions and conventions for JCL, high-speed service, priority processing, and character con-

version. The *Direct Interface* document describes low-speed service direct-interface commands, TSO commands, some of the more common JCL cards and parameters, restrictions and conventions for JCL, EDIT, command procedures and HASP.

The *MARK III VS Background User's Guide* (2050.09C) is discontinued. The three new documents provide considerably more detail and, according to customer comments, in a more convenient form.

For GCOS Background Service users, there is a revised *MARK III GCOS Background User's Guide* (2000.01D). A new section describes the direct interface to GCOS Background, priority processing is included, and the following are incorporated for the first time: job naming features with the BACK command, new options for FCOPY and BCOPY enabling automatic purging of files, new BSTATUS responses and BABORT messages, instructions for using removable disk packs, and Level H changes to COBOL.

Honeywell documentation supporting Level H software has been reprinted and is now available: *Control Cards* reference manual (2000.58), *FOR-*

*TRAN* (2200.09), *FORTTRAN Subroutine Libraries* (2200.10), *COBOL Reference Manual* (2100.09), and *COBOL User's Guide* (2100.10) are all new. There are new supplements to the old File Management Supervisor (2300.03-2), File and Record Control (2300.04-2), and GMAP (2700.02-1) documentation.

Many of the other Honeywell system documents now available are in versions incorporating addenda noting changes for Level H.

All Level G documentation has been discontinued.

A good up-to-date list of all VS and GCOS documentation, including that just described, can be found in the *Guide to Background Documentation* (2000.04G). Make sure you and your Background customers have the new Revision G.

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

Editor: Clare Aukofer

GENERAL  ELECTRIC

# UPDATE

ROCKVILLE, MARYLAND  
MARCH 17, 1978 305.83

## EXPO-TECH TO VISIT MARYLAND CENTER

### UNIQUE VAN SHOWS YOUNGSTERS THAT ENGINEERING CAN BE INTERESTING

Thomas Edison once said: "The child is a natural born 'rubber neck.' His curiosity is alert. Give him the chance and he will learn. One glance, if he sees the thing itself, is better than two hours of studying about a thing which he does not see."

In keeping with Edison's theory, General Electric has conceived a very special idea designed to interest minority junior high school students in engineering careers. The idea—now a reality—is EXPO-TECH, one of GE's special centennial projects.

EXPO-TECH is a mobile van currently on tour of 30 Washington, D.C. Junior High Schools. The van opens to display over 600 feet of floor space, and features participative exhibits on simple machines, magnetism, electricity generation, geometry, light, sound, and electronics.

Don Clark, Affirmative Action Program Manager in Rockville, has arranged for the van to visit the Maryland Center on March 29th, 30th and 31st. ISBD employees and their families will be able to visit the van and explore the exhibits.

EXPO-TECH plays a key role in a national effort to increase the number of minority engineering graduates.

This effort, under the auspices of the National Academy of Engineering (NAE), includes many large industrial corporations and engineering colleges, as well as professional and minority associations.

Linda Crawford, a former communication specialist in ISBD Marketing Communications, is now employed by corporate as a Relations Supervisor on the EXPO-TECH van. She says student response has been "enthusiastic. They seem genuinely interested, even excited, by the displays. One kid came in 18 times!"

Maryland Center employees will be able to see for themselves on March 29 and 30, from 9 AM to 4 PM and again from 5:30 PM to 9 PM, and on March 31st from 9 AM to 5:30 PM.

Watch SuperInfo for more information.



*Eager students explore the wonders of EXPO-TECH*

## DONALD S. BATES NAMED VICE PRESIDENT AND GENERAL MANAGER FOR GENERAL ELECTRIC'S INFORMATION SERVICES DIVISION

FAIRFIELD, CT.—Donald S. Bates has been promoted to vice president and general manager of the General Electric Company's Information Services Division, the company has announced. He was appointed general manager of the Division in September of 1977.

Mr. Bates has held a variety of management positions during his 27 years with General Electric. From 1970 to 1974, he managed strategic planning and review operations for the Company's Electric Components Division and for the Special Systems & Products Group. In 1974, he was named general manager

of the Mobile Radio Products Department in Lynchburg, Virginia.

After graduation from the University of Minnesota in 1951, his early experience at GE included posts in financial management and planning in Schenectady, Glens Falls and Syracuse.

# CENTENNIAL NOTES



"The development of women will solve many problems which we now deem quite insoluble."

Thomas Edison 1912

## GOLDEN PACKRAT CHALLENGED!

It was bound to happen. Bill Backer, winner of the nonexistent "Golden Packrat Award" has been challenged. The basis of the challenges appears to fall in the category of quality rather than quantity—i.e., Bill may have a lot of memorabilia, but he doesn't have it all!

Our first challenger is Joanne Thyken, Marketing Communications Project Manager. Joanne recently broke her leg on a trip to Fairfield, and, working at home with her leg wrapped in a cast from ankle to thigh, read the last UPDATE. Despite her weakened condition, Joanne's ire was raised and she rushed to her typewriter and file cabinets to send this note and her entries:

"I challenge Bill Backer. Here's my entry for the Memorabilia contest. Employee newspaper for October 15, 1965. GE's Computer Department announces first commercial availability of time-sharing service out of two newly opened centers in Phoenix and New York. This was before the time-sharing business broke off and became an entity of its own."

"Also, the newspaper for October 29, 1965, showing the announcement ad appearing publicly at that time."

Both of Joanne's entries are pictured on this page. You may notice the appearance of some familiar 'artistic' clocks.

Another challenge came from Mike Mash, Terminal Sales Manager, Atlantic Region, who submitted the very first issue of LEADER, Vol 1, No. 1, September, 1970. Even LEADER's current Editor, Russ Ryan of Marketing Communications, couldn't produce this one.

Jack Griffin, Industry Marketing Operations Manager, submitted a different kind of memorabilia, although it still falls in the newsletter-publications area. His entry was a newsletter, "The Backlog," published by Hughes Aircraft Company, Aerospace Group, Data Processing, and dated November, 1967.

The "Backlog" featured an article detailing how the GE 265 Time-Sharing Computer,

in conjunction with a "new untried portable acoustical coupler . . . for teletype installation" may have helped the Surveyor 5 Spacecraft land on the moon. According to the article: "Surveyor V came uncomfortably close to being doomed to orbit Earth rather than soft landing in the Sea of Tranquility. Its fate may well have been decided by last-minute data transmitted from the HAC Time-Sharing computer site to an experimental remote teletype installation in Pasadena."

The story goes on to explain that a Hughes employee knew that GE's computer system, operating in a "conversational" mode, could give immediate answers to questions required for split-second decision making. Jack Griffin convinced Hughes that the then new Anderson Jacobsen Acoustic Coupler could tie Hughes to the GE 265 without special phone lines.

According to the story "Through the cooperation of Jack Griffin of GE, Pacific Telephone, General Telephone, and the Hughes Telephone office, the experimental installation was ready "just in case" (something went wrong).

"Just in case became a reality on the night of Friday, September 8. A pin-hole sized

**Now dial G.E. for "instant computing"**

New service by General Electric's Information Processing Centers gives you direct access to a modern "time-sharing" computer system for as little as \$350 per month!

**COMPUTER HEADLINER**

Friday, October 15, 1965

GE (10/14) - 115-1/8

PHOENIX, ARIZ.

**PHOENIX, NEW YORK IPCs OFFER FIRST OF ITS KIND: NEW GE-265 TIME-SHARING COMPUTER SERVICE--** The Computer Department's newest time-sharing computer system, the GE-265, is now available through the Phoenix Information Processing Center to hundreds of businesses and industries in the Southwest. A second 265 system goes into operation this month at the New York IPC, making the same service available to time-sharing customers in the East.

According to Warner Sinback, Manager of the Department's Information Processing Business, the GE-265 system represents the latest advances in computer program design.

For use of this new time-sharing service, the IPC will charge customers a minimum of \$350 a month, according to Ken MacDonald, Phoenix IPC manager, allowing up to 25 hours access to the computer. Charge for the time in excess of 25 hours will be at the reduced rate of \$10 an hour, or approximately 17c a minute.

The GE-265 time-sharing computer system combines a GE-235 computer system with a DATANET-30 data communication processor. The two units literally "talk" to each other in machine language while at the same time sending, receiving, and computing.

The GE-265 has been

**The Time-Sharing leader**

September 1970

MORE ECONOMICAL "STRESS"

An important aspect of STRESS... (text continues)

FIRST ISSUE

General Electric, Time-Sharing... (text continues)

FINANSIMPROVED

An improvement in GE's Financial... (text continues)

BILLED FOR I/O BUT NOT TCT

Several companies... (text continues)

**PRETTY CH-ER RONI LOVETT TAKES MISS GE TITLE TO MARICOPA COUNTY BEAUTY CONTEST**

helium leak had been found after the first mid-course maneuver. No one knew how much fuel had escaped from the faulty valve. Would there be enough to soft-land? Or would the spacecraft tumble wildly through space on its descent and be destroyed? Through the use of the portable teletype and the HAC Time-Sharing system, answers to those questions were found and a new terminal descent was charted. History will show that Surveyor V soft-landed on the Lunar surface. What history will not show is how easily it might have become another dead satellite in the debris forever circling the earth, but for the foresight of a few men and a well-timed experiment.

Thanks, Jack. One small step for man; one giant leap for GE time-sharing.

Thanks also to Joanne and Mike.

Who's next?

Memorabilia

Clare Aukofer 3SE

401 N. Washington Street

Rockville, MD 20850

## MARCH SERVICE AWARDS

<b>Thirty Years</b>	<b>Location</b>
John F. Chadderdon	Rockville
<b>Twenty-Five Years</b>	
Marilyn J. Friend	Dallas
Philip A. Fabrizio	Rockville
<b>Fifteen Years</b>	
Art Munson,	Rockville
June G. Hulse	Brook Park
<b>Ten Years</b>	
Lucy M. Ragozzino	Boston
Thomas N. Presgraves	Rockville
<b>Five Years</b>	
Eileen Garcia	Los Angeles
Alan F. Soucek	Brook Park
Donald F. Bosse	Rockville
C. George Danielson	Brook Park
Harrison L. Jordan	Washington, D.C.
Roger E. Kupcik	Brook Park
Emery R. Lendvay	Brook Park
Gilda Tyler	Brook Park
Penn B. Cobb	Rockville
Margaret Guzik	Rockville
Cornal S. Gibson	Brook Park
Anne O. Filippone	New York
Lawrence W. Hyre II	Rockville
Joseph F. Burbine	Watertown
Martin A. Reese	San Francisco

## CAO/SALES TEAM KEEPS THE CUSTOMER SATISFIED

Several years ago, Columbus Senior AR Jeanne Aniton sold Ranco, a multinational corporation that manufactures and markets environmental heating and cooling devices, on the idea of using GE's MARK III Service for a global financial information system.

The application involved both MARK IV and GCOS background systems, with foreground programs written in Fortran IV, Fortran 77, BASIC, Fal 11, and TABOL.

Getting the system up and running would obviously be a complicated task. To help accomplish that task, Jeanne turned to Cleveland CAO.

"We needed somebody very competent in a number of product areas," she explained.

That "somebody" turned out to be Karyn Walters, CAO Senior Applications Specialist.

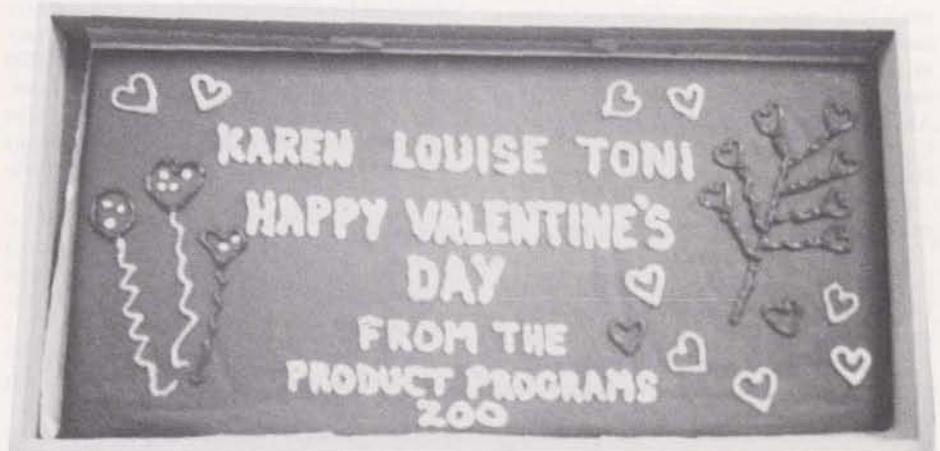
Karyn did her work so well that Bob Simpson, Assistant to the Ranco Controller, recently wrote a letter to Michael Emmi, Atlantic Regional Sales Manager, commending her work. He ended that letter by saying "at this time, it has become apparent that Mrs. Walters has excelled in the performance of her assignment, thus allowing me to concen-

trate on the management portion of the project.

Karyn helped get that complicated system up and running in only seven months. That, of course, also reflects on Jeanne, who had the foresight to call in CAO.

"I've done projects with and without CAO," she told UPDATE. "and I by far prefer to have CAO involved every time. CAO means 'satisfaction guaranteed.' I have not yet had a dissatisfied customer."

It seems only appropriate, then, to congratulate both Karyn Walters on her work and Jeanne Aniton on her foresight. That combination meant another very satisfied customer for ISBD.



*Secretaries Need Love Too! The giant, custom-made milk chocolate Valentine pictured above was a gift from Lyle Plitt, VS Programs Manager, to Product Programs secretaries Louise Creamer, Karen Gonzalez and Toni Schettewi. Lyle's heart is in the right place. Where would any of us be without secretaries?*

## THIRD ISBDeR NOMINATED FOR PHILLIPPE AWARD

### DAVE LUTTRELL, INDIANAPOLIS, "RIDES AGAINST HEMOPHILIA"

Like many people, Indianapolis Branch Senior TR Dave Luttrell has a hobby. He rides motorcycles.

Unlike many hobbyists, though, Dave has found a way to use his hobby to help others. Specifically, to help those stricken with Hemophilia. His efforts have earned him a nomination for the 1978 Gerald L. Phillippe Award for Distinguished Public Service.

Hemophilia is a hereditary disease that, basically, prevents blood from clotting. External bleeding is only very serious in infants and surgery cases. Internal bleeding, however, can result in intense pain for weeks, and even in crippling, for anyone stricken with any of the three forms of the disease.

Internal bleeding in Hemophiliacs can only be stopped by a special blood substance known as the "Product." Processing of the "product" can amount to some \$26,000 per year in medical bills for a hemophiliac—medical bills that are rarely covered by health insurance.

But what do motorcycles have to do with Hemophilia?

Until about four years ago, very little. Now, however, thanks to the efforts of Dave Luttrell, some 140,000 members of 1300 motorcycle clubs nationwide are not only aware of the Hemophilia problem but, as Dave says, "Many of them are doing something about it."

In 1974, when Dave was Vice President of the Indy 500 Motorcycle Club, he helped select the Hemophilia Foundation of Indiana as a Club charity project.

"We got involved," Dave says. "We did some fund-raising, door-to-door, and put on a couple of motorcycle rallies. The profits went to Hemophilia, and we got a lot of exposure through the motorcycling press. At the next AMA (American Motorcycling Association) Congress, I put in a proposal that the AMA affiliate itself with a national health agency."

The proposal became a resolution that was unanimously passed by the Congress.

The resolution became a directive, given to the National Director of the AMA, and, as Dave puts it, "I told him which one (health agency) he was going to pick."

As a result, Dave says, "The motorcycling community jumped midstream into raising money for the National Hemophilia Foundation."



*Dave Luttrell and friend. Of this photo, Dave says: "Though my young hemophiliac friend can't afford the small risk of riding a two-wheeler, like all youngsters, he really enjoys sitting on them. We motorcyclists 'ride against Hemophilia' for those who can't ride at all."*

According to Dick Newton, Director of Chapter Development for the National Hemophilia Foundation, AMA chapter efforts for Hemophilia resulted in "at least" \$32,000 in contributions for the organization last year. The figures, he said, could be even higher. All reports are not yet in at national headquarters in New York.

But Dave Luttrell didn't stop there.

According to Katie Milburn, Executive Director of Hemophilia of Indiana, Inc.: "Dave has taken chairmanship of an advisory committee . . . which has proposed a \$500,000 fund raising program in 1978. (Editor's Note: last year's goal was \$60,000). He has also completed revising and amending the by-laws and personnel manual governing the organization . . ."

"We are most grateful to Dave Luttrell for all his special efforts and personal concern . . . we feel he is definitely one of the finest community and civic-minded citizens in Indianapolis."

Indeed, Dave is currently spending 20 to 30 hours each week of his own time on that ambitious \$500,000 fund raising project.

Dave Luttrell rolled a snowball with the Indy 500 Motorcycle club four years ago. That snowball became an avalanche of funds for Hemophilia, and Dave continues working both on his now and with the club.

In his conversation with UPDATE, Dave spoke little about his own accomplishments, preferring to discuss Hemophilia. He is, co-workers say, "shy," and doesn't particularly care about receiving recognition.

Perhaps that's why he deserves it.

(For more information about the Phillippe Awards, see the February UPDATE, Pg. 4.)

## ART SIMS NAMED TO HEAD NEW DISTRIBUTED SYSTEMS OPERATION

Art Sims, formerly Management Services Industry Accounts Manager, was named to head the new Distributed Systems Operation on February 7.

Reporting to Sims are Conrad Persels, Business Development; Norm Harvey, Software Systems; Jerry Gay, Hardware Systems; Harold Stover, Program Control & Support and Gayle Bleichner, Secretary.

According to Sims, ISBD's venture into distributed systems means that we will be "positioning ourselves in a whole new market."

# LEADER MAILING LIST TO UNDERGO MAJOR REVISION

## THREE-PRONGED EFFORT BEGINS WITH SPRING ISSUE

Through use of the Mark III System and the Intelligent Terminal, ISBD will offer customers complete transaction processing systems, including new kinds of applications. Marketing thrust will aim directly at "new customer levels"—executive officers of customer companies.

The mission of the new Operation is to "make the Distributed Systems business a sales and profit success for ISBD." Sims says his group "intends to get the job done working closely with line organizations throughout the Division."

## "CADILLAC" OF 1200-BAUD TERMINALS NOW AVAILABLE

GE's DCPD (Data Communication Product Business Department) proudly announces the TN-1232, their newest terminal for 1200 Baud Service. The modestly priced, handsomely styled TN-1232 is now fully qualified for lease or sale to ISBD customers. With regard to both appearance and features, it is to be the "Cadillac" of 1200-baud terminals for years to come.

Standard features of the TN-1232 include these:

- 94 fully-formed upper and lower-case ASCII characters.
- 132 print positions per line.
- 1000-character buffer (allowing "type 6" high-throughput printing).
- Large, easy-to-replace ribbon cartridge (up to 50 million characters cartridge).
- Both rear and front loading.
- 6-pin tractors (assuring reliable forms control).
- Horizontal tab and vertical format unit.
- Cluster of numeric keys

Optional features include these:

- Single or dual magnetic tape unit
- Paper tape accessory
- Answerback
- Individually-replaceable custom characters

As outlined in the December 7 issue of UPDATE, the mailing list for ISBD's quarterly customer publication, LEADER, is in desperate need of major revision.

A survey of recipients late last year showed that the current mailing list, consisting of 35,000 names, has a margin of error exceeding 30%. Conservatively speaking, that figure means that approximately 12,000 issues of each LEADER are mailed to people who are no longer with the company, dead, or who have no desire to receive or read the magazine.

In an effort to make LEADER the most effective communications vehicle it can be, a great deal of effort has been put forth to make it both more readable and more visually appealing.

According to Russ Ryan, Marketing Communications Project Manager and Editor of LEADER, "to achieve maximum benefit to the Division, an even greater amount of effort will have to be put into qualifying and rebuilding the mailing list. This is a two part effort: Qualifying the existing list to drop those individuals who have no desire to continue receiving the magazine; and rebuilding the remaining list with individuals whose demographics are similar to our advertising audience."

Extensive research has shown that our prime prospects for advertising efforts are individuals 35 years and older who earn \$25,000 a year or more, are classified as Managerial/Administrative personnel, and are employed by companies with annual sales of \$100 million or more and at least 1000 employees.

The mailing list cleanup will begin with the Spring issue of LEADER. A subscription renewal card (see sample) will be affixed to the inside back cover, which will also contain an article informing the reader of the mailing list revision. If the reader wishes to continue receiving LEADER, he or she will be encouraged to fill out the card. The information will state clearly and unequivocally that the Summer '78 issue of LEADER will be mailed only to those people who have returned renewal cards.

The second part of the three-pronged effort will come two weeks after the Spring issue is mailed. A special letter containing all of the information detailed above, and enclosing a renewal card, will be mailed to everyone on the current mailing list.

The efforts outlined above will, obviously, result in a loss of some current subscribers. However, work on rebuilding the mailing list is already underway. A direct mail campaign, designed to attract new subscribers from a broader base and aimed at a special list of new prospects will begin in late Spring.

About the time the Spring LEADER is mailed out, a letter will also go to all Branch and Regional Managers. Enclosed with the letter will be a supply of subscription cards for each AR and TR. A supply of "Add, Delete, Change" cards will go to the branches this summer.

"With the help of the field," says Ryan, "I would hope that by Fall we will have developed a highly qualified mailing list, thereby significantly enhancing the value of LEADER as a Division communications medium."

Leader Subscription Renewal Form. Please Type or Print.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 \_\_\_\_\_ Zip \_\_\_\_\_  
 Your Primary Area of Responsibility \_\_\_\_\_  
 Company's Primary Products or Services \_\_\_\_\_  
 Subjects You Would Like To See Covered In Future Issues \_\_\_\_\_

Currently a MARK III Service User  Yes  No

Total Company Size: (Annual Sales)  less than \$50,000,000  
 \$50,000,000-\$100,000,000  
 more than \$100,000,000

Total Company Size: (Employment)  less than 100 employees  
 100-500 employees  
 500-1000 employees  
 more than 1000 employees

Company's Industry Classification:

<input type="checkbox"/> Agriculture	<input type="checkbox"/> Retail Trade	<input type="checkbox"/> Wholesale Trade
<input type="checkbox"/> Construction	<input type="checkbox"/> Service	<input type="checkbox"/> Finance, Insurance & Real Estate
<input type="checkbox"/> Transportation, Public Utilities	<input type="checkbox"/> Mining	<input type="checkbox"/> Public Administration
	<input type="checkbox"/> Manufacturing	

# ANSWERING SERVICE

## GOT A QUESTION? GET AN ANSWER!

Beginning with the April issue of UPDATE, ISBD employees with questions regarding any aspect of their GE benefit package will have the opportunity to ask those questions and have them answered in print. "Answering Service" will be a regular section in UPDATE, and will feature questions from employees about any aspect of the benefit package, (i.e., insurance, pension, S&SP,

etc.) with answers written by members of the Employee Relations Organization.

If you have questions about your benefits, submit them in writing to: "Answering Service", Employee Relations, ISW, 401 N. Washington St., Rockville, MD 20850, and look for the answers in UPDATE.

# NEW SALES AIDS

Pictured below are a few variations of the Division's most recent advertising efforts. Levi-Strauss and 3M are the latest customers to take part in our '78 advertising campaign. The ads pictured here are currently running in the Wall Street Journal, Business Week and Dun's Review. Quantity reprints are being ordered and will be shipped to all sales offices shortly.



### 3M had an idea for improving on-time delivery to customers...

**3M had an idea for improving on-time delivery to customers...**

3M's new computerized inventory control system, known as the 3M Inventory Control System (ICS), is a major step forward in the company's effort to improve its service to customers. ICS is a computerized system that tracks inventory levels in real time, allowing 3M to respond more quickly to customer needs. This system is a key part of 3M's commitment to providing the highest quality products and services to its customers.

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### General Electric computing services helped bring it to reality.

**General Electric computing services helped bring it to reality.**

General Electric's advanced computing services have helped 3M improve its inventory control system. GE's expertise in data processing and systems integration was instrumental in the successful implementation of ICS. This partnership demonstrates the power of GE's technology in solving complex business problems.

General Electric's advanced computing services have helped 3M improve its inventory control system. GE's expertise in data processing and systems integration was instrumental in the successful implementation of ICS. This partnership demonstrates the power of GE's technology in solving complex business problems.

**When Levi had an idea to revolutionize the effectiveness of their sales force...**

**General Electric computing services helped bring it to reality.**

Levi Strauss & Co. is a leading manufacturer of men's, women's and children's clothing. In 1977, Levi's sales force was the largest in the world, with over 100,000 sales representatives. To improve the effectiveness of this sales force, Levi's needed a new system to track and manage its sales representatives. General Electric's advanced computing services provided the solution.

General Electric's advanced computing services have helped Levi's improve its sales force. GE's expertise in data processing and systems integration was instrumental in the successful implementation of the new system. This partnership demonstrates the power of GE's technology in solving complex business problems.

**GENERAL ELECTRIC**

# NEWS FROM CORPORATE

## AROUND THE COMPANY

• **MILWAUKEE**—In a highly diversified company like GE where some businesses are doing better than others, it's always good news for employees to be on the "things are fine" list. Walt Robb, vice president and division general manager of the Medical Systems Division in Milwaukee, Wis., summed it up well. He thanked employees for meeting the division's profit commitment, setting a record year in the dental business, introducing leadership products in nuclear medicine, gaining the No. 1 technical position in computerized tomography, and increasing MSD's market share in the x-ray business. Dr. Robb also praised employees for sharing their good fortune with the community.

• **GE EUROPE**—GE lamps built in the U.S. and sold by European Lamp personnel will be lighting the longest tunnel system in the world when it is completed in 1980. The lamps will be used in the two-lane, 16 kilometer St. Gotthard tunnel under the renowned Alpine Pass as part of Switzerland's federal highway program. Winning the \$8 million order against tough European competition was Novelectric AG of Buchs-Zurich, a GE affiliate. All corrosion fixtures are of Novelectric's own design and will be equipped with 36,000 GE fluorescent lamps. The order is an example of how off shore GE affiliates help protect U.S. jobs.

• **VALLEY FORGE**—When the wind blows over the Blue Ridge mountains in North Carolina late this year, the moun-

taineers may find things well lit. The Department of Energy has selected a mountaintop near Boone, North Carolina, as the site for the world's largest windmill to test the feasibility of wind-driven energy. The experimental wind turbine-generator is being built by GE's Space Division at Valley Forge. It will have two slender rotors, which together will span 200 feet—comparable to the wingspan of a 747 jumbo jet. It's designed to generate 2000 kilowatts of electric power in a 24 mph wind—enough for some 500 homes.

• **TIFFIN**—Over half of the employees at the Hermetic Motor Department at Tiffin, Ohio are assigned to a machine or operation that uses electricity. They estimated that it costs about \$65 if each machine runs during breaks and lunch periods over a year's time. Thus, by pushing "off" for energy savings, they figured they saved \$30,000 last year.

## HOW TO REPORT YOUR 1977 S&SP INCOME TO UNCLE SAM

What should you report on your income tax return as a result of payments received under GE's Savings & Security Program? The answer can be found on the Annual Tax and Information Statement you received shortly after the savings plans "payout" early in 1977.

"Don't use figures on the Statement you received this year," says Art Cleary, Personnel Accounting Manager in Rockville. "That one is for use when you file your 1978 return next year. Since you're filing a tax return on 1977 income right now, you should use the statement provided in 1977 that refers to the 1977 S&SP distribution."

"The 'Taxable Income' listed in the line along the bottom of your '1977 Tax Information Statement' is the amount to report on your income tax return," says Cleary.

He adds: "If, during the year, you sold GE Stock or Fund Units acquired under S&SP, you should determine gain or loss by using the Tax Cost figure on the bottom line of the Tax

Information Statement of the year in which you received the securities. 'Tax Cost' figures on securities acquired under a plan such as S&SP are determined according to Internal Revenue Service regulations and reported to you on your Tax Information Statement."

If you report the wrong figures for "Taxable Income;" or "Tax Cost," IRS examiners may see a discrepancy between the amount you report and the figures furnished by GE. The problem of explaining the error may cause you inconvenience.

# NEW AND REVISED DOCUMENTATION

## TWO MORE VOCABULARY CARDS

Two new vocabulary cards have just been published: **FORTRAN 77** (3106.17) and **Statsystem II** (5707.14).

Four other new/revise vocabulary cards were announced in *Update* two issues ago: **System and Editing Commands** (3501.02F), **BASIC** (3200.02E), **DMS II** (5610.28), and **FAL II** (5103.24B).

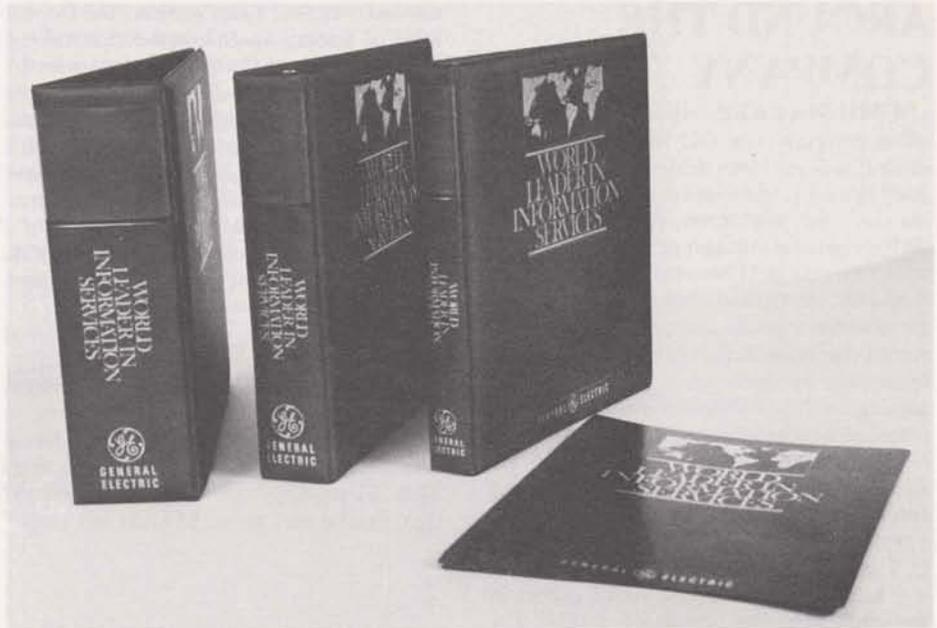
These six join previous cards on FIV, Currency Exchange Database, and EMPS\*\*\*. The "cards" are really pocket-sized booklets up to 60 pages in length. The cards can be used with the **International Access Directory** and **Guide to Background Documentation**, which are published in similar size and appearance. The **Guide** (2000.04G) has just been revised to describe all the newly published documentation supporting GCOS and VS Background Service.

Together, all these booklets make an attractive set of pocket-sized documents and promotional pieces for knowledgeable users.

## GCOS NEW FEATURES AND DIFFERENCES

**GCOS Background New Features and Differences** (2000.59) was published March 1 to describe newly deployed GCOS Background software.

Included are descriptions of a new priority processing service for Foreground Interface users, event processing, new FCOPY and BCOPY capabilities and the enhancements and modifications made in Honeywell Level H software to the programming languages, control cards, indexed sequential processor, BMC, utility and file and record control systems.



## NEW BINDERS— A TOUCH OF "EXECUTIVE QUALITY"

A new standard design for customer binders has been developed and released by Marketing Support. Five different sizes of binders in the new design have been purchased and stocked in the Document Center.

Several hundred of each are available. Usage is expected to be in quantities of approximately 6-12 for proposals, customer studies, documentation, sales literature, and training materials. Primary users are anticipated to be Sales Administration, CAO, and Training. Obviously, the binders are not intended for use in distributions of 200 copies, or for internal use where less expensive plain binders will suffice.

The sizes are an accordian-fold accommodating up to 3/4-inch of material; 1-, 1 1/2-, and 2 1/2-inch three-ring binders; and a five-inch post version able to contain 1000 sheets or heavy documents. The design, prepared to reflect "executive quality", is a brown textured vinyl cover, padded, and gold stamped. The three-ring binders have spine pockets of clear vinyl which can accommodate inserts.

If customization is required, Sales and CAO components should contact their administrative and headquarters organizations for details.

Binders may be ordered through OLOS. Orders for large quantities may not be approved. There will be a charge for each binder. Numbers are 304.07 (accordian folders) through 304.11 (big post binder).

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**Editor:** Clare Aukofer

**Contributing Editors This Issue:**

Dex Nilsson  
Ernie Zavisca

GENERAL  ELECTRIC

# UPDATE

ROCKVILLE, MARYLAND  
APRIL 28, 1978 305.84

## SOME ANSWERS ABOUT THE REORGANIZATION

Because questions about the recent reorganization may still linger in the minds of some ISBD employees, UPDATE took a few of those major questions to Vice President and General Manager Donald S. Bates.

We feel that his answers clarify some major points.

### *Why the reorganization?*

The business has reached over a decade of growth, and this is a time when businesses traditionally reevaluate themselves and look into the needs of the future. In essence what worked for the first years of the growth of this business might not work as well for the next period of growth, with its new opportunities and challenges. We're a growth business—we need to make sure that we have the proper capabilities and resources to foster and handle growth and to ensure that we prosper into the 1980's.

## N.J. BELL SIGNS \$4.2 MILLION CONTRACT WITH ISBD

After over a year of negotiation, New Jersey Bell has signed a \$4.2 million, five year contract for computing services with ISBD. Full service begins May 1.

According to Peter Bloomfield, Telephone Industry Accounts Manager, the contract competed with three hardware vendors and two service bureau competitors.

The contract was won by the impressive credentials of the MARK III® Service network and "a lot of people who put in a lot of effort," according to Bloomfield.

The initial ISBD proposal was presented to Frank Henrici, Vice President of Data Systems for New Jersey Bell, on March 4, 1977. That proposal, and the personal presentations that followed it, involved work done by "people from every discipline within ISBD," according to Bloomfield. He added, "This contract is a very real result of teamwork."

### *What was the purpose of combining International and Marketing?*

Marketing was already doing international work; and International was doing marketing. We are a truly multinational business serving multinational customers, and we become more so each day. The move was simply a means of eliminating duplication of work, strengthening future efforts and consolidating our customer approach. I might point out, too, that the combination allows individual contributors more development opportunities within that organization.

### *What about the new sales regions?*

Our aim was to create very clearly defined areas of responsibility, from the regional manager on down. Each new region is essentially the same in both size and number of people involved, but each regional manager has taken on added business responsibilities and is being supported by on-the-scene functional experts. Each now has a much greater degree of control over activities in the region and stronger resources upon which to call.

It's important, too, that the customer has not been adversely impacted by the reorganization. Our strengthened field

support force will put us in a position to better serve our customers.

The field is our real key to maximizing our market position with the excellent products and services we have developed. We hope to increase field staffing by a third, and each person within the field will thus also have more opportunity for personal career growth. TR's for example, can now be promoted up to Level 12, instead of only to Level 10 as before.

### *What about the new Engineering Department?*

In order to provide our customers with the products and services they need in the next decade, we are going to have to develop a whole new generation of

*(Continued on Page 8)*

**WHAT DO FAST  
FOODS, COSMETICS,  
MUSICAL  
INSTRUMENTS,  
AND HOSPITALS  
HAVE IN COMMON?  
"SEE PAGE 4"**

*Christmas in April??? According to Peter Bloomfield, that's what it feels like when you get a \$4.2 million contract that becomes effective May 1!!*



# CENTENNIAL NOTES



*"Everything Comes to Him Who Hustles While He Waits"*

Thomas Alva Edison

## ISBD TO SEND 200 KIDS TO CAMP



In honor of the GE Centennial, ISBD is awarding Summer day camp scholarships to 200 area children who might otherwise be unable to attend camp. 100 of the children will be attending camp in the Rockville area, with the other 100 going to camps throughout Montgomery County, Maryland. Here, Ed Gorsuch, Manager of Special Services, presents the first scholarship to one of the happy kids.

## NEW AWARDS INVENTED CHALLENGES TO "GOLDEN PACKRAT" ABOUND

We were wrong. We admit it. We said, in our first installment of the memorabilia contest, that we'd award Bill Backer the nonexistent "Golden Packrat Award" (and we quote) "probably without argument from anyone."

Well, people are arguing. And since we only invented *one* mythical Golden Packrat, we've decided to invent some other awards that don't exist. We try to be fair.

This month, we're distributing "The Happy Hoarder" non-awards to people who have saved, for some unknown reason, material from some of the stranger sales promotions ISBD has used over the years.

The first "Happy Hoarder" award must be shared by two people who somehow managed to save the same item. The item, pictured here is the "Caveman



Brow Wiper," distributed during the "It's About Time" sales campaign in 1968. We received two wipers—one from Janice Urbanek, Headquarters Purchasing, and the other from Henry Koppel via Judy Jehn, National Account Manager in New York. Henry's has several stains, and, writes Judy, "Although the 'It's About Time' campaign was hard work, Henry claims no knowledge of the sweat stains on the brow wiper." Janice's wiper is clean—perhaps because it was in Headquarters, and not the field.

But because she also submitted another item from the same promotion, we'll allow Janice her full share of the Award. She also saved a "Genuine Trilobite Fossil, 500 million years old" from the same campaign. Now *that's* memorabilia!

There will be no limit to the number of Happy Hoarder non-awards granted, but only the very strangest memorabilia will be considered for this distinction.

Meanwhile, back in the just-invented catalogue, booklet, and newspaper cate-

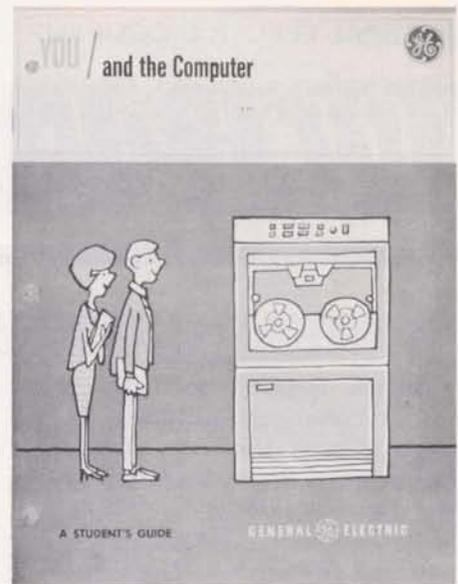
gory, we find two gems. The first, "You and the Computer," was submitted by John Meyer, Headquarters Finance Operation. The book was published by GE in 1965. Anyone care to venture a guess on how accurate it is in 1978?

The second is an announcement of Time-Sharing's Introduction in the United Kingdom, dated 1967. This one was submitted by Bob Kellar in Headquarters Finance.

Our memorabilia files are bulging—but we still want the best goodies you can dredge up. Please make sure you include a note indicating **WHAT** your memorabilia is, and **WHEN** and **WHY** it was published or distributed if that information is not noted in or on the item itself.

Also make sure to note whether you wish the item returned.

Thanks to the many people who've sent entries we haven't mentioned. We may still get to them, so please be patient.



# KOSTA: SALES RESPONSE TO FIRST QUARTER FLYAWAY APPLICATION STORIES "FANTASTIC!"

## SECOND QUARTER TOPIC: THE MAKE-BUY SITUATION

Nine winners have been awarded from 500 to 2,000 air miles each in the Marketing Communications FlyAway Customer Application Stories contest, announced in the January issue of UPDATE

According to John Kosta, Manager, Marketing Communications, the response was "Super. The field outdid themselves with some really great work. It really made the judges sharpen their pencils."

The stories, which will be used in Division promotional material, were judged on four factors: Marketing and Sales value to the Division, promotability, credibility of the user company, and thoroughness and clarity of the description.

Although a total of 15 stories were chosen, the winners numbered only nine. Joe Sullivan, Sr. AR at the Stamford, CT. office, submitted—and won with—four separate stories. Mary Ann Serkin, AR in Miami, and Kathleen Wall, St. Louis AR, each submitted two winning applications.

They were awarded 500 air miles per selected story.

According to Kosta, the topic for the next quarter will be "The Make-Buy Problem. We want success stories of ISBD beating out in-house equipment."

Extra applications may be obtained from Dick Bailey, 3SE, Maryland Center. The deadline for submission of Second-quarter stories is June 30.

Others winners for the first quarter were:

Ray Bernier, Sr. TR, Hartford  
Lowell Maitland, NAR, Chicago  
Commercial  
Bill Bargas, Sr. AR, New Jersey  
Howard Lovejoy, Sr. AR,  
Birmingham  
Lee Demarest, Sr. AR, Dallas  
Karyn Walters, CAO Sr. App.  
Spec., Columbus  
Ernest C. Vodarsik, Sr. AR, New  
Jersey

## EUROPEAN SUPERCENTER AWARDED GEOCHRON CLOCK

(L to R) Dave Simshauser, Supercenter Manager, Helmut van der Sanden, Operations Manager, and Willem de Jong, Facilities Manager, proudly display the Kilburg Geochron Clock presented to the European Supercenter Operation by Ray Marshall, General Manager, Systems. The clock and commemorative plaque were presented in February for "Excellent performance in 1977—the first year of operation."



## \$100,000 COST IMPROVEMENT IDEA ACCEPTED

A suggestion that will save ISBD \$12,840 a month has been approved for implementation by the Cost Improvement Council.

The suggestion was submitted in March by Ed Vandeven, Senior Sales Specialist in Rockville. He suggested that ISBD negotiate a special lease price on demo TerminiNets. According to his suggestion form, the company provides a 65% discount for TerminiNets "when intended use is primarily customer demonstrations." Ed suggested that a demo room be established at each Regional headquarters, "containing one TN III and one TN 1232, with each Region providing at least one TN III and 2 TN 1232's on a demo basis."

Ed has been awarded all three Cost Improvement Awards for his suggestion: an Executor Desk Folder, a Mariner Weather Station, and a Parker desk set.

He will also receive four tickets for the special major prize drawing described in the January UPDATE.

Non-exempt employees are reminded that they can be awarded both cash and

prizes for cost improvement suggestions submitted on regular suggestion forms. Helen M. Kittinger, Lynchburg, recently submitted a suggestion that won her \$100 and an Executor Desk folder. She calculated that use of an alternate model of Xerox Machines in the Lynchburg Remote Operations Offices would save the Division approximately \$1,000 yearly.

Of course, non-exempts may become eligible for cash prizes by submitting *any* idea they have for improving ISBD. Including Helen's, five cash awards have been awarded for suggestions this year. The awards ranged from \$33.00 to \$100.00, and suggestions ranged from changing coffee vendors to maintaining a guard station ID file.

Suggestions submitted by employees at level 4 and below should be prepared on a regular suggestion form, available from Employee Relations. Cost Improvement suggestions by those above level 4 should be submitted on the special cost improvement forms distributed to managers.

## WHAT DO FAST FOODS, COSMETICS, MUSICAL INSTRUMENTS, AND HOSPITALS HAVE IN COMMON?

Each one of them is part of an expanding, profitable market that's growing at a rate of over 30% a year, accounts directly or indirectly for about 45% of our total MARK III® Service revenue, and is currently the target of one of the most comprehensive Sales and Marketing thrusts in the history of ISBD.

That market is Financial Management—that ever-growing group of people who need and want MARK III Service to solve their financial computing problems.

A comprehensive campaign to help our sales force tap into and serve that market is currently underway on a scale never before attempted within ISBD.

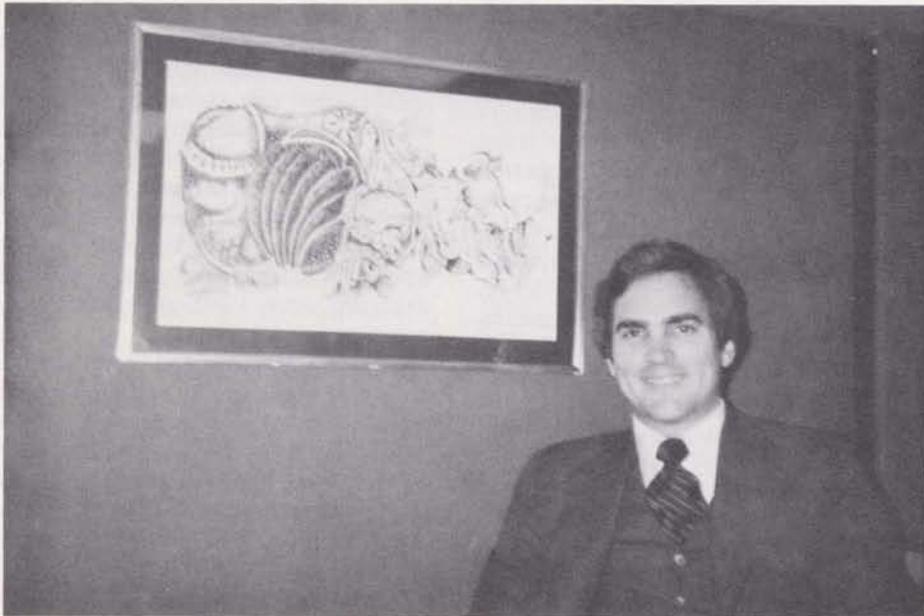
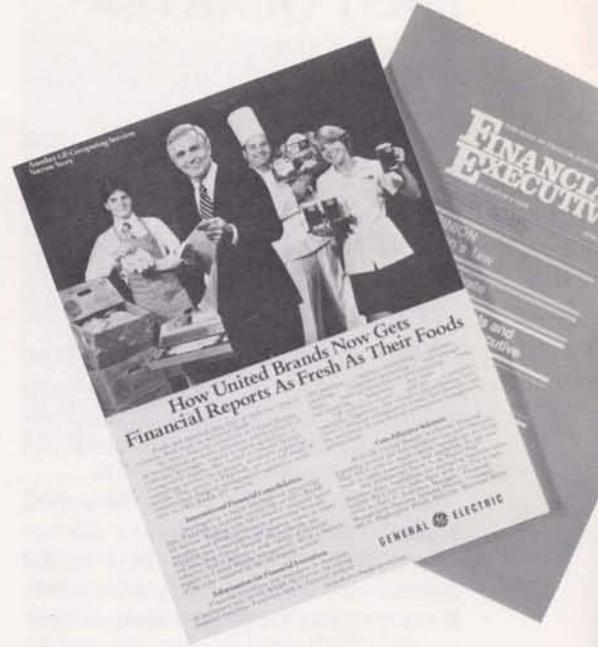
Coordinated by Gary Anderson, Manager, Management Data Services, the campaign marks the first cooperative

venture by all ISBD sections that serve that highly lucrative marketplace.

To further tap that market, the campaign's advertising and sales promotion thrust is aimed at increasing awareness among FORTUNE 1300 financial executives of GE as a proven supplier of financial computing services; building preference for MARK III Service; and obtaining prequalified sales leads, thus boosting both revenue and commissions.

The first steps of that sweeping promotional program, developed by Marketing Communications Project Manager, Joanne Thyken, and Communications Specialist, Barbara Isard, have already been taken.

The March and April issues of FINANCIAL EXECUTIVE magazine carried ads featuring the United Brands



**Gary Anderson.** *The Rhinoceros print behind him, he says, reminds him of the financial thrust described here. "It's all individual pieces that come together to form a coherent whole. And it's ready to charge ahead!"*

Co.'s MARK III financial reporting application and more ads are being developed.

The cornerstone of the promotional activity, a full color brochure featuring financial executives at 10 customer companies, will be off the press and on its way to the field within the next few days. The brochure, which uses the proven reference-sell technique, features comments on MARK III Service by financial managers at L'Oreal (cosmetics), Burger King (fast food), Heublein (food products), Wurlitzer (musical instruments), Hospital Corporation of America, and five others.

A variety of other promotional activities is planned, including an executive sales presentation and an active press relations program.

According to Anderson, a solid field backup within headquarters and in the field itself will also be provided for the Sales force. Field Reps in selected locations will participate in special two-week training seminars in the financial management application areas.

Marketing Planning and Headquarters Sales have also begun development of a shorter seminar to be offered to AR's and TR's during the third and fourth quarters of this year.

In addition, two new training courses in Financial Reporting and Analysis are now being offered for customers in locations throughout the nation. These courses, described fully in the April-June Course Quarterly, cover basic computation and reporting capabilities of FAL II, and discuss several new system enhancements which allow the financial manager to integrate other Mark III capabilities and financial data sources with his or her planning and reporting system.

Roger Hobbs, Sales Department General Manager, is enthusiastic about the entire program: "This coordinated thrust at financial executives will give us a presence in the market we just never had before. And that means easier selling for everyone."

People throughout the Division—in both the Field and Headquarters—have contributed time and effort to make this program a success. They are:

**Field**

Jeanne Aniton  
Ray Bernier  
Bill Breedlove  
Carol Ann Cavens  
Pete Curtin  
Hud Huddleston  
Howard Lovejoy  
Mike O'Brien  
Karen Peters  
Mary Ann Serkin  
Debbie Yanchak

**Headquarters**

Gary Anderson  
Kathy Anna  
Don Bosse  
David Chow  
Floyd DeAndrade  
Barbara Isard  
Joanne Thyken

## CHADDERDON CELEBRATES 30 YEARS WITH GE

"It's like being married. The first two years take forever, and the rest goes ZAP!"

That's what John Chadderdon, CAO Senior Marketing Specialist in Rockville, says it's like to stay with the same company for 30 years.

He should know. That's how long he's been with GE.

And yes, we did have permission to quote him!

John began his tough first two years in 1948 as a toolmaker in Schenectady. He finished college in 1951, worked in several other positions in Schenectady, and in 1955 helped set up the GE Waynesboro plant. From 1957 to mid-1958, John was involved in the Manufacturing Training Program. Although that program was designed as a three year program, he breezed through it in only a year and a half, working at three different GE locations in that short period of time.

In 1960, John began his first work with computers at Waynesboro, where he wrote the component's computer manufacturing program. "Then," he says, "computers were so new it was the blind leading the blind—hardly anybody really knew what they were doing."

He came to ISBD in 1969 as a Manufacturing consultant, and later worked for the CAO forerunner, the Technical Services Operation. In 1971 and 1972, he helped to set up the CAO California office.

We all join in congratulating John. We'll be curious to see how he describes the next few years!



Marv Lewis (C) and Will Gilly (R) congratulate John Chadderdon on 30 years of GE Service.

## TSO NOW AVAILABLE ON MARK III VS BACKGROUND SERVICE

IBM's Time Sharing Option (TSO) became available to users of the MARK III VS Background Service on March 1.

TSO allows users to enhance their batch data processing applications through interactive access to programs and data, and offers interactive debug and prompting capabilities for COBOL, PL/I and MARK IV. Those capabilities could result in lower cost developed per program, and simultaneously could increase programmer productivity.

Use of TSO has been included in the VS Interface Methods Course, which includes hands-on sessions. TR's not familiar with TSO are encouraged to attend this class.

The VS reference manuals have been completely revised to include the Time Sharing Option. The old manual, 2050.09C, has been replaced by three new manuals, 2050.36, 2050.37 and 2050.38.

For further information on TSO, contact one of your Regional VS Technical Representatives.

...vative Ways Financial Executives Make Computers Pay Off



# NEWS FROM CORPORATE

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## FRANK P. DOYLE NAMED VICE PRESIDENT OF CORPORATE EMPLOYEE RELATIONS

Frank P. Doyle has been elected by General Electric Company's Board of Directors as Vice President-Corporate Employee Relations. He succeeds Leonard C. Maier, Jr. who recently was named Senior Vice President-Corporate Relations and who announced Mr. Doyle's appointment, effective May 1.

Mr. Doyle has been President of Frank P. Doyle Associates, a New York management consulting firm, since its

founding in 1972. He has been closely associated with General Electric's employee relations operation, playing an active role in GE's national union negotiations and other employee relations activities since 1972.

In his new position with General Electric, Mr. Doyle will have responsibility for all employee relations functions at General Electric, including union relations, equal opportunity/minority relations, compensation and benefits, personnel research and the Company's Professional Development Operation, headquartered in Crotonville, New York.

A native of New York City, Mr. Doyle holds a bachelor of arts degree from Notre Dame University and a master of business administration degree in corporate finance and industrial management from Rutgers University.

After serving in the U.S. Navy, he joined the Curtiss-Wright Corporation in 1954 where he held a variety of manufacturing and employee relations managerial assignments. In 1963 he joined

American Standard Corporation, serving as operations manager of its industrial division and later as corporate director of industrial relations. From 1966 until 1969 he was a vice president of Western Union, in charge of public and employee relations and corporate planning.

From 1969 until he formed Frank P. Doyle Associates in 1972, Mr. Doyle was with Pan American World Airways, first as senior vice president-personnel and later as a member of the Board of Directors and group executive in the Office of the President with responsibility for employee and public relations, flight service and operations evaluation.

After May 1, Mr. Doyle will be located at General Electric's corporate headquarters in Fairfield, Conn.

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## ANSWERING SERVICE

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Answers from Paul Beaudry, Compensation & Benefits Manager

- Q. My five year service anniversary is in October, which means that I'll be eligible for 2½ weeks vacation then. Can I take the vacation this summer?
- A. Yes. This is your eligibility year. However, if you decide to take it prior to your anniversary date, you would only receive pay for 2 weeks. You would receive the remaining 2½ days pay after your anniversary date. A similar situation occurs for the employees who have their first anniversary late in the year. They can take the time off, with their manager's concurrence, prior to

their anniversary date and receive the pay after they have completed their 52 weeks of service. (See Page 8 of your Summary Plan Description Booklet, ERB 210, Vacation Plan).

- Q. I've been with GE for less than a year, and I was out sick a few days ago. Do I get paid for this now, is it paid retroactively, or what?
- A. In the first place, payment for absence or illness may be made prior to one year's service with the approval of your manager and higher management. Payment is rarely ret-

roactive. After one year's service your manager may approve up to 20 days during any 12 month period for absence due to illness with additional time based on length of service and higher level approval.

I would like to also call your attention to the recently issued booklet called "Your Guide to ISBD Employee Practices." Some important employee rights are addressed in this new booklet.

Questions for this column should be submitted in writing to: "Answering Service", Employee Relations, ISW, 401 N. Washington St., Rockville, MD 20850.

# NEW SALES AIDS

**LEADER:** The Spring issue of Leader, featuring stories on Levi-Strauss, Connecticut General, L'Oreal and 3M, is off the press and in the mails. The issue incorporates new design concepts, and contains a special section on GE history, along with an editorial on the company centennial by Robert R. Hench, Engineering Department General Manager.



## ISBD EXHIBITS AT PETROLEUM SHOW

Pictured here is ISBD's 30-foot exhibit as it appeared at the recent American Association of Petroleum Geologists Show in Oklahoma. 6,000 management level geologists, geophysicists and engineers attended the show,

where GE's petroleum-oriented packages were demonstrated.

According to Ken MacDonald, Petroleum Industry Accounts Manager, participation in the show resulted in a significant number of solid prospects for our petroleum packages.



## MEXICAN DISTRIBUTORS MEET IN ROCKVILLE

Two representatives of TCSA, the authorized Mexican distributor of the MARK III® Service, were in Rockville on April 17 and 18 for the annual TCSA Business Review. Here they pause for a moment with representatives of the Division just prior to meeting with Vice President and General Manager Donald S.

Bates. (L to R): Paul Leadley, General Manager, International Marketing; Warner Sinback, International; Rafael Shepard, TCSA; Paul Wexler, International, and Gonzalo Ruiz, TCSA.



## APRIL SERVICE AWARDS

<b>Thirty Years</b>	<b>Location</b>
Edward A. Honcharki	Philadelphia
<b>Twenty Years</b>	
Verkuel N. Eubanks	Rockville

### Ten Years

Thomas M. Kenyon	Rockville
Donald R. Greenwood	Dallas

### Five Years

Arthur J. Putnam	Atlanta
George R. Schubert	Rockville
Karyn A. Walters	Cleveland
Agnes D. Brady	Rockville
Gregory A. Cook	Rockville
Willie Hodge, Jr.	Brook Park
Frederick A. Palascak	Brook Park
Georganne F. Pfaff	Brook Park
Donna J. Stewart	Brook Park
James C. Henderson	Dallas
Margaret T. Holt	Rockville
Steven H. Mudrick	Rockville
Paula M. Posman	New York

# NEW AND REVISED DOCUMENTATION

## MARCH-APRIL REVISIONS

Here are a few late March and early April revised documents:

The **International Access Directory** (1401.01V) was revised again. Latest version is dated April 1.

Latest **Publications Price List** (402.01N) is Revision N, dated April 3. It lists all technical documentation, publication numbers, latest revision letters, and domestic customer list prices.

The **Market File Index** (1.09K) was revised and distributed to all field Sales personnel. Revision K is dated April 1. The opening four pages describe the book and its important contents. Essentially it is an internal reference of all publications ever issued for field Sales use.

Mailed to all 34,000 customers and prospects on the MAIL\* mailing lists was the **Course Quarterly** for April-June (4000.01K). Bulk shipments went to each field Sales office. Note this issue's expanded articles, plus the changes in FAL II and VS courses.

The **Instructor's Guide to Course Materials** (4001.10H) contains information about the course materials needed or suggested to teach courses listed in the **Course Quarterly**. It too is revised quarterly. Latest version is Revision H, dated April 3.

Revised: MAP BI/DATA user's guide called **Business International Database on National Accounts and Marketing Statistics** (5900.64B).

New: **Production Monitor** implementer's guide (3501.24), which describes procedures for establishing Customer Service monitoring of selected customer production jobs.

## ALL ABOUT SALES GUIDES

Sales guides are publications issued by Marketing for the guidance of Sales personnel. They usually accompany the introduction into the marketplace of a new product.

Most Division sales guides recently have been prepared by Marketing's Product programs, now International Marketing's Marketing Planning. They have been published by Documentation, usually with buff-colored covers for easy identification. They are internal, proprietary guides, not suitable for customer dissemination.

A typical sales guide contains material like brief product description, analysis of competition, Division sales strategy, customers already using predecessor products, alternatives, trouble shooting, field test information, and support personnel and publications.

When a new product is being introduced, sales guides may be distributed to all field Sales representatives. Representatives who join the Division after that time may have "missed the boat" and not seen some of the sales guides previously distributed. That's the purpose of this article and the following list, which shows sales guides published by Documentation over the past year. Extra copies are available by calling Documentation (8\*273-4717) or sending a Crossfile to OLOS—as long as supplies last.

1114.02	TELEX Access
3106.10	FORTRAN 77
3501.20	JOBS***—The Job Scheduler
3501.21	Data Entry Mode
3915.12	TIP77
5100.16A	Cash Management
5504.16	SIMSCRIPT II.5
5610.15	DMS II—Data Management System
6145.13A	Financial Time Sharing Library—a product of Coopers & Lybrand
6300.04	Annual Program Maintenance Service

## REORGANIZATION

(Continued from Page 1)

technology. Our business is one of the fastest growing and fastest changing in the world. What was new only ten years ago might be obsolete now. We created the new department so that advanced technology and new products could be developed and concentrated on, without detracting from the Systems operation—and vice versa. We also hope to be able to expand our exchange of ideas with other General Electric Company components where the technologies and challenges are often similar.

*How will the new organizational structure "provide new opportunities for personnel development?"*

I've already mentioned some of the ways: added responsibility for Regional Managers; opportunities for growth in both the field and headquarters. I'd also like to point out that the role of the Section Manager has been greatly enhanced. Approximately 33 Section Managers now have new or enriched responsibilities, and we want to see that filter down through the ranks. We hope to see each individual bearing more responsibility, both for him or herself and for any people he or she may supervise. There is a great deal more opportunity for advancement within the company—more chances for internal candidates to move to higher-level positions. As I said at the Christmas meeting, we want each individual to reach the level of satisfaction he or she desires in an environment where performance can be properly evaluated and rewarded.

In summary, the reorganization is aimed directly at these three goals:

- Generate and assimilate the growth this business can and will achieve;
- Provide even better technology, improved and expanded products and superior service to all of our customers both now and in the future; and
- Provide more rewarding and broader position responsibilities for all employees with increased opportunities for meaningful advancements:

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Editor: Clare Aukofer

Documentation: Dex Nilsson

GENERAL  ELECTRIC

# UPDATE

ROCKVILLE, MARYLAND  
MAY 19, 1978 305.85

## SULLIVAN WINS EXTRA 5000 MILES IN 1st QUARTER FLYAWAY DRAWING

April 25 must have been Joe Sullivan's lucky day. As one of the top 29 first-quarter FlyAway winners, Joe, Sr. AR in Stamford, became eligible for the special drawing, which added 5,000 extra air miles to those already earned.

Roger Hobbs pulled Joe's name from the special FlyAway hat on April 25. Result: Joe's earned 2200 miles plus the extra 5000, for a total of 7200 air miles in the first quarter alone.

Although UPDATE couldn't reach Joe before deadline, a co-worker, in what might be called a classic understatement, said that he was "kind of excited."

Three more random drawings will be held this year, as each quarter's top 25 winners are determined.

There was at least one unusual reason for earned air miles this quarter. Although Peggy Huddle, Sr. TR, Houston, did not make the top 25, she was awarded 500 air miles for, of all things, spending seven days on an oil tanker. According to her nomination write-up, Peggy rode the tanker from Port Arthur, Texas, to Portland, Maine . . . during the voyage she worked with oil company personnel to run the TermiNet and several key applications.

That's the spirit, Peggy!

Elaine Tobin, Headquarters FlyAway Administrator, reminds FlyAway participants that all air miles earned in 1977 and '78 may be used through October of 1979.

The top FlyAway winners for the first quarter are listed below. Because of ties, total number is 29 instead of the expected 25.

Maybe your name will be on next quarter's list!

(Continued on Page 3)



Elaine Tobin (C) FlyAway Administrator, holds the hat while Roger Hobbs, General Manager, Sales, draws the name of the lucky 5,000 mile bonus winner. Sally Smith, Manager, Marketing Support, (L), gets ready to announce the winner.

## ISI-DENTSU REPRESENTATIVES VISIT ROCKVILLE

Three representatives of ISI-Dentsu, authorized Japanese distributor of the Mark III® Service, visited ISBD Headquarters in late April. Pictured here are (L to R): Donald S. Bates, Vice President and General Manager, ISBD; R. Okada,

Director, ISI-Dentsu; T. Otake, ISI-Dentsu President; R. A. Simmons, ISBD Manager, Far East Marketing; A. Yanai, ISI-Dentsu Managing Director; and Paul W. Sage, ISI-Dentsu Managing Director.



*"Grouches are almost always pinheads; small men who have never made any effort to improve their mental capacity."*

Thomas A. Edison

## SLIDING INTO THE PAST: THE NEW FILM-FLAM NON-AWARDS

At last. Someone has entered *pictures* in our ongoing, ever-growing, more-or-less contest.

We're celebrating the event by inventing a new category of non-awards.

So far, as you know if you've been reading this section (and despite that, still are), we have several non-award categories:

**The Golden Packrat:** Only one almost-award, already presented (perhaps in haste, we must admit) to Bill Backer.

**The Happy Hoarder:** Announced in the April Update, this category of non-awards is reserved for strange items from sales promotions. The invisible awards cabinet is bulging with these non-awards that are just *waiting* to be presented to people who have saved strange items. Get them to us!

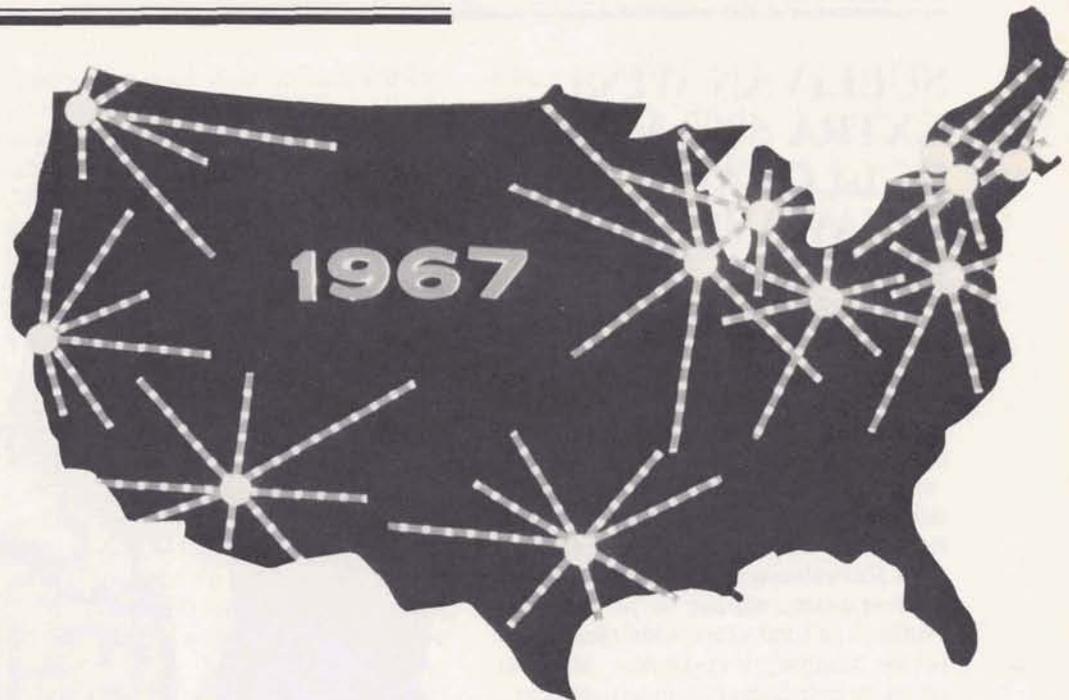
**Catalogue, Newsletters and Booklets:** No special award has yet been created for this category, which has had the largest response by far.

To be perfectly frank, we must have just about every old catalogue published by ISBD over the years. However, if you have something you consider really unusual, we'd still like to see it. A new non-award will be created and awarded to the first person who sends a very unusual item in this category.

And now, we announce our fourth non-award category:

**The Film-Flams:** For, you guessed it, pictures and slides.

Our first Film-Flam goes to Mary Kay Rickard, District Administrator,



*The "network" in 1967. Each large dot represents a computer center in existence at that time. We later consolidated into what are now our three main supercenters.*

Schenectady. She sent us a batch of slides from internal presentations circa 1967-68, and, to indicate their value, suggested we destroy them if we couldn't use them.

However, Marketing Communications' own packrat, Jim Medley (who actually did one of the slides pictured here) has confiscated the extras to fill in "holes" in his files. We're not sure if that means he's completing his slide collection, or if mice have gnawed into his file cabinet. Either way, the rest of the slides have gone to good use, and we

thank and salute Mary Kay, the first Film-Flam winner.

We'd like to see more pictures. Of anything, any event, any presentation, anywhere within the Division.

So get those photos—and other entries—in. Remember to note whether you want your entries returned.



*Slide depicts methods of calculating and counting other than computer services.*

## FLYAWAY '78 FIRST QUARTER TOP 25+

(Continued from Page 1)

1 Garuckis, Ronald J.	CAO	CAO VS	3400
2 Hines, Mark T.	TR	San Francisco	2800
3 Krotzer, James R.	AR	San Francisco	2800
4 Koppel, Sol A.	TR	NY BF Tech	2400
5 Schwartz, Shelley A.	TR	Chicago Tech	2400
6 Garner, Barbara R.	AR	Chicago Comm	2400
7 Sullivan, Joseph D.	AR	Stamford	2200
8 Rozewski, David W.	AR	NY Banking	2000
9 Vodarsik, Ernest P.	AR	New Jersey	1900
10 Calvert, Richard Wayne	TR	San Francisco	1900
11 Mannetti, Peter A.	AR	San Francisco	1900
12 Serfas, Fred C.	AR	Los Angeles	1900
13 Wall, Kathleen	AR	St. Louis	1700
14 Day, Laurel Jean	AR	Telco	1600
15 Myers, Randy E.	AR	Seattle	1600
16 Ellman, Ira A.	CAO	CAO New York	1600
17 Parker, Fred H.	TR	Los Angeles	1500
18 Soffel, Kent	TR	Seattle	1500
19 Sidgmore, John W.	AR	Stamford	1500
20 Forte, Nicholas A.	TR	Cincinnati	1500
21 Jones, Hillery	TR	Cleveland	1500
22 Davies, Arthur S., III	AR	Cincinnati	1500
23 Peitzke, Robert G.	CAO	CAO Los Angeles	1400
24 Demarest, Lee W.	AR	Dallas	1400
25 Kleimeyer, Timothy P.	NAR	Cleveland	1400
26 Turner, Kathryn	TR	Capital	1400
27 Georgas, Effie C.	TR	Dallas	1400
28 Weis, Alfred A.	TR	NY BF Tech	1400
29 Krost, Thomas A.	TR	Orange County	1400

## ANYONE FOR TENNIS?

If your answer to that question is yes, then ISBD Headquarters has something that should interest you. It's called the ISBD 1978 Tennis League. The League provides a friendly yet competitive means of keeping in shape while being involved in one of the country's fastest-growing sports.

The Tennis League consists of a group of ISBD Headquarters employees who share these:

- Love of the game
- Desire to meet and play tennis with a variety of employees
- Out for a good time
- Want the option of selecting their own level of play

Tennis talent and previous tennis experience are not required; you can select from beginning, intermediate, and advanced categories. The informal method of scheduling matches allows you to pick your opponents. Trophies are provided to winners in the various categories.

The Tennis League (or "Tennis Ladder" as it has been called) has existed for several years. Though the format and rules have changed somewhat during the years, there has always been sufficient interest to sustain the league.

Last year, with Joe Grzegorzewski running the League, the recently-introduced format was well received. The season has split into two halves, with winners of each half involved in playoffs to determine the overall champions. Last year's winners were:

Advanced Category—George Cooper

Intermediate—Jerry Paulsen

Beginners—Art Sims

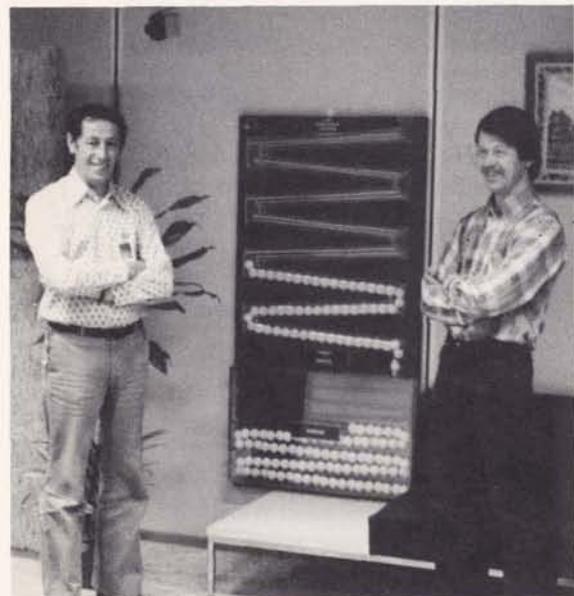
This year, the same format will be used.

Standings in each division are determined by winning percentage. The two halves of the season are scheduled to run from May 22-July 31, and from August 1-September 30. Send your one dollar (to cover "guaranteed" trophies) to Joe G., 8 SE and get your racquets ready! Late entries are also accepted.

## SAVING MONEY IS A BALL IN AMSTERDAM

Facilities Specialist Len Armstrong and Cees Ikelaar are shown in the lobby of the European Operation in Amsterdam with their creation and special contribution to the Cost Improvement Program. Their CIP status display contains one ping-pong ball for each \$1000 of the European Operation's \$137,000 goal for the year. Balls in the bin below represent approved suggestions to date; those in the zig-zag hopper above show how much is left to go to reach the goal.

When the goal is reached, Len and Cees plan to place a gold ball in the bin and put all the white ones back in the hopper—to encourage everyone to continue submitting cost saving ideas. They want to see how many times over the European Operation can meet its goal.



# HARTFORD BRANCH GETS RESULTS WITH SPECIAL FULL-DAY SEMINAR

The Hartford Branch sponsored a "first of its kind" seminar for 30 area senior financial and strategic planning executives on April 24.

According to John Conway, who planned and implemented the seminar, "we found we had a lot of project offerings for strategic planners, and we wanted a vehicle to present those offerings."

That vehicle took the form of a full day seminar, attended by "more influential executives than we've ever had before," John said. People with titles like Vice President of Finance, Director of Corporate Planning, and Vice President of Strategic Planning, were strong in number.

Guest speakers included Ken Michel, Manager of Executive Education at the GE Corporate Training Center in Crotonville, and Dr. Stanley Buchin, President of the Applied Decision Systems Division of Temple, Barker & Sloane consulting firm. They addressed "The Concept of Strategy" and "Strategic Planning and Decision-Making" respectively.

A computer simulated case study applied these strategic planning concepts to a large, well-known Hartford company. Following the workshop, John Carson, Director of Economic Development and Research for the State of Connecticut, discussed "Connecticut-Planning for the Future." Finally, Del Merenda, Hartford District Manager, related GE capabilities and products to the problems of financial planning executives.

One highlight of the seminar was a panel discussion. Three local executives provided an indepth look at the strategic planning process, and the extent to which each process is computerized, in Aetna Insurance, GE Plastics Division, and United Technologies.

The attendees felt that the seminar was "professional" and "informative," and that the "guest speakers were excellent." One executive noted that he appreciated the opportunity to learn that "other companies have the same problems and concerns we have about long-range planning, and that we're all looking for answers—like the ones we heard today."

At least one attendee found an answer at the seminar. According to Conway, "we signed an order the next day for the package we demonstrated."

## MAY SERVICE AWARDS

Years	Location
<b>Thirty Years</b> Hugh S. Jackson	Rockville
<b>Twenty-Five Years</b> Joseph M. Bobik	Schenectady
<b>Ten Years</b> Robert C. Parsons Alice J. Crisp	Philadelphia Rockville
<b>Five Years</b> David A. Shepherd Earl E. Bryan Charles H. Stevens Stephen B. Cook Marsha M. Jacobs John H. Welch Daniel L. Fritz	Rockville Lynchburg Rockville Rockville Philadelphia Pittsburgh Rockville

## SALES FORCE OFFERED INFO ON COMPETITION

Marianne Millet, Manager Market Analysis and Competitive Programs (MA&CP), and her trusty headquarters staff are making members of the sales force an offer that should be hard to refuse.

The offer? "Let us," says Millet, "help you improve your success ratio in competitive sales situations, keep you abreast of what's happening in the industry, and extol your competitive successes throughout ISBD."

How can we do it? It's as easy as one, two, three."

1: Marianne suggests that you ask your District or Branch Manager or Branch Administrator to let you review the Monthly **Competitive Highlights**. If they're not available, there's one in your Market File (0130.04). Market Analysis & Competitive Programs (MA&CP) prepares this newsletter on a monthly basis. It contains competitive success stories, overviews of vendor service offerings, a summary of industry news, etc.

According to Millet: "We want to make this as useful to you as possible; so let us know what you'd like to see in future issues. Any suggestions are welcome! We also need to hear about your successes!"

(Continued on Page 5)



Sue Breither, (L) Hartford TR, and a conference attendee (R) pay close attention to speaker Stan Buchin at the Hartford Branch's Financial and Strategic Planning Seminar.

# NEW SALES AIDS

## SPECIAL FORTUNE MAGAZINE DATA PROCESSING SUPPLEMENT

The June 5th issue of FORTUNE magazine will contain a special supplement, "Computing for Business into the '80's." The piece, written by International Data Corporation, will focus on the role of data processing in business today, and look at some of the industry trends that will impact in the '80's.

The ISBD ad pictured here was prepared specifically for this special FORTUNE issue. Headlined "Computers Used to be Thought of as a Solution, Now Many People Think Computers are Part of the Problem," the message is aimed at Functional Managers in business. The ad then reviews five "questions to ask if you've ever wondered" if your company's DP operation is as cost-effective and responsive as it could be.

The ad's central theme is capsulized in the photo captions: "At General Electric Information Services, we know computers don't bring ideas to reality . . . People do."

Almost all hardware and service vendors have ads scheduled for this issue. ISBD plans to measure our readership against that of our competition.

Reprints of the supplement will be available in June.

Computers used to be thought of as a solution, now many people think computers are part of the problem.



At General Electric Information Services, we know computers don't bring ideas to reality. . . . People do."

GENERAL ELECTRIC

# COMPUTING FOR BUSINESS INTO THE '80's

A SPECIAL ADVERTISING SECTION APPEARING IN THE JUNE 5, 1978 ISSUE OF FORTUNE.

## SALES FORCE OFFERED INFO ON COMPETITION

(Continued from Page 4)

- 2: Call the Competitive Hot Line at 8\*273-4108 for ad hoc competitive information requests, or come to HQ for more in-depth competitive information. MA&CP has volumes of information available for your use.
- 3: Refer to the other competitive sales literature available in your office:
  - **Competitive Sales Guide** (0130.02A) contains an overview

of the service offerings of major competitors.

- **Product Comparisons of Database Management Systems** (0130.03) compares 11 DBMSs to DMS II, their strengths and weaknesses.

These documents are available from your District Manager, Branch Manager, Branch Administrator or the Market File.

Please remember that all competitive information obtained by MA&CP is available to you in ac-

cordance with Company Policy 20.5 and Division Policy 5-5, and is company proprietary information.

Millett and her staff want to hear from you. "If you have any ideas or suggestions on how we can better meet your competitive information needs," she says, "please give me a call."

Marianne M. Millett, Manager  
Market Analysis & Competitive Programs  
8\*243-4617

# NEW AND REVISED DOCUMENTATION

Users of MAP and FAL II programs can now obtain data directly from other business applications and from each other without writing special programs. The process is possible through a new direct interface capability that allows transfer of data between programs, using two new commands—ACCESS and INTERFACE. A third command, GRAPH, allows generation of plots and graphs.

For FAL II users, details are contained in a supplement (5103.15D-1) to the FAL II user's guide. The user's guide has been revised and now exists as Revision E (5103.15E) with the supplementary information incorporated.

For MAP users, details are contained in a supplement (5900.01D-1) to the MAP System user's guide. This supplement also includes descriptions of recent new features and use of MAP in the three-star library.

Two MAP database booklets were revised: **UCLA Database for the U.S.** (5900.84A) and **UCLA Business Forecast and Database for the U.S.** (5900.85C).

A supplement (3501.01M-1) has been issued for the **Command System** reference manual to describe new Foreground features (ISR730). Included are two IND

options for appending to and reusing terminal output files, MDS and MDSC modifications enabling writing binary sequential file output based on a DMS II database definition file, a modification to the LOAD command for use with F77 files, and some CMF enhancements.

A supplement (3106.18) has been published that updates all FORTRAN documents—the **F77 reference manual** (3106.01A), **Loader manual** (3106.03A), and **System Routines manual** (3107.01A). It covers additions to the system routines package and enhancements to two language statements. New features explained are DESCRIBE and TTY with CALL SYSTEM and picture editing supplied by the new subroutine PICT. The INVOKE statement has been considerably enhanced and some changes have been made to the NAMELIST statement. These features are documented for the first time in this supplement. The supplement also contains some new examples, corrections, and further explanations of existing features.

The three major VS documents—**MARK III VS Background Service user's guide** (2050.36), **Foreground Interface reference manual** (2050.37), and **Direct Interface manual** (2050.38)—have been reprinted with changes. Almost all changes involve improvements in headings and format.

Changes that are technical are also documented in VSUPDATE\*\*\*, which current holders of the documentation may list; they do not need to replace current editions with these reprints.

The new **RMS user's guide** (3710.04C), conversion booklet (**Converting from the Old RMS to the New—FMP\*\*\* to RMS\*\*\***) (3710.06), and **RMS pocket guide** (3710.07) were published on May 1. About 700 orders were fulfilled. It has been decided to extend the field test of RMS\*\*\* software, and so the new literature is not yet applicable. New orders for these publications will once again be back-ordered until commercial availability of the product. If you have the new publications, do not give them to customers unless they are bona fide RMS\*\*\* field test customers.

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**GENERAL ELECTRIC**

## ANSWERING SERVICE

### CONFUSED ABOUT CLAIMS?

Q. How should I submit my medical bill? After the first \$50 or as they occur?

A. Gwen DeLacy (8\*273-4220) who has responsibility for administering the medical insurance claims, recommends that bills be submitted as

they occur. When several bills are being submitted for different family members, an insurance form must be completed for each individual. If there are several bills for the same individual, they may be attached to a single properly completed insurance form.

Let me suggest that you review pages 24-25 of your Insurance Plan Booklet, ERB 201. This tells you the kind of information needed on the doctor's invoice.

Answers from Paul Beaudry, Compensation & Benefits Manager.