

UPDATE

ROCKVILLE, MARYLAND
SEPTEMBER 15, 1978 305.89

GALAXY OF STARS HELPS GE CELEBRATE 100th

GE people will want to spread the word about the way the company will be icing its centennial celebration cake in September by sponsoring one of the most exciting television spectaculars of the year.

Twenty-four of entertainment's brightest stars will help celebrate the "GE ALL STAR ANNIVERSARY," a two-hour television extravaganza hosted by John Wayne on September 29 from 9-11 p.m. EDT on ABC-TV.

Described as an "entertaining walk through the past century," the all-star anniversary show blends music, dance, and comedy to capture the essence of America's changing mood and tone in the 100 years that have elapsed since the founding of the Edison Electric Light Company, which became the General Electric Company.

The roster of stars includes Host John Wayne and, in alphabetical order, Lucille Ball, Albert Brooks, Henry Fonda, Alex Haley, Pat Hingle, Bob Hope, Cheryl Ladd, Michael Landon, Penny Marshall, Donny & Marie Osmond, Charley Pride, John Ritter, Sha Na Na, Red Skelton, Suzanne Somers, James Stewart, Elizabeth Taylor, Leslie Uggams, Jimmie Walker, James Whitmore, Cindy Williams, and Henry Winkler.

More than one hour of the mammoth birthday party will be devoted to extravagantly mounted song and dance full-stage production numbers. These

musical segments are an integral part of the continuing retrospective look at the past led by host Wayne, via lively encounters with key figures of the last ten decades.

Pat Hingle, as Thomas Edison—without whom there probably would have been no electric light—and no television—appropriately appears to switch off the lights at the conclusion of the GE special.

DECLARE YOUR OWN THREE DAY WEEKEND!

Or, for that matter, declare your own *four* day weekend. Consider making your service anniversary a paid holiday. As a matter of fact, in 1979 you'll be able to declare any two days you like as paid holidays.

In a major departure from tradition, ISBD is designating only eight formal holidays in 1979. All employees, however, will still be entitled to ten paid holidays.

What's the catch?

None. It's very simple. You declare your own two extra holidays—any time you want, any days you want. Inform your manager at least a week in advance (or more if your section requires more notice), and then take your holidays.

(Continued on Page 4)

SEPTEMBER SERVICE AWARDS

Thirty Years	Location
James H. Wylie, Jr.	Rockville
Twenty-Five Years	
Joseph M. McDermott	Philadelphia
Twenty Years	
Aksel Olesen	Rockville
Ten Years	
John D. Wilder	Dallas
John L. Laskey	Erie
Kenneth J. Barnes	Rockville
Gabriel R. Yateem	Brook Park
Harry Haraseyko	Rockville
Cletus A. Spehr	Rockville
Frank G. Cornell	Rockville
Winifred R. DuVall	Rockville
David F. Foster	Rockville
Five Years	
Arthur P. Lee	Pittsfield
Morris D. Patterson	Rockville
Launa C. Hudak	Brook Park
Loren B. Harrell, Jr.	Charlotte
Mannie Roberts, Jr.	Rockville
Mary E. Clark	Rockville
Barbara R. Garner	Chicago
Sherley A. Lee	Brook Park
James S. Nelson	Rockville
Beverly Ann Stamper	Cleveland

HQ PEOPLE AIM FOR PUERTO RICO

For the first time in the history of the Markmakers program, headquarters people who support field personnel and/or customers will be eligible to become Markmakers.

Regional Managers may nominate any headquarters employee who, in the manager's opinion, has made a significant contribution to the field during 1978. Ten winners and their spouses or guests will

attend the Markmakers awards meeting next February in sunny Puerto Rico.

According to Paul Inserra, Headquarters Sales Manager, headquarters employees make significant contributions to field sales efforts and customer support.

"These people work long and hard to support the sales force" Inserra told UPDATE, "and while many in the field recognize the extra effort, up to now there has been no opportunity for



With visions of Puerto Rico dancing in their heads, Sally Hansen, Frank Beale, Larry Kristiansen, and Elaine Tobin discuss methods of providing superior field support.

Division-wide recognition. We think that nominating them to become Markmakers will motivate them to even greater heights of support, and provide deserved recognition."

BROOK PARKERS REMEMBER THE GOOD OLD DAYS

Old timers never die at Brook Park . . . at least that's the consensus of the 13 ISBD employees who recently attended a luncheon in Cleveland with Systems Operations Department General Manager, Ray Marshall.

Eleven of the 13 attendees had 20 or more years of service with GE, and they were gathered together at the request of Ohio Supercenter Manager, Al Jones, to celebrate the service anniversaries of three of their co-workers: Ray Bullock, Cluster Processing Operations Manager (30 years); Marty Drabek, Customer Media Specialist (30 years); and Joe Adams, Manager—Customer Support (25 years).

Unlike many newcomers to ISBD, Ray, Marty, and Joe have grown professionally with the computing services industry. Their combined career histories tell the story of ISBD's beginnings and, specifically, what role Brook Park played in that development.

The Supercenter at Brook Park grew out of what was the Cleveland Information Processing Center in downtown Cleveland—one of the seven original IPC's established in the early 1960s.



Al Jones, Brook Park Supercenter Manager, congratulates (L to R) Marty Drabek, Joe Adams, and Ray Bullock on their service anniversaries, while a pleased Ray Marshall looks on.

IPC's (for those of you who cannot remember back that far) were equipped with GE 225 computers of relatively limited capacity. Small staffs at each site performed batch data processing for local customers who delivered input and picked up output at the door. Some activity was on a purely walk-in basis.

In 1969, the Cleveland operation was moved to its current site in Brook Park—where the first networking computer was installed and common files made available to customers throughout the United States. Brook Parkers were

also the first to "talk to London" on the new network.

By 1969, GE's computer centers had increased in number from seven to 15. When MARK II Service was introduced, the original small timesharing computers were replaced with GE 600's, and the 15 separate locations were condensed into three large networking centers at Brook Park, Los Angeles, and Teaneck, New Jersey.

In 1971, Los Angeles and Teaneck were further consolidated into the one Supercenter at Brook Park, and GCOS Background Service was added to GE's product offerings. MARK II Service became MARK III[®] Service.

Today, Brook Park is just one of GE's three Supercenters and central processing is done on HISI 6000 computers.

But Brook Park still commands intense loyalty from its small, but dedicated, staff—and particularly from men like **Marty Drabek**, who nursed it from infancy.

Marty started with GE fresh out of high school in 1948. In the early 1960s, he was doing machine accounting for FASO (Finance and Service Operation) in Cleveland, when Wayne Rice, the one-man staff of the Cleveland IPC, asked him if he would like to learn how to run a computer on his own time in the evenings. Marty accepted the invitation, and was later hired as an operator at the downtown Cleveland IPC.

While he was working as an Administrative Specialist in 1968, he assumed responsibility for opening the Brook Park facility; he was, essentially, the first man in the door.

The original building had been designed as a small manufacturing plant, but was never used as such. Under Marty's supervision, the old fixtures were ripped out, the windows sealed up, and a computer center built inside the one-story brick shell.

There have been two additions since that time—one larger than the original plant, and the other a two-story office facility attached to the front of the building.

Marty now works in the Customer Service Organization in an expediting capacity. He is a native of Cleveland and has remained there by choice since he first joined GE. On the occasion of his 30th anniversary with the company, Marty says he has only one objection: "I'm only 29 years old and they're giving me a thirty-year pin. Someone's made a mistake!"

Ray Bullock came to Cleveland via a different route—by way of the GE Finance structure. A native of Brooklyn, New York, Ray completed GE's Business Training Course and held various financial positions before being assigned to the aircraft engine plant in Evendale, Ohio. In the early 1960s, he became Manager of Computer Operations at Evendale.

"It was an easy transition," says Ray, "because the first computer applications were all finance-related: Payroll, Accounts Receivable, Accounts Payable, and so on."

In 1971, he assumed responsibility for computer operations at the Philadelphia Switchgear Plant, where he established the first remote-batch processing center, "proving that it could be done."

Succeeding years were spent in a series of conversion assignments, converting remote computer operations in Erie, Pennsylvania and elsewhere to MARK III GCOS Background Service, and (incidentally) commuting back and forth to his home in Philadelphia on weekends.

Ray finally settled down in Brook Park in 1975 as Manager of Background Operations. Currently, he is in charge of Cluster Processing at Brook Park, supervising 60-70 people who run eight foreground processors and one GCOS background system.

Co-worker **Joe Adams**, who is celebrating his 25th anniversary with GE, also came up through the financial ranks. Joe started in the Business Training Course in 1953 and, from there, moved to the GE Air Transport Operation at a small county airport in White Plains, New York. There he held a number of interesting financial and management jobs.

He also worked for International General Electric for several years before joining ISBD ten years ago. In 1968, he jumped from finance into sales and was named Manager of Sales and Finance Planning for the Central Sales Region.

Then, in 1972 he switched from the Field Sales organization to the Customer Service Operation at the Ohio Supercenter.

Joe, Ray, and Marty are members of an exclusive 100-person staff at the Supercenter. Exclusive because security is extremely tight and visitors are never permitted in the building. This may be one reason for the unusual camaraderie at Brook Park—and for the success of outside luncheons.

NEW AND REVISED DOCUMENTATION

A REMINDER THAT CKDOC\$*** HELPS YOU AND CUSTOMERS CHECK CURRENT DOCUMENTATION

How can I tell whether I have the latest documentation? How can customers tell what documentation has been issued?

A three-star library program has been available for over a year to answer those and related questions.

The program, CKDOC\$***, allows you and customers to check documentation in one of three ways:

1. By preparing a file of publication numbers and revision letters for publications of interest, and having CKDOC\$ read the file and compare it to a master list, printing out differences. CKDOC\$ will tell whether there are later revisions or supplements.
2. By entering a single publication number and having CKDOC\$ tell whether there are later revisions or supplements.

3. By requesting all publication revisions for recent months, cumulative over the last month or up to six months ago. CKDOC\$ will print out, for the period requested, all new, revised, and supplemented documents. The master list used for comparisons is updated on all systems monthly, usually during the first week of the month.

The program is an excellent tool for account representatives and customers. Numbers and revision letters of the pub-

lications that a customer needs should be entered into a file in the customer number. Monthly, the customer can run CKDOC\$ and determine what newly revised or issued documents are needed. Documents may then be requested from the AR or sales office in the usual manner.

The program is documented in a user's guide, **Keeping Your Documentation Up to Date**, publication 401.04, available at no charge.

ANSWERING SERVICE 8-273-5836

This Month's Questions: Absence in case of death in the family; Restoration of Service.

Bereavement Absence

- Q. Does our policy defining absence due to death in the immediate family include father-in-law?
- A. Yes. Except in unusual situations, immediate family is defined as employee's spouse, children, grandchildren, parents (including in-laws), grandparents (including in-laws), and brothers and sisters (including in-laws). When an employee discovers that such an absence is necessary, he/she should contact their manager as soon as possible to discuss this policy in more detail. Managers may approve up to five days, depending on the individual circumstances, and there is no minimum continuous service requirement.

Restoration of Service

- Q. My friend worked for ISBD for three years, resigned for another job, and a year later returned to ISBD and had her prior three years of service restored. How is this possible?
- A. Depending upon the given set of circumstances, credited service can be a complex issue. Although the information provided in this question is sketchy, what may have occurred is restoration of *pension qualification service* (refer to ERB 205). This would apply *only* to eligibility for pension and not to continuity of service upon which vacation and other benefits depend. If more details are provided, we can be more specific.

Answers from Paul Beaudry, Compensation and Benefits Manager.



Brooks Parkers attend an old timers luncheon in Cleveland hosted by Systems Operations Department General Manager Ray Marshall. A total of 285 years of service were represented, including those of "youngsters" Tony Bowman and Jack Werbicki of Employee Relations.

CENTENNIAL NOTES



"I never allow myself to become discouraged under any circumstances . . ."

Thomas Alva Edison

MEMORABILIA: INSIDE THIS ISSUE

Since this is the last issue of UPDATE before the General Electric Corporate Centennial date (October 15), we're foregoing our ISBD memorabilia column this month to give you some Company

memorabilia. You'll find your own copy of "There's a Future in Your Past" inserted in this month's UPDATE.

The regular memorabilia column will resume next month.

COST IMPROVEMENT

SYSTEMS OPERATIONS PICKS REGATTA WINNERS

The first leg of the Systems Operations Cost Improvement race is over and the section winner is: Quality Assurance.

QA has the best budget performance and the highest employee participation in the department's Cost Improvement Program for the first six months of this year. In fact, QA has already exceeded its dollar goal for the entire year, according to Financial Planning and Analysis Manager Nick Williams.

Former QA Section Manager Bob Johnson received a traveling plaque from Systems Operations General Manager Ray Marshall in a special presentation at a departmental staff meeting on August 18. The plaque is inscribed with the name of the winning section and will be prominently displayed in the Quality Assurance area until the end of the third quarter, when a new winner will be announced.

Two individuals from QA also received special recognition for significant contributions to the program. Rod Smith is credited with the largest number of

approved suggestions in his section (four), amounting to total savings of \$201,700. His biggest suggestion was to change the Network Monitor DISPLAY program to a transaction processing application, reducing the CRU's consumed by two-thirds.

Steve Mudrick had the second largest total savings in QA with \$37,500. Steve recommended that the Direct On-Line CRU's/minute testing be modified so as to reduce prime time CRU's consumed by 156,000 per month.

Both Rod and Steve were asked to describe their suggestions at the staff meeting and were awarded gold pen and pencil sets inscribed with GE monograms.

"Our regatta competition has been a success," reports Nick Williams. "While a couple of sections are still near the dock, most are moving out smartly and some, like QA, are surpassing their goals. We're planning to extend our display board to include a 150% mark."

The display board, erected at the end of June on the eighth floor of the Mary-



Systems Operations winners for the first half of this year stand ready to don their deck shoes for the next leg of the Cost Improvement race. (L to R) Bob Johnson, former QA Section Manager; Ray Marshall, Systems Operations Department General Manager; Rod Smith and Steve Mudrick, QA Senior Specialists.

land Center (see the July UPDATE, page 8), has drawn attention not only from Systems Operations personnel, but from other departments as well.

THREE DAY WEEKEND!

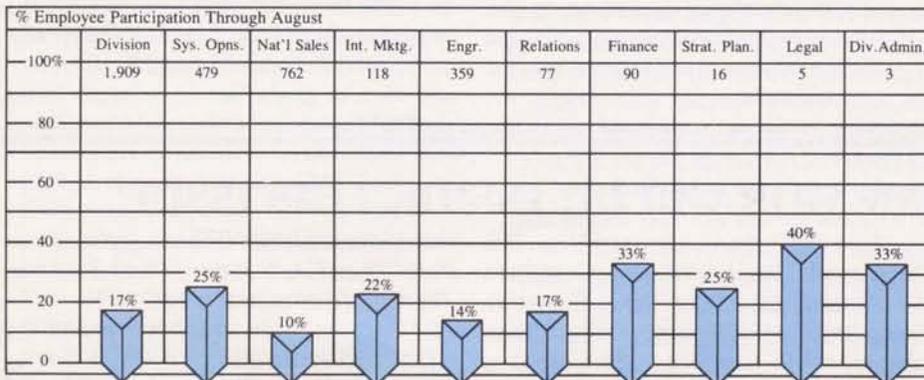
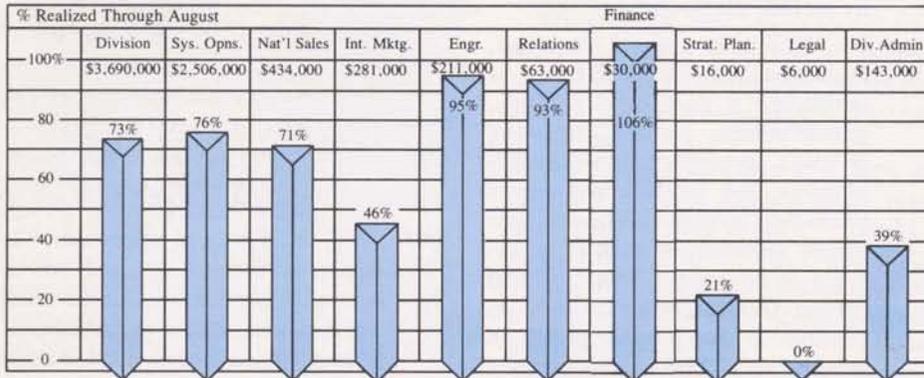
(Continued from Page 1)

The designated holidays are:

New Year's Day	January 1
Memorial Day	May 28
Independence Day	July 4
Labor Day	September 3
Thanksgiving Day	November 22
Day after Thanksgiving	November 23
Day before Christmas	December 24
Christmas Day	December 25

The other two can be any days you like—compliments of ISBD.

Cost Improvement Program Goals



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GENERAL ELECTRIC

UPDATE

ROCKVILLE, MARYLAND
OCTOBER 20, 1978 305.90

MOTIVATING PEOPLE . . . THE TIMES, THEY ARE A' CHANGING

Editor's Note: Although UPDATE staffers are occasionally called on to report about events which they cannot personally attend, that was not the case here. This story is as much an editorial as it is a report. I was a participant, as well as an observer, and I came back from the workshop better for the experience. I believe everyone who attends will. —C.E.A.

Revealing the contents of the Management Workshop, in which over 600 domestic GE Information Services employees will participate before the end of 1979, would be like telling an avid reader the ending of an Agatha Christie thriller.

Let it suffice to say that the workshop, developed by GE in 1972, deals with

Not incidentally, the techniques, when used consistently, can result in more personal and job satisfaction for everyone involved.

And because attendees work closely and openly with both participants and workshop leaders, most can also expect to leave with approximately 21 new friends. (Each workshop can effectively deal with about 20 people, plus two leaders.)

As for the mechanics of the sessions, you can plan to be in workshop sessions from 8:30 in the morning until approximately 9:30 at night, with an hour for lunch, two hours for "attitude adjustment" and dinner, and occasional breaks.

The time is not, however, spent listening to long lectures and perfecting methods of sleeping with open eyes.



Day 5, 1:30 PM: The group needs no enthusiasm but its own.

Almost all of the work is done in small groups independently of the leaders, with the leaders taking on the roles of, well, motivators.

Surprisingly, the time goes very quickly. By the evening of the first day you may be mentally scratching the remaining days on the walls, but by the

(Continued on Page 8)



Day 1, 1:30 PM: Only the beginning of four and a half days of intensive workshop sessions. Leader Bob Dennehy does his best to generate enthusiasm.

proven techniques for motivating people. It would also be fair to say that no one who attends the seminar, unless he or she is in a totally catatonic state at the outset, can expect to leave the week-long, intensive sessions without rethinking and possibly altering managerial techniques—for the better.

The workshop entails four and a half days of intensive group work on techniques proven to motivate people to do a better, more efficient, and thus more profitable job.

As Ed Donahoe, one of the workshop leaders at the October 2-6 seminar, put it, "although you can't help but be personally enriched by the content, let's face it. The company is also doing it for the bucks. These techniques work."

DISTRIBUTORS DISCUSS NEW PRODUCT PLANS



Canadian, Japanese, and Australian distributors discuss MVS with Ziggi Quastler (L) at 1979 Product Plans Meeting in Rockville.

MARK III[®] Service distributors from around the world recently attended a series of product plans meetings (two in Amsterdam and one in Rockville) sponsored by International Marketing Development and Support.

The purpose of the meetings, according to coordinator and International Product Requirements Manager Steve Mudrick, was to inform distributors' representatives about new ISBD products to be released in 1979, to pinpoint special product requirements necessary for individual overseas markets, and to allow distributors to make plans for product implementation.

"Too often in the past, we designed our products for the U.S. market and then handed it to our international distributors to sell as best they could," said Rockville keynote speaker and Strategic Product

(Continued on Page 3)

CENTENNIAL NOTES

THANKS FOR THE MEMORIES!

Our memorabilia contest for the year is over. Though we still had bulging files of usable memorabilia, all good things must come to an end.

While we couldn't award non-existent prizes to everyone (our mythical prize budget was running low), we do send our genuine thanks to everyone who submitted an entry. The memorabilia contest was fun for UPDATE; we hope it was fun for you. Maybe it won't take another Centennial to get us going again. With the formation of the New Company, our business is moving ahead so rapidly that another contest might be appropriate sooner than we think.

One Note: Not everyone who submitted memorabilia entries included names and/or addresses, or indicated whether they wished their material returned. All of the material not returned is still on file, so if you're missing something you'd like back, please send a precise description of the item or items, along with your name, address and Dial Comm, and we'll see that your treasures are returned.

And incidentally, Bill Backer still retains the Golden Packrat title. Everyone must have a hobby; and some, we guess, are stranger than others.

A CARVING FOR THE CENTENNIAL

Back in August, Emery Lendvay, Senior Console Operator in Brook Park, received a GE100 tie tack—along with everyone else at the Ohio Supercenter. But unlike everyone else, Emery did not tack it to his shirt. Instead, he took it home to his wood shop and carved four mahogany replicas of the GE100 design.

The carvings which Emery says took him about one week apiece to complete, were crafted in sections on a lathe and then carefully fitted together. One is now prominently displayed in the computer room at the Ohio Supercenter just above the cluster configuration, says Emery, "so people can see it when they walk in the door." Another is on its way to Amstelveen, and the remaining pair will not be homeless for long.

UPDATE has no doubt that Emery's carving will win the prize for the best piece of memorabilia for the GE Bicentennial.



Hobbyist Emery Lendvay shows his recently completed carving to Ray Bullock, Cluster Processing Operations Manager (C), and Al Jones, Ohio Supercenter Manager (R).

NEWS FROM CORPORATE

VOTE!

LET'S HELP CHANGE THE TREND ON NOVEMBER 7TH

A record total of more than 80 million Americans voted in the 1976 Presidential elections. But almost 70 million Americans of voting age did not vote—and that was a record, too. The Census Bureau estimates that 54.4 percent of citizens of voting age actually cast ballots for President in 1976, continuing steady decline from a high of 62.8 percent in 1960.

But if the turnout at the polls in Presidential elections is disappointing, participation in the mid-term elections for

Congress is much worse. In 1974 only 36.1 percent of the voting age population cast ballots, the lowest percentage since the war year of 1942. The total vote in 1974 was almost two million less than in the previous mid-term election of 1970 despite an increase in the voting age population of about 20 million.

Whatever the reasons for non-voting, it is an alarming fact that not once in the last 40 years have a majority of Americans of voting age voted in a mid-term

election. As Reginald H. Jones, GE's chief executive officer, has said: "Our system of self-government can only be representative if all of us as citizens recognize our responsibility to participate in the decision-making process by taking part in the elections . . . I urge General Electric people all across the country to support the party and candidate of their choice and to vote on Election Day."

WYLIE STILL SMILING AFTER 30 YEARS

Jim Wylie, Senior Systems Specialist in Engineering, is a man who really enjoys his job. "My work is like a hobby to me," he says, "except that I'm getting paid for it."

Jim has been with GE for 30 years (as of September) and has spent most of those years designing and writing applications software for the Company's budding computing industry. His most recent contributions are the PLOT*** and FORSE*** library programs.

His career with GE began shortly after World War II as an engineering assistant on Project Hermes, a feasibility study done for the Missile and Space Department in Schenectady.

From there he moved to the Works Lab, and then to Advanced Engineering—where he developed a reputation for his work on the IBM 650, "the Model T of computers."

He remembers fondly his early years in the Company town: "Schenectady was very small compared to Washington. (Jim currently works in Rockville.) The population was about 70,000 and 55,000 of them worked for General Electric. Back then, if you lived in Schenectady, you worked for GE or you didn't work."

He left Schenectady in 1966 while on a special assignment within the General Engineering Lab to design and implement a series of computerized management information systems for the United States Navy. He spent a total of 12 years (1960-72) on this assignment, which he says was the highlight of his career.

Each of his programs were used to optimize defense resources, avoid waste, and save the taxpayers money. "I really saw government working the way it was supposed to," says Jim.

Since coming to ISBD in 1972, Jim has designed, produced, simplified, and adapted a long list of business application programs. And he says he plans to continue.

"I have always been challenged here," he says. "GE managers are very good. They put you in a position where the water is up to your nose, knowing that you will sink a few times, but also knowing that you will wade out of the water with the job well done."

Has the Company changed much since 1948? "In the old days, there were more generalists," says Jim. "A person would be good in a black area and also competent in surrounding gray areas. Today, we

have more specialists. There are fewer gray areas."

Jim Wylie seems to be one of the few people who is expanding his gray areas all the time.

"Money is not the important thing to me," he says. "I just enjoy myself."



Jim Wylie (2nd from R) receives his 30-year pin and reminisces with his wife Edna, his manager Joe Schmid (L), and Applications Systems Manager, Don Shell (R).

DISTRIBUTORS DISCUSS NEW PRODUCT PLANS

(Continued from Page 1)

Programs Manager Tony Kench.

"These meetings are meant to correct this situation," added Mudrick. "We want to open up a communications channel and give you a voice in all aspects of the product development cycle—from design to commercial usage."

The first two meetings, held in Amsterdam, centered on ISBD's intelligent terminal projects (August 2) and financial products (September 26-27). Representatives from the United Kingdom, the Netherlands, Sweden, Italy, France, Germany, and GE Europe were present.

Main speakers were Art Sims, Distributed Systems Operation Manager,

and Conrad Persels, Business Development Manager, on intelligent terminal projects. Speaking on financial products were Art Hyder, Product Development Senior Specialist, and Jerry Lechlitter, Consulting Systems Specialist.

The third meeting was held in Rockville (October 5-6) with representatives from Japan, Canada, and Australia. The program included a discussion on intelligent terminal projects led by Conrad Persels, Norm Harvey, Distributed Systems Manager, and Kent Schwab, Product Specialist. Ziggi Quastler, IBM Systems Program Manager, led a spirited discussion on MVS.

Frank Chube, Marketing Specialist, spoke on new BASIC; Art Hyder on Financial Systems; and Bill Backer, Data Base Management Program Manager, and Wellington Pitts, Data Base Management Program Senior Specialist, gave a talk on new DMS/HISAM developments.

"We intend to hold these meetings at regular intervals if they prove to be of real value," says Steve Mudrick. "This is the first step in bringing international needs closer to our day-to-day operations at headquarters."

IN MEMORIAM

Dottie Mitchell, who left her position at ISBD on May 21, 1976, to battle cancer, lost that battle on October 11th of this year. Our deepest sympathy to her family and friends.

NEW SALES AIDS

REMEDY FOR DP MONSTERS

"Domesticating the Project Management Monster" is the subject of a recent article, in *Data Management* magazine, written by CA Southern Region Manager, Norm McBurney.

The article explains in semi-technical terms how a DP project manager can use computing services as a tool to gain better control over his increasingly complex DP organization.

Reprints of this seven-page article are available through OLOS (5600.07).

FINANCIAL BROCHURE WINS GOLD MEDAL

The "10 Innovative Ways" financial brochure won an advertising award in September. Judges from New York advertising agencies awarded it "Gold Medal—First Place" in the collateral division of the annual competition of the National Advertising Agency Network. The brochure topped 95 other entries in its category.

ENERGY PACKAGES TOUTED AT TRADE SHOW

The GE Energy Exhibit attracted new prospects and current customers at the Society of Petroleum Engineer's 53rd Annual Technical Conference and Exhibition in Houston, October 1-4.

"Attendance at annual trade shows always pays off," says Ken MacDonald, Energy Industry Manager. "At the recent SPE show we outshined competing exhibitors. Our booth area was constantly crowded with people interested in the software packages we make available on MARK III® Service."

The following NSS authors joined in the discussions and demonstrations with customers at the GE booth: AMOCO; Bonner & Moore; Core Labs, Delta X; Garrett Computing Systems; Lone Star Steel; Petroleum Information; PSI Energy Software; Scientific Software Cor-

REGIONAL AD PROGRAM GOES NATIONAL

Since early September, business leaders across the United States have been exposed to advertising touting the "solution" capability of GE computing services.

The current crop of customer testimonial ads features United Brands, 3M Company, and Levi-Strauss. The big difference between the first and second-half phases of the campaign is *reach* into the market. Whereas the first-half media schedule featured regional concentrations of advertising, the second-half schedule consists of insertions in the national editions of the *Wall St. Journal*, *Business Week*, *Dun's Review*, and *ComputerWorld*.

The ads in this series have consistently achieved excellent readership scores, and have been instrumental in increasing "awareness, attitude, and preference" for GE computing services in special test cities. However, the real bottom line is how much the program helps you, the Sales Rep, in your day-to-day selling environment.

The advertising insertion schedule for the rest of 1978 is listed above:

WALL STREET JOURNAL

(To date: 5 insertions)

plus:

October 20, 23, 30

November 1, 6, 13, 16, 20

December 4, 12, 14, 18, 20

BUSINESS WEEK:

December 25 issue (distributed December 18)

DUN'S REVIEW

November 6

December 4

COMPUTERWORLD

December 18

OCTOBER SERVICE AWARDS

Fifteen Years

Robert H. Penny

Location

Rockville

Ten Years

Torkild E. Vennesland

Schenectady

Richard C. Bailey

Rockville

Lawrence P. Murphy

Rockville

Thomas C. Schuyler

Rockville

John H. Voss

Brook Park

Dorothy M. Gold

Rockville

Five Years

Arthur L. Maitland

Chicago

Charles J. Walter

Tampa

Paul T. R. Want

Rockville

William S. Cassedy

Schenectady

James R. Krotzer

San Francisco

Cheryl L. Gomez

Rockville

Leland K. Shaffer, Jr.

Rockville

Susan A. Tatara

Erie

Laura G. Wechter

Rockville



Ken MacDonald (R) discusses GE Energy Packages with potential customers.

poration; and University of Oklahoma. In addition, by special arrangement, Dwight's Oil & Gas Reports demonstrated its Texas Gas Well Production History software at our booth.

UNITED WAY KICKS OFF CAMPAIGNS

This is the time of year when United Way organizations throughout the country begin local community campaigns to fund their operations for the next year. The United Way is a volunteer organization which solicits contributions from community residents to fund human care services provided by member agencies to local citizens. It is a "people helping people" program in the finest sense of that tradition.

Don Bates, Vice President and Division General Manager, urges all Division employees to support United Way Campaigns in their local communities this year. According to Don, "The General Electric Company demonstrates its continuing commitment to the support of local community programs each year by making corporate contributions to United Way organizations throughout the nation. And each year, ISBD employees make their own personal contributions to improving the quality of life for local community residents by making donations to the United Way fund-raising campaigns in their local communities. It's a matter of good corporate and individual citizenship—a simple but necessary gesture of good will to those citizens less fortunate than ourselves."

Dick Lewis, Manager of Supercenter Operations in the Systems Department, is serving as the Division Campaign Chairman for the Washington metropolitan area campaign, known this year as the "United Way of the National Capital Area" Campaign. Dick has organized an ISBD Campaign Committee with representatives from each Division component as participants. The committee's planning phase is almost complete, and the program is scheduled to be launched with a Campaign Kick-Off Luncheon for all campaign team members on October 23.

According to Dick, the general campaign will begin on Tuesday, October 24, and end on Friday, November 3. During that period, all Washington area employees will be contacted by one of their fellow employees (who has graciously agreed to support the Division Campaign effort) for a United Way Contribution.

One of the features of the Division Campaign will be a United Way film, narrated by Willard Scott (a Washington area TV personality). It is a 12-minute

film which demonstrates how the United Way supports human care services in the Washington metropolitan area. It will be shown in the Shady Grove and Training Center facilities at half-hour intervals for the convenience of all employees. The exact days and times of the showings will be announced in a general mailing to all employees.

Dick notes that it is an excellent film, and he suggests that all employees try to find time in their busy schedules to view it—particularly those employees who may have doubts about the effectiveness of the United Way program.

The goals of the Campaign are: a total fund-raising contribution for the Division of \$50,000, a participation rate of 85%, and an average gift of \$70 per employee. Dick notes that if we can meet the participation goal and if employees give their "fair share," the \$50,000 Division goal is an easily achievable one.

As a parting reminder, Don Bates urges that all Division employees "give the United Way campaign appeals in your local communities your enthusiastic support and that you respond as though you were helping a friend in need." You have been generous with your support in the past, and Don has every confidence that you will join him in making an even greater effort this year.

Please do your part to make this year's campaign the most successful one the Division has ever had.

MAC MCCLEARY: 30 YEARS OF "FUN"

Everett L. McCleary, known to almost all as "Mac", celebrated 30 years with the General Electric Company three months ago. Unlike many 30-year folks, Mac did not join GE straight from college. After graduation in 1945, he spent some time in the Navy, held a sales position, and did some post-graduate work. At one point, one of his professors called him into the office and asked, "have you ever considered selling? I see it this way—you can get your Ph.D. in Physics, or you can sell. I think you'll make a lot more money selling." And Mac's been selling, in one way or the other, since.

He joined General Electric in 1948: "I was living in Schenectady. I liked what I saw at GE and I liked the people. And I guess that's never changed."

Mac began as a Sales Specialist with the Special Products Division in Schenectady. In 1955, he joined the Speciality Control Department in Waynesboro, Virginia and became Manager, Numerical Control Sales. Mac came to ISBD in 1967 as Manager of Marketing and is now Manager—Manufacturing Industry.

"All the businesses of GE that I've been involved with have been new," Mac says of his tenure with GE, "and I've been having so much fun that I simply haven't had time to think about going anyplace else.

"And it's still that way."



Fun-loving Mac McCleary (R) receives his 30-year pin and a much deserved pat on the back from Bob Tillson, Industry Marketing Operations Manager.

NEW AND REVISED DOCUMENTATION

Publication of a new Sales Manual was announced by Documentation this week.

The Sales Manual is a collection of profiles, assembled into a binder, and designed primarily for reference by Information Services sales personnel and key customers.

Profiles are short brochures describing features of MARK III Service and application of MARK III Service by using organizations. The feature profiles are usually product-oriented, and the application profiles are usage-oriented.

During the past several months, Documentation has written or revised 35 of the product-oriented feature profiles. They are published in a new format, with attractive blue and black colors, and on extra heavy paper to look impressive as stand-alone publications.

Over 45 of the orange-and-black application profiles remain in stock.

New is an index (304.13) to these 80-plus profiles. It contains a list of the 35 new and revised feature profiles, a list of

45-plus applications profiles, and nearly 400 subject entries to help steer a user to applicable profiles.

Effective now, a request for a new, complete Sales Manual (publication 304.00A) will result in receipt of a standard 1½-inch Information Services binder, special spine insert, all the feature profiles and applications profiles in stock the day the order is processed, the overall index, and an instruction page explaining to the recipient how to assemble the materials. This new procedure is geared to provide better turn-around, and prevent delays in Sales Manual shipments as encountered in the past. Past delays were due primarily to a couple of profiles being out of stock, and lack of Document Center personnel to assemble materials for the dozens of requests received.

For those Information Services people who already have Sales Manuals, a supplement containing only the new and revised feature profiles, the index, and an instruction sheet can be ordered. Ask specifically for 304.00-1.

During September, Documentation notified regional, district, and branch managers, and administrators, via Cross-file, to update the customer mailing list of about 250 names. Supplements like those described above will be mailed to this updated customer mailing list by the end of October.

Any profile may be ordered separately. So may the index. There is no charge for any of these materials.

We suggest you get your Sales Manual up to date via the supplement. Documentation is already working on additional feature profiles, and another dozen or more should be published in a further supplement by year's end.

ANSWERING SERVICE 8-273-5836

This Month's Questions: Vacation Timing, Medical Insurance

Vacation Timing

Q. I will not complete my first twelve months of employment until August 17, 1979; therefore, I do not qualify for paid vacation until that date. Is it true that I must take my two weeks vacation before January 1, 1980, and that I cannot carry any unused days forward into 1980?

A. The vacation year does coincide with the calendar year so, in the situation presented, the vacation would be taken by the end of 1979. Under certain circumstances and with the approval of the department general manager, deferment of vacation is possible. Normally, re-

quests for deferment, including reasons, are to be submitted prior to September 30.

Q. On November 21, 1978, I will have five years of continuous service. At that time I will qualify for an additional 2½ days vacation. Must I take the additional time before January 1st?

A. Yes. Because you qualify for the additional days in 1978, they must be paid in this calendar year.

Medical Insurance

Q. I recently started to work for ISBD. When and how will I receive my medical insurance card? Do I get two copies?

A. Your Blue Cross Card will be mailed to you in the internal mail

and should arrive within one month of your starting date. You will receive one card. Contact Diane Ostrow at x2775 if you require an additional card.

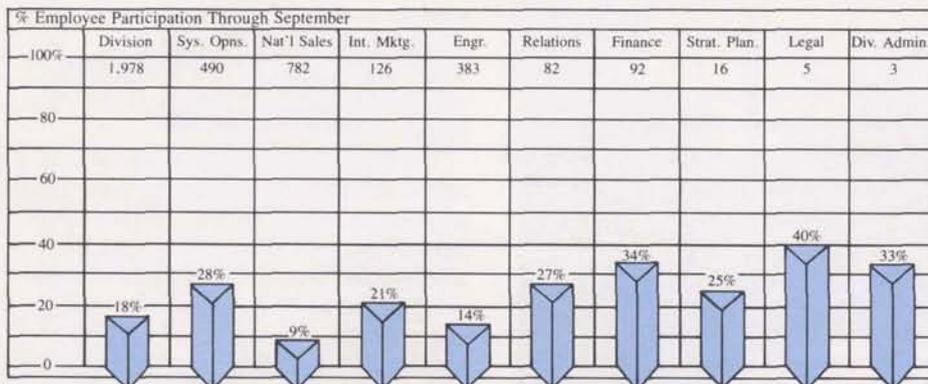
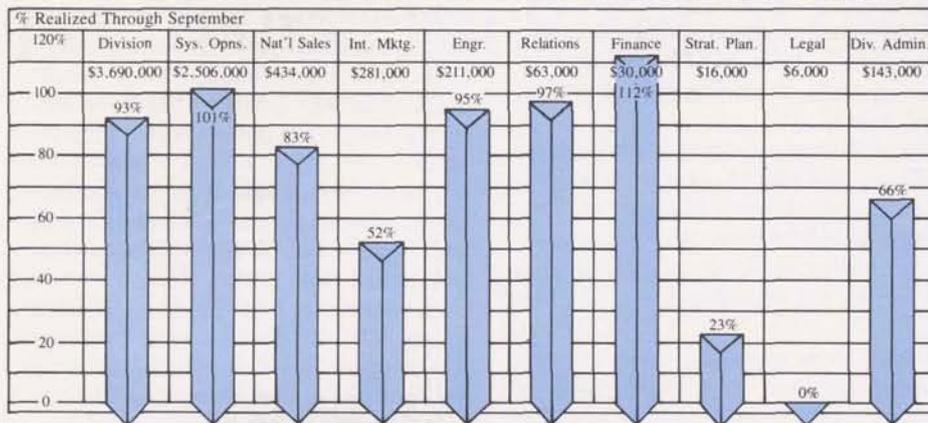
Q. How can I get a medical insurance claim form?

A. Approximately mid-November, claim forms will be available through Office Supply. They can currently be obtained from the Cashier's Desk, Employment Office, Field Relations Offices, or Personnel Accounting at Shady Grove.

Answers from Nancy Sullivan, Specialist, Personnel Practices

COST IMPROVEMENT

COST IMPROVEMENT PROGRAM GOALS



NON EXEMPTS: MAKE COPIES OF YOUR C.I. IDEAS

Employees at Level 4 and below, who submit their cost improvement ideas on regular suggestion forms, should now send a copy of that suggestion form to their function's Cost Improvement representative, according to John Meyer, Cost Improvement Coordinator.

Representatives are listed in "The Money Makers Guide." The original form should still be sent to Employee Relations or deposited in a suggestion box.

The purpose of the new procedure, according to Meyer, is to "permit prompt recognition to the employee and speed up

awarding of prizes to employees whose idea is adopted."

Meyer added that, under the present system, the suggestion form goes first to Relations and then to the Cost Improvement Representative. Implementation of the new procedure will see that both operations receive the forms simultaneously.

Meyer also noted that three ISBD employees were awarded \$100 cash bonuses for cost improvements in August. They are: Al Ertel and Bob Kellar, Finance, and Joseph Denti, Systems Operations.

SYSTEMS OPERATIONS LAUNCHES FINAL PUSH

In an effort to beat its cost improvement goal for 1978, the Systems Operations Department has announced a new award for Department employees who submit approved cost improvement suggestions during the fourth quarter of this year.

Each employee who submits an approved suggestion during October, November, or December (prior to December 20) will receive a set of six smoked-glass tumblers—compliments of "the admiral," Ray Marshall.

"Our goal is to achieve 100% Departmental participation," says Tony Crisafulli, CI Council Representative and coordinator of the Systems Operations regatta competition. "We want everyone in the Department to win a set of tumblers in time for the holidays."

S&SP

Month	Stock Price	Fund Unit Price
September	\$53.381	\$28.617

TERMINALS AND THE DOUBLE T's: "TERM COST," "TERM LIST"

Can that new terminal in your customer's office communicate with MARK III® Service? What terminals actually do communicate with the MARK III Service Network?

Jim O'Sullivan, Manager, Terminal Programs, informs us that answers to these questions can be ascertained by accessing TERMLIST in your GDY28 user number. Bob Holder, Terminal Specialist, has designed TERMLIST to include various input/output devices that are qualified/compatible with the MARK III Service Network. This extensive list is

dynamic and if you know of any device not included in the list, call Bob Holder.

In addition, TERM COST (see July UPDATE) has been updated to reflect the September 1, 1978 MARK III Service price schedule, including Extended National Access.

For additional information on TERM-COST or TERMLIST, contact your Regional Terminal Sales Manager or Bob Holder, 8*273-5464.

MOTIVATING PEOPLE . . .

(Continued from Page 1)

final Friday, all seems to have ended quite suddenly, and the time has come to prepare to face your overloaded desk again after the weekend. Most people will, however, face that desk considerably better for the workshop experience.

The sessions begin with an introductory luncheon at noon on Monday, and all ends with a special and very important farewell banquet Friday evening.

According to Tom McGinn, Division Employee Relations Manager, "we hope that every manager will attend the seminar, and we'd like every employee to encourage his or her boss to attend."

As one participant in the October 2-6 seminar put it, "if only half of everyone who takes this seminar comes back and puts the principles to use, ISBD will be one of the best places in the world to work by this time next year."

Workshop attendees need not be managers, and will be chosen by their Departmental or Regional Employee Relations Manager. Those interested in attending, and not already scheduled to do so, should drop their ERM a note indicating interest in participating in one of the 24 sessions scheduled for 1979.

According to McGinn, "although we'd like everyone to attend sooner or later, right now we're striving for a balance in each workshop. But I would definitely like to see all managers, at the very least, attend."

Several managers who attended the October 2-6 seminar, held at the Xerox International Center For Training and Management Development in Leesburg, Va., came away from the workshops with concrete ideas to help in their own organizations.

"The seminar has already helped me," one manager said. "I left the office with a severe problem case with one of my direct reports, and no idea how to solve it. I thought I'd tried everything. Now I know that I hadn't, and I also know something else to try that might very well work—and if that doesn't I have other ideas now."

A final word: Attend a workshop if you can. At the very least, make sure your manager does.



OSTRICH SYNDROME Stripped of his red office partitions prior to moving, this Finance employee tries desperately to get a little privacy. The Finance Operation was moved from Rockville to a new location in Gaithersburg, Maryland on September 9.

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GENERAL ELECTRIC

UPDATE

ROCKVILLE, MARYLAND
NOVEMBER 17, 1978 305.91

FROM SELLERS TO BANKERS IN FOUR LONG DAYS

Twenty-nine field personnel deeply involved in selling to and servicing the banking industry attended a comprehensive industry training program October 23-27 in Gaithersburg, Md.

The Bank Management Workshop, coordinated by Vincent Trost and Joan Burton of Headquarters Industry Marketing, was, according to Burton, "intended to place less emphasis on marketing products and techniques . . ."

Trost added: "The objective was to provide each person with a better understanding of the banking industry and its current issues and concerns, using three different approaches—university lecturers on banking, senior bank executives (some ISBD customers), and a bank management simulation game."

Major portions of the workshop were devoted to two competitive "game" sessions, which according to Burton "helped sustain enthusiasm throughout."

In the first game, which was designed to support the sales function of analytical background research on the prospect or client, six teams competed for five rounds of grueling questions on the annual reports of a bank holding company.

(Continued on Page 7)

**WHAT DO THE
FACES BEHIND
THOSE CUSTOMER
SERVICE VOICES
LOOK LIKE?**

SEE PAGE 7



Eugene R. Lendler, Vice President of Hartford National Bank, gives the group an insider's view of Corporate Payment Products.

REGIONAL MEETINGS KICK OFF IN ATLANTA

The first in a series of five regional communications meetings was held November 16-18 in Atlanta, where over 250 ISBD employees from the Southern Region convened to discuss operating plans for 1979 and review past progress.

The three-day meeting featured some exciting multi-media presentations on new products, services, and marketing strategies, as well as speeches on plans for 1979 by Southern Region Manager Jim Spencer and most of the Division Staff.

And in a unique departure from tradition, the field sales and CA people attending were able to meet with headquarters support personnel in after-dinner hospitality suites set up as listening forums.

The suite concept, originally used by Don Bates while he was General Manager of the Mobile Radio Products Department in Lynchburg, is based on the theory that *two-way* communication is

essential to any effective regional sales meeting.

The remaining meetings will be held in Valley Forge, Pennsylvania (November 27-29); Rye, New York (November 30, December 1-2); Chicago, Illinois (December 4-6); and San Francisco, California (December 11-13). Region Managers Jim Schuster, Tom Vinci, Mike Emmi, and Bruce Barnard, respectively, will emcee the programs.

IN MEMORIAM

In memory of Cecil Arnold, our friend and co-worker, who died November 9, 1978. He was a man of special gifts, which he leaves as a legacy to all of us. Our deepest sympathy to his family—who will miss him even more than we.

ELEVEN RECEIVE MANAGEMENT AWARDS IN SEPTEMBER/OCTOBER



Jerry Butler (R), Manager, Systems Planning, presented six \$200 management awards for the smooth move of the Finance Operation to the new Shady Grove facility. The awards went to (L to R) Alan Paul, Sam Wenck, Dan Randall, Jim Cassity, and Tony Ciuba. Jim O'Connell (not pictured) also received an award.



Blaine Barron (R) Sales Financial Planning and Analysis Manager, and Bob Huber (L) Sales Systems Manager, present a \$500 management award to Dave Lloyd for "dedication and activities above his required activities, specifically continuous work solving serious operating problems."



Tom McGinn, Manager, Relations Operation, and Jack Griffin, Manager, International Training Center, discuss Hank Genthner's \$500 management award. The award was presented to Genthner for creation of the self-paced business fundamentals course "Parlez-Vous Business?"



Three Engineering Department Employees received \$500 management awards in October for separate reasons. John Watson (seated, R) received his award from manager Pete Manzo (standing, R) for his work on foreground communications, which make it possible for Foreground to support GESCO and other distributed and transaction processing applications. Bob Stolzenburg (L, seated) and Greg Cook (C, seated) received \$500 each for complete redesign and reimplemention of the part of the Foreground system that controls discs, tapes, and other peripheral devices. Standing behind them are Marcia Mascarello, their manager at the time the project was completed, and Dave Foster, Processing Systems Manager.

DAN RANDALL DESTROYS '69 CADILLAC

Almost everyone who works at headquarters knows Dan Randall. As a Maintenance Utility Technician in the Systems Department, Danny and his staff's duties include hanging bulletin boards, moving furniture, and, in general, many of those important things that just seem to get done when no one is watching. Dan was one of six Systems Department people given management awards for the successful move of part of headquarters to Gaithersburg, Md., last October. (See left.)

Danny is known as a nice guy. Yet last September, he deliberately destroyed a 1969 Cadillac that was paid for by 12 of his fellow workers at headquarters.

A closet vandal? Not quite. Danny's hobby is driving in demolition derbys. It is generally accepted that in order to drive in such a derby, one needs a car that can be demolished. To take care of that, 12 ISBD headquarters people put up \$10 apiece to buy the '69 Cadillac and see that it was transported to the Dorsey, Md. Speedway, where Danny and the car completed three of the six demolition events. According to Alan Paul, one of the "stockholders," the car still ran when Danny had finished, but "just barely."

As one person at headquarters put it, "Maybe Danny's such a nice guy because he gets his frustrations out at the speedway . . . we could all use something like that. . . ."

NEW AND REVISED DOCUMENTATION

Here are ten new and/or revised publications issued in the past couple months about which you should be aware:

Managing Human Resources: A DMS II Approach (5610.29) has been a most popular self-learning guide to DMS II. Two new similar publications, both providing manufacturing examples on the use of DMS II, have just been published: **Job Shop Raw Materials Inventory Control** (5610.34) and **Machine Down Time Reporting** (5610.35).

The Securities Database System user's guide (5105.05B) was extensively revised in September. Republished at the same time was its 400-page companion **Securities Database** directory (5105.07B).

Also revised extensively, in October, was the **Security** reference manual (3503.10C). It contains new or changed information on data sharing, CRT terminals, High-Speed Service, NSS, DMS II, program access to files, F77 disconnect processing, and use of SCRAM.

Dedicated Access Service can extend the GE Network to a customer location through a Mini Remote Concentrator (MRC) and the dedicated circuits and

associated modems that link the MRC directly into the network. **Dedicated Access Service** product information manual (3916.01A) describes the product from installation requirements through normal configuration and operation. Be sure you use Revision A.

MARKLINKSM System reference manual (1300.13) is the fourth advance release technical document to be published that describes that new product. Others, announced in July, are the programming guide (1300.01), operator's guide (1300.02), and site preparation manual (1300.03).

MAP System enhancements and corrections are documented in a second supplement (5900.01D-2) to the user's guide. The supplement includes information on FORTRAN subroutines to access MAP data bases and new CURVE command syntax.

Another High-Speed Service terminal operations card was published, for the **DATANET 700 with the GEM Control Program** (3910.29A).

Latest version of the **International Access Directory** (1401.01X) is Revision X, of October 1.

S&SP

The "Stock Price" and the "Fund Unit Price" for each month of 1978 are as follows:

Month	Stock Price	Fund Unit Price
January	\$46.518	\$23.158
February	46.033	22.887
March	46.341	23.072
April	48.944	24.308
May	52.483	26.014
June	51.727	26.224
July	52.281	26.274
August	55.636	28.643
September	53.381	28.617
October	51.097	27.457

CHARLOTTE DISTRICT EMPHASIZES FUN, COOPERATION

Cooperation and fun were key words at the Charlotte District meeting, held at the Charlotte Branch in September.

Ken Conroy, District Manager, and Jim Patrick, Greensboro Branch Manager, decided on a novel format for the meeting.

Each AR prepared short descriptions of his or her prospect before the meeting began, and copies of the descriptions were distributed to all at the meeting. Individual ARs were allowed 15 minutes each to describe their prospects before the entire group.

All present then discussed possible approaches and applications for each prospect, and ideas were recorded on flip charts.

"The idea was for everyone to help each other," Conroy said. "And it apparently worked. Response was good, and everyone left with new ideas and enthusiasm."



Ken Conroy (C) leads a group of ARs in a "new prospect" discussion.

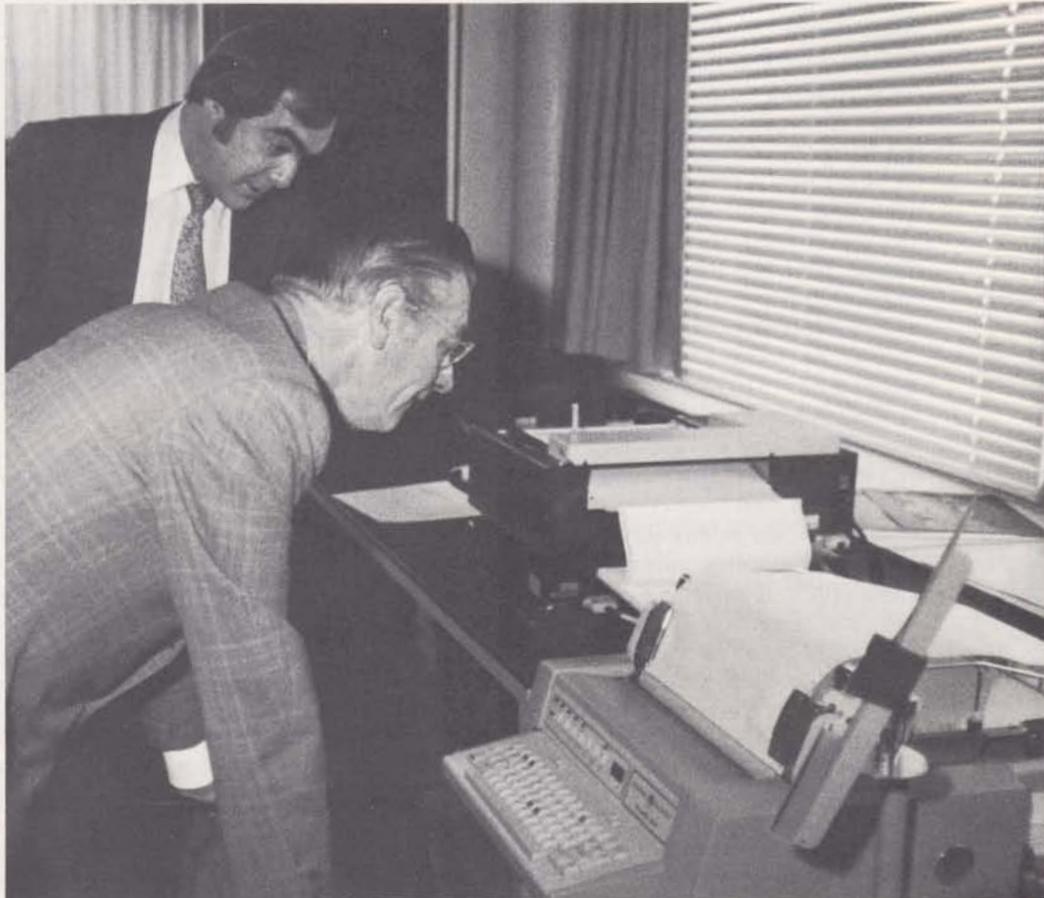
JONES, OTHER TOP GE EXECS VISIT AMSTERDAM CENTER

It isn't often that Reginald Jones, GE Chairman of the Board and Chief Executive Officer, and six senior company Vice Presidents can be found in the same place at the same time, outside of Fairfield.

Yet such was the case in ISBD's Amsterdam Supercenter on October 18 when Mr. Jones, along with Ed Hood, Tom Vanderslice, Al Way, Len Maier and Bob Frederick, toured the center as part of an International Executive review arranged by John Burlingame.

The gentlemen are, respectively, Senior VP and Sector Executive, Technical Systems and Materials (which includes ISBD); Senior VP and Sector Executive, Power Systems Sector; Senior VP, Finance; Senior VP, Corporate Relations; Senior VP, Corporate Planning and Development; and Senior VP and Sector Executive, International Sector.

Burlingame arranged the Supercenter tour and fulfilled a long standing invita-



Reg Jones watches Mark III (R) Service in action, while Malcolm Davies fills him in on details and answers questions.



Tom Schuyler (second from L) answers a question from Tom Vanderslice, while Dick Lewis (R) discusses equipment with Bob Frederick and Bob Smith.

tion from Ray Marshall, ISBD Systems Operations Department General Manager.

The entire group warmed up for the Supercenter visit at a dinner hosted by Mr. Jones the evening before near the Hague. Guests included the U.S. Ambassador to the Netherlands, the President of KLM Airlines, the Dutch Minister of Finance, and a host of other Dutch VIPs. Marshall represented ISBD at the gathering.

Dave Simshauser (R) answers questions from Len Maier (L) and Al Gowan (C). Seated at console is Ed Rijnenberg, Cluster Shift Manager.



(L to R) Ray Marshall discusses the entire network with John Burlingame, Tom Vanderslice, and Ed Rijnenberg. "They were particularly interested in the worldwide aspects of the network," Marshall said.



The next day, the high-powered GE group was given a one hour presentation/Supercenter tour. Ray Marshall, along with Dick Lewis and Tom Schuyler, represented Headquarters. Amsterdam personnel involved were Dave Simshauser, John Prior, Malcolm Davies, and Fred Van der Waals.

"Of course I'm probably a little prejudiced," Marshall said, "but it looked to me like the tour of our Center was one of the major events on their agenda."

Burlingame, in a letter to Marshall, confirmed that assessment. The letter said, in part: "Reg Jones has written Dave Simshauser in appreciation for his efforts in making the recent visit a success. I wanted to let you know that I appreciated the work of Dave and his associates, and yours, too, in making that visit so useful. When I told you of my intention to visit the Supercenter some time ago, I really didn't envision the scope the visit turned out to have . . ."

These photos show just a bit of that "scope."

COST IMPROVEMENT

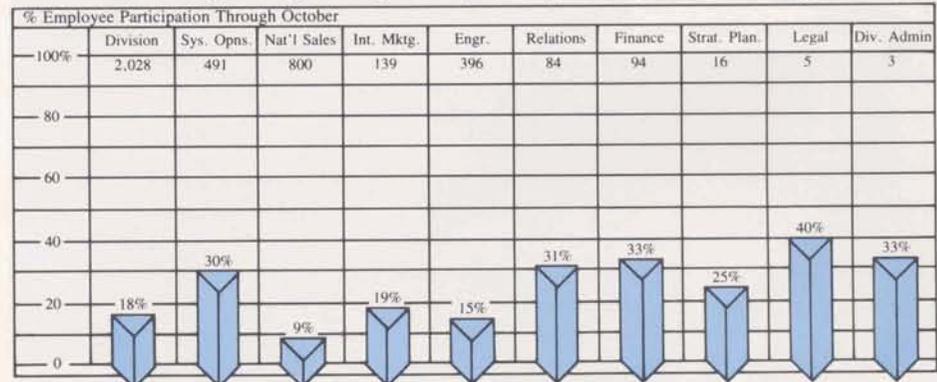
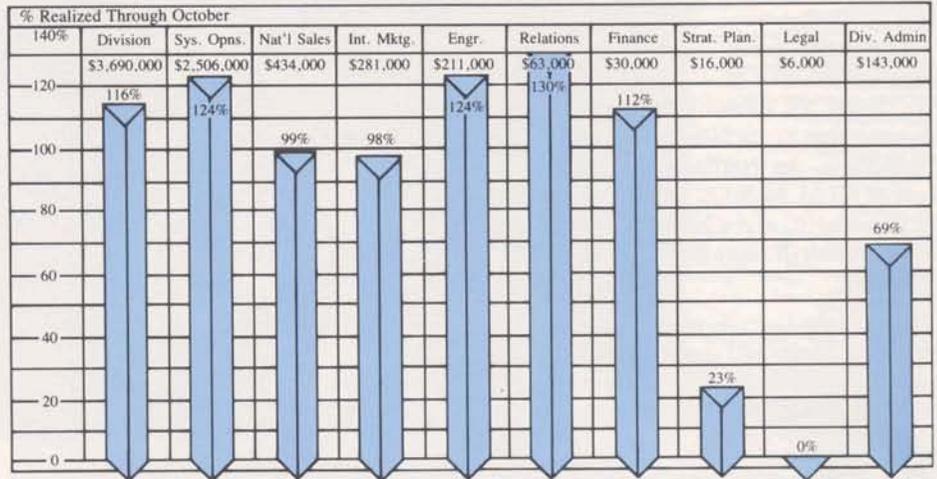
ENGINEERING TOPS GOAL BY \$40K

The Engineering Department celebrated Halloween by announcing that it had topped its cost improvement goal by \$40,000, with two months still to go in the 1978 program.

According to Department Cost Improvement Coordinator Bill Marshall, Tom McKone, CA, Schenectady, won a special \$100 award for submitting the idea that put Engineering over the top.

Marshall said that four Engineering Department employees were also awarded GE Centennial tumbler sets for approved ideas submitted in the third quarter. The four are: Marilyn Friend, CA, Dallas; Tom McKone; Susan Eng, CA, New York; and Jim Porter, Systems Engineering, Rockville.

COST IMPROVEMENT PROGRAM GOALS



ANSWERING SERVICE 8-273-5836

- Q. I am interested in learning more about vacation banking. When do I become eligible?
- A. When you are eligible for more than three weeks vacation you also become eligible to elect to "bank" vacation days in excess of three weeks. You should be notified by Employee Relations a few months prior to the first vacation year in which you may participate. Such

notification also occurs each subsequent year, usually in early November. If you do elect participation in vacation banking, you must do so on the election form by the end of November. For additional information, review benefit booklet ERB 209 describing the Savings and Security Program.

- Q. Earlier this year I took some vacation prior to the date on which I became eligible for vacation with

pay (December 5). When will I receive the pay for those days?

- A. Payment for the days will be made on the first pay day following completion of your service requirement. Payment will be made at the salary in effect when the vacation was taken.

Answers from Nancy Sullivan, Personnel Practices.

FROM SELLERS TO BANKERS

(Continued from Page 1)

The winning team—"Chaise Manhattan"—won by a margin of three points.

The second game, Bank Management Simulation, provided practical experience in applying industry principles presented during the workshop.

Four teams were required to interpret historical financial information within very narrow time, environmental and competitive restraints, just as bankers must.

The teams then had to make two rounds of quantitative decisions on market share analysis, credit policy, promotional expenditure, investment management, and overall bank goals. The teams' objectives were to achieve the highest price-earnings ratio for one year. Team #4, "Treadwater Bank" pictured here, won both rounds.

The majority of attendees agreed that the main goals of the workshop were easily achieved.



Joan Burton (standing, C) works with the winning team, "Treadwater Bank," during the simulation games in the Board Room of the Holiday Inn.

WHAT DO THEY LOOK LIKE?

NOBODY KNOWS!!



Dressed in their normal, everyday business attire, Customer Service people go about their daily routines on October 31 of this year. Ron Rasmussen (L) (Or it is R?) (Maybe it's C) leads the group.

GESCO TEAM CELEBRATES WORK BY PLAYING

All work and no play . . . Well, you know the rest. There shouldn't be any "dull boys" (or girls, either) among the 80 members of the GESCO Project team who attended a special outing at Smokey Glen Farm on September 27.

The outing was held to celebrate the success of the first phase of the GESCO Project. According to Bob Johnson, Manager of the Project, "the success of this phase of the GESCO Program was dependent upon a major change to the Foreground Operating System, a new communications protocol involving significant software in the MRC, a new intelligent terminal involving both new hardware and software, as well as a very complex application using real time techniques developed by Custom Applications."

No wonder the team was relaxing!

According to Johnson, "The techniques developed for the GESCO Project are anticipated to have key strategic importance to the Division and form the basis of a new product line that will be announced later this year." Johnson added: "The Project is a perfect example of success being dependent upon all func-

tions of the Division working together as a team. The GESCO team was represented by many subsections from the Engineering, Sales, and Systems Operations Departments."



GESCO team members line up for well-deserved celebration steaks at Smokey Glen Farm.

NEWS FROM CORPORATE

NINE MONTHS PROFIT RATE: JUST OVER 6 CENTS ON EACH SALES DOLLAR

General Electric's sales amounted to \$14.25 billion in the first nine months of 1978, compared to the \$12.79 billion reported in the same period of 1977. GE Chairman Reginald H. Jones reported the results on October 11.

Earnings for the first nine months of 1978 were \$866.1 million—a profit rate of 6.1 cents on each sales dollar. The earnings total compared to the \$755.8 million reported for the first nine months of 1977.

Sales in the third quarter of 1978 were \$4.84 billion, up from the \$4.35 billion reported for the same quarter of 1977.

Earnings were \$298.9 million in the third quarter, Chairman Jones reported. This was an increase from the \$268.5 million for the third quarter of 1977.

Commenting on the results, Mr. Jones said that earnings continue to exceed last year's performance, although not at the same rate of improvement experienced in the first half of 1978. The improvement was broadly based. Most GE businesses are maintaining strong operating margin rates. However, Australian operators of Utah International were affected significantly during the quarter by a miners' strike of approximately seven weeks. Other income for the third quarter of 1978 included a nominal non-recurring gain realized from the sale of the Company's investment in Osram GmbH.

Results for the Company's major business segments in the 1978 third quarter are summarized as follows:

- **Consumer Products and Services** earnings in the third quarter continued to show good gains from last year. Higher sales were reported in this segment, particularly in housewares and audio products, major appliances, and lighting.

- **Industrial Products and Components** earnings also were up from the 1977 quarter, with businesses serving construction markets and appliance components being particularly strong.

- **Power Systems** earnings were well ahead of those for the 1977 third quarter. Improved results were led by the power delivery operations.

- **Technical Systems and Materials** earnings showed good gains over levels of a year ago, reflecting generally higher sales. The improved quarterly comparisons were led by engineered materials, particularly plastics, with substantial contributions from aircraft engines and information services.

- **Foreign Multi-industry Operations** earnings and sales showed improvement over the comparable quarter of 1977. Although not classified in this segment, exports from the United States continued well ahead of last year.

- **In Natural Resources**, primarily operations of Utah International, earn-

ings for the third quarter of 1978 were \$25.7 million, compared with earnings of \$46.2 million in the third quarter of 1977. The decline was due principally to the aforementioned strike. Earnings for the first nine months of 1978 were \$127.9 million, down 11% from the comparable 1977 period.

- **General Electric Credit Corporation** earnings for the third quarter of 1978 were \$20.1 million, an increase of 18% from the \$17.0 million for the comparable period of 1977. GECC earnings for the first nine months of 1978 were \$54.8 million, 18% ahead of the first nine months of 1977.

NOVEMBER SERVICE AWARDS

Ten Years	Location
Robert E. King	Newton
Douglas W. Palmer	Dallas

Five Years	Location
Richard K. Erdmann	Rockville
Joy R. Halcom	Rockville
Richard R. Skinner, Jr.	Erie
Linda W. Exon	Rockville
Jesse L. Garrett	Brook Park
Charles M. Harp	Rockville
James L. Magruder, Jr.	Rockville
Robert D. Sherman	Brook Park
Rudolph A. Robinson	Washington, DC
Anthony L. Bowman	Brook Park

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GENERAL  ELECTRIC

UPDATE

ROCKVILLE, MARYLAND
DECEMBER 15, 1978 305.92

INTERNATIONAL BANKING SPROUTS IN BRUSSELS

Twenty-nine Banking Sales Specialists gathered in Brussels, Belgium on November 6 and 7 for the first International Banking Workshop.

The 29 specialists represented Europe and the United States, and included participants from distributors Honeywell (Europe), ØK Data (Denmark), and Oy Nokia (Finland).

The workshop, according to Nick Pry, Sr. Specialist European Accounts, was the beginning of a coordinated European and U.S. effort to penetrate the industry.

Under the tutelage of the International Accounts Europe group, the participants spent the two days exploring the worldwide banking industry, with emphasis on Europe and the U.S.

Participation was a definite priority, and, according to Pry, "interest was so high that discussions played havoc with the planned agenda. But it was so important and relevant that we threw out the agenda and continued activities without bothering about the time."

After a long-running first conference day filled with presentations by representatives of individual countries, participants continued discussions during the pre-dinner "attitude adjustment hour" and took the evening to form tour groups. According to Pry "It was quite fun to see groups of five or six people of different nationalities touring the city."

The second day was devoted to workshops. Vincent Trost, Headquarters Industry Marketing Manager, began the day by giving participants an overview of U.S. plans. Attendees were then divided

(Continued on Page 3)



Participants in the Belgian banking workshop take a moment to pose for the camera. Pictured are: Paul Kallesoe, Jeff Tyler, Wolfgang Nickel, Monse Weijers, Vincent Trost, Ron Straight, Lydie de Breucker, Jacques Poma, Charles Neyt, Giorgio Coglio, Harry Hooper, Ben Garst, Horst Berger, Liisa Nakari, Peter Lorentzen, Peter Kauer, Jesus Aguirre, Nick Pry, Karl Landolt, Russell Murray, Bob Donnestad, Jen-Pierre van der Eynde, Michel Lubelski, Ken Andersen, Chuck Hurd, Eddie Mooney, and Jos Heinsdijk.

AMSTERDAM STEPS INTO CENTENNIAL WITH FIRST-CLASS FETE

When it comes to celebrations, quality can make up for quantity—especially if the party happens to be in Amsterdam.

While 2,000 people romped at the Washington Area GE Centennial Celebration last September, GE employees at the Amsterdam Supercenter were planning their own "modest" gathering.

On November 9, about a hundred Amsterdam Center employees, other GETSCO employees, special guests and a few lucky headquarters people celebrated the GE centennial in style, nearly halfway across the world from Thomas Edison's first research laboratory.

The festivities began with a bus ride from the suburban Amstelveen center to the heart of Amsterdam, where partygoers descended on the Tuschinski theatre to view a film of the multi-media GE historical spectacular, along with the excellent "Reflections of a Genius," starring Pat Hingle as Thomas Edison.



Guests board the canal tour boat for a night tour of the city's canals, complete with guide and champagne.

Dave Simshauser, European Supercenter Manager, served as Master of Ceremonies, and Dick Lewis, Supercenter Operations Manager, provided the official welcome and words of thanks to the European employees.

(Continued on Page 8)

**THE
MARKLINK[®]
SYSTEM**
SEE PAGES 4-6

*Service Mark of the General Electric Company

ANSWERING SERVICE 8-273-5836

This Month's Questions: Special Dental Coverage; Adding a Dependent to Insurance Coverage

Q. My dentist says I need to have a porcelain cap on one of my teeth (or lose it) and this tooth is essential for eating. Is the cap covered under the Insurance Plan?

A. Probably not. But you should process the claim anyhow. Send along a statement from your dentist as to

which tooth it is and how it affects the entire eating process, etc. Also, send the X-rays (they'll be returned). All of this is needed to substantiate anything out of the ordinary.

Q. I just got married. Can I cover my husband under the medical insurance even though he's covered where he works?

A. Yes. You have 31 days after you "acquired a dependent" to sign up. If he submits claims first to his car-

rier (prime carrier) and then to General Electric, the GE Plan will pick up whatever *is not* covered by the other plan, but *is* covered by the GE plan up to a maximum of 100% of the claim. Please refer to your Insurance Plan booklet (ERB201) for GE coverage.

Answers from Paul Beaudry, Manager Compensation & Benefits

FSO RENEWS MULTIMILLION DOLLAR CONTRACT

Kenneth F. Santucci, Manager, Federal Sales Operation, has announced successful renewal of the Multiple Award Schedule Contract (MASC) with the General Services Administration, effective October 1 of this year. The contract, which falls under the auspices of the GSA Teleprocessing Services Program, is for the entire 1979 Federal Fiscal Year. A new contract for follow-on work may be negotiated next summer for Fiscal Year 1980, with options to renew for three more years.

The contract authorizes Government agencies to issue Purchase Orders for

MARK III[®] Service in the continental U.S., Alaska and Hawaii.

The GSA's Teleprocessing Program also provides another way for Government agencies to order MARK III Service. The Basic Agreement (BA), signed earlier this quarter, typically addresses larger procurements than the MASC.

While the Teleprocessing Services Program provides those two methods for Federal Government use of the MARK III Service, a third method, under ISBD's Federal Government Pricing Plan formerly known as FedNet, enables some Government customers to order directly from ISBD. Those customers are Government agencies not

required by Federal policy or law to go through GSA for ADP services procurements.

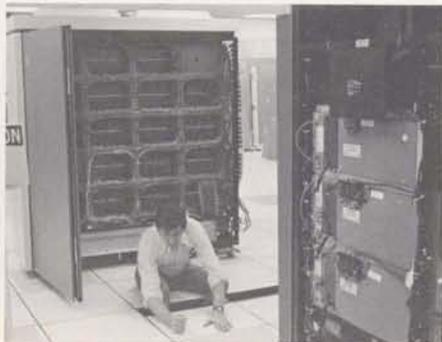
The Federal Sales Operation is presently providing more and more MARK III Service to a wider variety of Federal customers than ever before. Revenue growth for the third quarter of 1978 was up 95.85% over the first quarter of this year for all orders placed under the renewed MASC contract.

According to Santucci "The prognosis for continued growth from all Federal sources is excellent, especially with more IBM capability being phased in."

NEW ARRIVAL AT ROCKVILLE SUPERCENTER

READY . . . SET . . .

Al Orlup, flanked by the guts of the new IBM 3033, helps get the sophisticated hardware ready for operation.



GO!



Systems Operations and Engineering Managers celebrate the "switch on" of the new 3033 on December 7. The IBM 3033 System is the most powerful in the Supercenter, and will be used to support MVS software. Left to Right: Dick Garver, IBM; Gary Mueller, Ziggi Quastler, Dick Lewis. Seated: Mike Walker, VS Console Operator, and Joe Martin, VS Console Analyst.

COST IMPROVEMENT

SYSTEMS HONORS 3RD QUARTER REGATTA WINNERS

Three great thinkers from Quality Assurance—Gary Mueller, Rick Walsh, and Joe Pursel—received special recognition for their contributions to the Systems Operations Cost Improvement Program at an awards ceremony held on November 8.

Gary Mueller, Quality Assurance Manager, accepted a traveling plaque from Department General Manager Ray



Gary Mueller and Rick Walsh proudly pose with the Systems Operations Cost Improvement traveling plaque. Joe Pursel (not pictured) was also recognized.

Marshall, honoring QA as the section with the best combined cost improvement performance through the third quarter of this year.

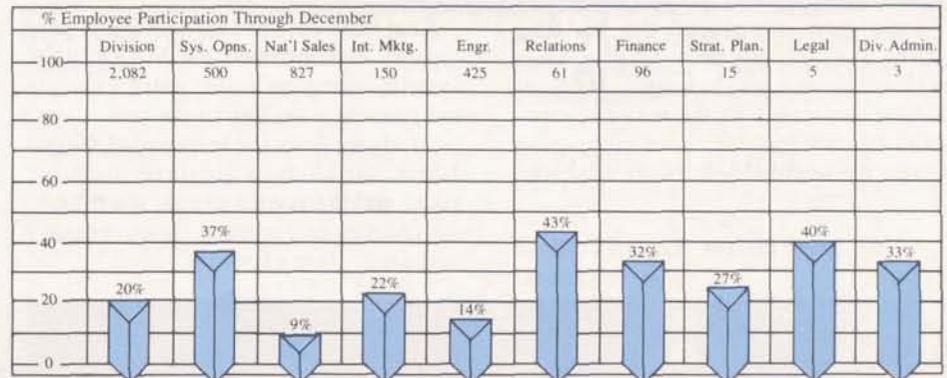
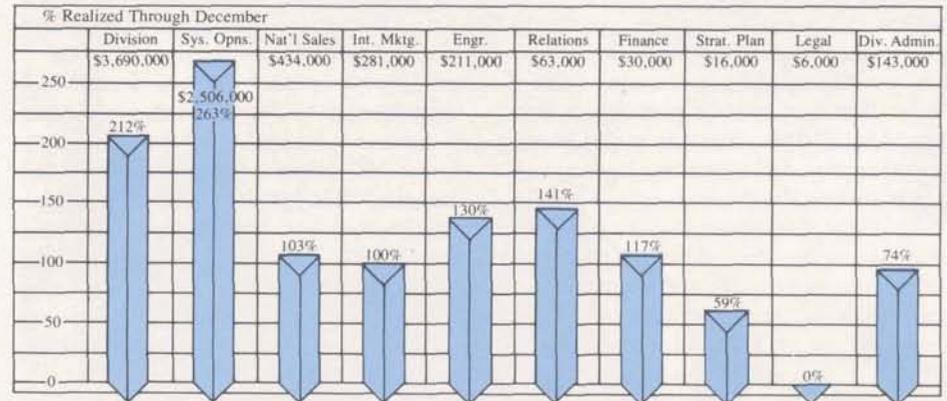
QA has realized 253% of its section goal for the year and has achieved 45% employee participation.

QA Specialists Rick Walsh and Joe Pursel were awarded gold pen and pencil sets with GE monograms for their significant individual contributions to the program.

Rick submitted a suggestion worth \$17,100 that internal 1200 Baud terminals be hardwired through a T-Bar device in order to reduce modem and circuit costs.

Joe's suggestion saved the department \$11,000 by implementing software changes to eliminate writing FIC memory into the BATC library whenever FIC encounters a busy file, thereby saving 24,000 PSUs per month.

1978 COST IMPROVEMENT PROGRAM RESULTS



INTERNATIONAL BANKING

(Continued from Page 1)

into five groups and asked to produce reports on the banking market and how it should be approached, along with the steps taken to arrive at that conclusion. The groups were also requested to identify types of products that can and should be sold to different segments of the banking industry.

According to Pry: "It was interesting to see that, even though markets are different in every country, with some types of banks existing only in one or two countries, the overall problems are similar."

"As a result of this workshop," Pry said, "we are planning further work on banking industry training, and creation of a special group including the main motivating countries: France, Belgium, Germany, and Scandinavia as a whole. We are also planning methods of communication among banking sales entities."

Pry added "One of the benefits of the workshop, in the eyes of participants, is the feeling of belonging to a group that is going to do something concrete, quickly, for 1979."

MARKLINK SYSTEM UNVEILED AT 21 CLUB PRESS CONFERENCE

On November 30, 25 editors from major business and trade publications gathered at the 21 CLUB in New York City for a special preview of the MARKLINK System.

Don Bates kicked off the conference with a discussion of the broad opportunities distributed data processing offers. Bates identified specific particularly useful MARKLINK System applications and also provided a brief background on our traditional business.

Art Sims, Distributed Systems Operation Manager, then detailed problems companies can experience when they attempt to piece together their own DDP system. "Many, if not all, of these problems," Sims pointed out, "tend to disappear when the customer deals with a single, accountable source of supply."

Sims then introduced the MARKLINK System, the only DDP system available from a single source. He went on to discuss each of the major components of the System: host computing power; the worldwide network with spe-

cial protocol; the intelligent terminal; maintenance, and software development.

To close the formal presentations Sims threw the meeting open to questions from the press. One reporter asked whether the MARKLINK System business will have an adverse impact on our traditional time-sharing business. Sims responded by stating that since the MARKLINK System is designed for transaction processing, it will carry us beyond classical time-sharing and remote batch processing and therefore will not impact our traditional offerings.

Following the question and answer session, spotlights were turned on to reveal the MARKLINK[™] Terminal, which had been concealed in an alcove behind a curtain.

Kent Schwab, Product Specialist, very capably demonstrated the MARKLINK System, using an order entry example and running it on-line to the host.

"Judging from the response of the audience, the kinds of questions that were asked and the conversations afterwards, our chances of getting good coverage," said Sims, "are excellent."



Art Sims tells the press what kind of significant benefits companies that use the MARKLINK system can expect.

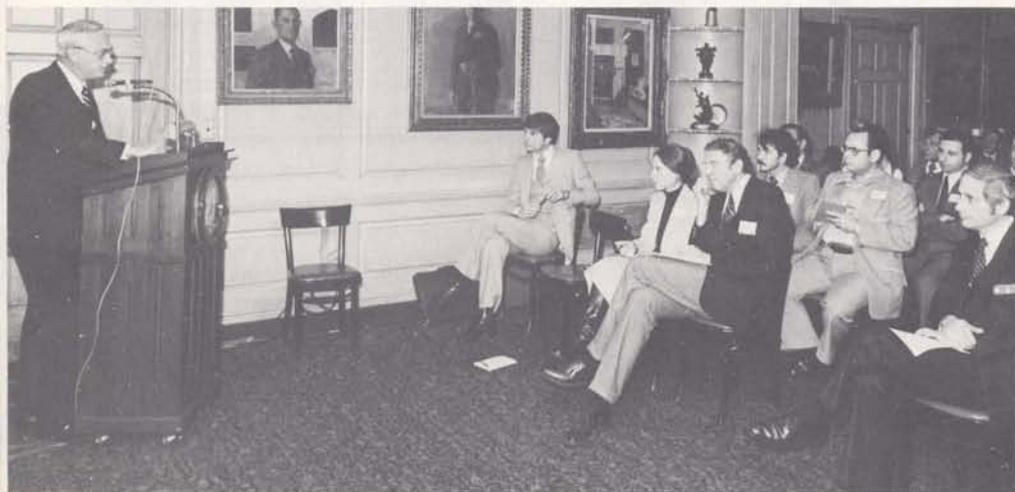
FACE-TO-FACE MEETINGS INCREASE PRESS UNDERSTANDING

Separate meetings were held on November 29 between Sims, members of his staff and editorial representatives from Business Week, Datamation, Electronic News, and Computerworld.

As a result of these individual meetings, articles have already appeared in *Electronic News* and on the front page of *Computerworld*. In response to a prepared press release, the *Wall Street Journal* has also given coverage to the MARKLINK System announcement.

On December 4, at the Hyatt Regency in Chicago, Sims and Bob McCalley, Communications System Manager, met with the editors of *Infosystems* and *Data Management*.

"The bottom line," Sims said, "is this: More than anything else, the quantity and quality of editorial coverage we receive is a function of just how newsworthy an event the MARKLINK System announcement is. I personally believe it's one of the most exciting developments to come along in many years."



Don Bates discusses the opportunities involved in Distributed Data Processing in the 21 Club's Jack Room.

MARKLINK SYSTEM NEW YORK PRESS CONFERENCE ATTENDEES NOVEMBER 30, 1978

**ADMINISTRATIVE
MANAGEMENT**
Bill Selsky

BARRON'S
Kathryn Welling

**COMMUNICATIONS OF THE
ACM**
Alan Comeretto

COMPUTER BUSINESS NEWS
Bob Kozma

COMPUTER DECISIONS
Mel Mandell

**CONTRACTORS' ELECTRICAL
EQUIPMENT**
Milton O'Neal
Caroline Jackson

CORPORATE SYSTEMS
Eileen Tunison

DATA COMMUNICATIONS
Glenn Hartwig



DUN'S REVIEW
Carol Levy

EDN
Andy Santoni

ELECTRICAL DISTRIBUTOR
Arnold Farber

Kent Schwab (at terminal) demonstrates how quickly and easily the MARKLINK system handles order processing.

ELECTRICAL MARKETING
Jim Morris

ELECTRICAL WORLD
Gene Gorzelnik

ELECTRONIC NEWS
John Verity

ELECTRONIC PRODUCTS
Connie Hassberg

ELECTRONICS
Anthony Durniak
Mike Riezenman

GE INTERNATIONAL
Brij Jairath

INDUSTRIAL DISTRIBUTION
Duffy Marks

(Continued on Page 8)

Thayer Taylor of Sales & Marketing Management asks a probing question.



MARKLINK SYSTEM BACKED BY COMMUNICATIONS PROGRAM

On December 12, the entire center spread of the *Wall Street Journal* was devoted solely to the MARKLINK System. The ad was repeated on December 14.

On December 18, another ad with a slightly more technical twist will appear in *Computer World*. And, on December 25 another in *Business Week*. Copies of all three ads are available on OLOS for your use with customers and prospects.

Backing up the ads is a brochure, which many of you have already seen, and which Art Sims refers to as the "centerpiece" of our marketing efforts. According to Dick Bailey, Marketing Communications Project Manager, "the brochure is designed not only to fill requests generated by the ads and press relations activities, but also as a leave-behind for customers and prospects. We believe the brochure will prove an effective catalyst turning customer awareness into preference for the MARKLINK

System." The brochure is available on OLOS 1300.10.

Also available are Sales Guides for every account and tech rep and Sales Department manager, as well as a large number of Headquarters people. Each guide contains information essential to selling the MARKLINK System, ranging from a Market Overview and Sales Strategy to a complete set of slides and script.

Each district office will also be furnished with a Singer Caramate Sound/Slide projector and an audio cassette that can be used with the slides.

"What we've attempted to do," Bailey said, "is to put together a communications package that will effectively complement and assist the sales effort to make closing opportunities faster and easier."

A SECRETARIAL SCENARIO

Editor's Note: This short piece appeared mysteriously in the Update office (perfectly typed, of course.) We may safely assume that it was written by a female secretary, and probably a good one, who prefers to remain anonymous. When she identifies herself, we'll identify her. In the meantime, we'll take her words to heart, and give special thanks to the secretaries who have worked on Update during 1978. Thank you, Susan Sinkhorn, Janet Mroz, and Debby Bush.

The stage is set. The secretary is busily typing, the phones are ringing, and three people are hovering over her desk. Her manager is in the office getting ready to go to a meeting.

The play begins.

"This is a rush—it's a 20 page memo due in 10 minutes. Can we get it done on time?"

"Would you please white out this word for me?"

"Would you run to the xerox and make one copy of this page?"

"I can't find that info you wrote for me this morning—oh, here it is—I must have thrown it into the trash can by accident."

"No sir, I don't know where he is right now—he didn't say where he was going."

"Well find him—right now!"

"Where were you when I called?"

"I was xeroxing the one page somebody asked me to xerox."

"You spend too much time away from your desk!"

"You can go to lunch now, but hurry back. We have a crash project to do."

"Thanks for your help today, but come in early tomorrow. We have a lot of work to do. . . ."

Curtain.

What you have just read, for the most part, is typical of most secretaries' work day. They go home at the end of the day with their fingers still vibrating from all the typing they've done, the sounds of phones ringing in their ears; words like "rush," "crisis," and "hurry" dancing through their heads and a stomach ache from the lunch they gulped down in ten minutes.

Have you gone out of your way today to say thank you and tell your secretary how much you appreciate her? (Ed. Note: Or *him*?)

THE MARKLINK SYSTEM: A TRUE TEAM EFFORT

While it's indisputable that the MARKLINK System is ISBD's hottest new project, there is one other indisputable fact about it. The MARKLINK System is the result of some of the most challenging true teamwork ever attempted, much less accomplished, within ISBD.

According to Art Sims, completion of the project entailed over 800 staff months of effort, with every department in the division—bar none—involved in some way.

As for individual sections and subsections, Sims said, "It's easier to count the ones not involved than to count the ones that were."

Over 130 individual developmental and planning activities went into the making of MARKLINK. Sims and his staff have coordinated those efforts since January of this year.

While reluctant to begin naming individuals who contributed extensively ("because I'm sure to forget someone"), Sims did cite the following people for their work on the project:

Engineering: Bob McCalley, Tom Kent, Dave Foster, Pete Manzo.

Systems: Ralph Taylor, Hal Schronberg

National Sales: Paul Inerra, Lee Beyer

International Marketing: Dick Bailey, John Kosta, Mel Szot

Sims's Distributed Systems Program Staff includes Conrad Persels, Norm Harvey, Harold Stover, Raj Chopra, Pat Clark, Morris Patterson and Gayle Bleichner.

And, Sims did have a few other people to mention: "The biggest thing of all," he said "was the unwavering support of Division Staff. Without their continued support, this never would have happened."

As for the anticipated revenue impact of the MARKLINK System, Sims could only say that "over the next five years, the MARKLINK System's revenue impact in relation to total revenues will be very, very significant."

And *that's* what teamwork can do!

NEW SALES AIDS

FINANCIAL AND RESOURCE MANAGEMENT APPLICATIONS FEATURED AT ORSA/TIMS EXHIBIT

The ISBD exhibit at the Joint National Meeting of The Operations Research Society of America and the Institute of Management Sciences on November 13-15 in Los Angeles attracted "many interesting new prospects," according to Marketing Specialist Kathy Anna.

The exhibit was designed to promote financial management and resource management applications tailored to the needs of the nearly 1500 ORSA/TIMS members who attended the conference.

Senior TR Carole Bennet, Senior AR Fred Serfas, TR Kathy Park, and Systems Consulting Specialist Bob Christopherson, all of the Los Angeles District, and Jack Turner of the Western Region Staff helped staff the exhibit during the three-day conference.



Booth staffer Kathy Anna of Financial Management Services demonstrates business plots while Sue Fox of I&SE in Schenectady discusses ASTRA with potential customers.

RUNAWAY FLYAWAY FOR '77 WINNER

If you have ever wondered what it must be like to die and go to heaven, ask Mark Hines. Mark, a senior TR in the San Francisco District, recently returned from a month-long Flyaway vacation to Europe and says he still has not come back down to earth after a trip he describes as "fantastic."

As the top Flyaway winner for 1977, Mark accumulated 29,900 air miles for his excursion, which started out in Greece in early October.

The highlight of the trip, says Mark, was his participation in the Greek Marathon—a foot race commemorating Pheidippides's run in 490 B.C. from the plains of Marathon in northeastern Greece to Athens to announce the Athenian victory over the Persians.

In this year's race, Mark placed 32nd in a field of over 1,000 international runners by completing the hilly 26-mile course in 2 hours 51 minutes 22 seconds.

Running in the Marathon was the fulfillment of a dream for Mark, who has

participated in 15 marathons in the past three years and runs 50 to 100 miles a week in San Francisco to keep in shape.

After the big race, Mark says he became "just a normal tourist." Traveling with a friend, Mark went from the Greek islands to Rome (where he watched the smoke rise over St. Peter's Square on the day Pope John Paul II was elected), to Florence, Lausanne in Switzerland, the Black Forest of southern Germany, Geneva, and then to Ireland for a week of "bed and breakfast" and a visit with Old World relatives.

Mark accumulated his Flyaway miles while working as the TR on the Stauffer Chemical Company account. Although his forte is order entry systems, he says he could have used a currency exchange program during his travels. "We had a real problem trying to convert dollars to drachmas to lira. Next time I'll be prepared."

DECEMBER SERVICE AWARDS

Twenty Years	Location
L. Wayne Rice	Brook Park
Stuart G. Morehouse	Rockville
Fifteen Years	
Rudolph H. Gawron	Philadelphia
Janice E. Grobes	Philadelphia
Ten Years	
Alan K. Young	Erie
William F. Tiernan III	Greensboro
Charles B. Wood	Lynchburg
James J. Shields	Newton
Five Years	
Thelma R. Halliburton	Rockville
Dana M. Lowry	Rockville
John Q. Gibbs	Rockville
Gregory Y. Hu	Rockville
Janet L. Mroz	Rockville
William P. Booth	Washington, D.C.
Joseph G. Hudak	Brook Park
John R. Hydock, Jr.	Brook Park
Mary C. LeFave	Rockville

AMSTERDAM STEPS INTO CENTENNIAL

(Continued from Page 1)

Quoting former GE president Ralph Cordiner, Lewis reminded the group that "Our past success is due to many things, but more than anything else to people—people who have brought skills and thinking to this company, people who have worked long hours, people who have never stopped trying to do a better job."

After a short, invigorating walk, revelers boarded an Amsterdam canal tour boat, specially fitted out with booths. Which, of course, made it all the easier to drink the champagne provided. The 25 minute ride took the group through the major canals of historic Amsterdam into the port, and finally docked just a short walk from the Club Lido, a local disco.

The entire club, complete with disc jockeys, definitely audible stereo sound and American music, was closed for the evening to all but Centennial celebrants.

The evening carried an American flavour—literally, in the case of food and wine. Partygoers stuffed themselves on an excellent cold buffet, consisting of food from both Europe and the States, only to discover that there was a hot Roast Beef buffet still to come. California wine had been specially imported (in the capable hands of Gary Mueller and Dick Lewis) for the occasion.

Lido waiters then brought out a spectacular GE birthday cake, complete with 100 lighted candles.

And, of course, the revelers danced. The dancing was occasionally interrupted for "special presentations" to managers, both from Rockville and Amsterdam, who are involved in one way or another with the Amsterdam operation.



Dick Lewis officially welcomes guests to Amsterdam's Centennial Celebration.

Those who received special gifts were Dick Lewis, Tom Schuyler, Gary Mueller, John Prior, Malcolm Davies, Fred van der Waals, Dave Simshauser, Willem de Jong, Helmut van der Sanden, and Henno Rijnders.

While the nature of some of the gifts could probably be revealed, it is highly likely that the recipients prefer to treasure their gifts in privacy. Each gift was selected by Amstelveen personnel to suit the individual recipient, and the presentations sent the rest of the revelers into gales of laughter.

The managers were not, however the only ones to receive gifts. Each Amstelveen employee had already received a replica of Thomas Edison's first incandescent bulb, and every celebration attendee received another bulb replica—of sorts. Each upside-down bulb featured a removable cap and contained liquid guaranteed to help enliven future parties.

For most, the celebration ended promptly at midnight, when the buses returned the celebrants to the Amstelveen center.

Members of the Steering Committee for the Amsterdam Centennial Celebration were: Dave Simshauser, John Prior, Helmut van der Sanden, Willem de Jong,

Henno Rijnders, Jorine Wijmans and Alex Fraser. Working with them from Rockville were Dick Lewis, Gary Mueller, Sally Smith, and Clare Aukofer. And, of course, Ray Marshall, whose Systems Operations budget generously provided the funding.

According to Marshall, "They (the Amstelveen personnel) are top-notch troops and deserved every bit of the celebration, including the main event, which fully recognized the International aspects of the General Electric family."

CONFERENCE ATTENDEES

(Continued from Page 5)

INDUSTRIAL EQUIPMENT NEWS
Frank Colucci

IRON AGE
Bob Regan

NEWSWEEK
Dave Friendly

SALES & MARKETING MANAGEMENT
Thayer Taylor

TELECOMMUNICATIONS
Charles White

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GENERAL ELECTRIC

