

UPDATE

Rockville, Maryland
August 17, 1979 305.101

Sector Exec Visits Rockville

Edward E. Hood, GE Senior Vice President and Sector Executive, Technical Systems and Materials, visited GEISCO Headquarters in late July.

The occasion was a business review, a procedure carried out regularly by Mr. Hood with all major components in the Sector.

The visit began with a dinner the evening of July 20, during which Russ Ryan, Manager, Marketing Communications, presented GEISCO advertising plans.

The formal meeting, held in the International Training Center, began on July 30. Each member of the Company Staff reviewed his individual operation for Mr. Hood. In addition, Zigi Quastler, Manager, IBM Systems Program, reviewed the MARK 3000® project, and Lee Beyer, Manager, Distributed Systems Program, discussed MARK III® Distributed Date Processing.

Tom McGinn, GEISCO Vice President and Manager, Employee Relations Operation, told Update that Mr. Hood was pleased with the state of our business, with the enthusiasm of our people, and with our sense of direction. He saw many positive indications, from the viewpoint of our programs, our operating results, and our human resources."

(Effective September 1, Mr. Hood will become a GE Vice-Chairman. See related story).

Hood Elected GE Vice-Chairman

General Electric Chairman Reginald H. Jones has announced that the Board of Directors has elected John F. Burlingame, Edward E. Hood and John F. Welch as Vice Chairman, effective September 1, 1979.

Mr. Jones said the Board action was in keeping with its having been previously advised by the present Vice Chairmen, Walter D. Dance and Jack S. Parker, that they plan to retire from the Company on December 31, 1979.

Coincident with the year-end retirement of Mr. Dance and Mr. Parker, the Board plans to elect Vice Chairmen Burlingame, Hood and Welch as Directors of the Company, Mr. Jones stated.

Commenting on the Board action, Mr. Jones said: "These appointments are another step in the process, begun in December 1977 with the Company realignment into Sectors, whereby we are preparing the organization and the people to meet General Electric's long-range growth opportunities in the decade ahead."

In their present positions, Mr. Burlingame is Senior Vice President and Sector Executive, International Sector; Mr. Hood is Senior Vice President and Sector Executive, Technical Systems and Materials Sector; Mr. Welch is Senior Vice President and Sector Executive, Consumer Products and Services Sector.



Edward E. Hood

New Benefits Apply To All

Although our detailed story (Update, August 3) about the new job package specifically mentioned exempt employees, all of the benefits described apply to *all* U.S. GEISCO employees — exempt and non-exempt alike.

There's room for only one FORUM question this issue — a simple, anonymous, question with a very complex answer. Read on:

Forum

Q. The ATQ process is really getting bogged down. We rarely get feedback (this applies as well to the ROP process) unless we initiate calls to keep track of the status and urge them along. More and more people are reviewing the packages with 'veto' rights, and more are going to Mr. Bates for final approval. When the reviewers are out-of-town, the procedures really slows down.

Can you get someone to say what the ATQ process is — i.e., who can approve them — and if there is any hope our procedures can somehow be improved so that we in the field can be more responsive to our customers.

Larry Murphy, Manager of Special Agreements, responds:

A. There are two methods by which pricing changes or substantial changes in our standard terms of sale are regularly reviewed by GEISCO management. The first is a Final Price Approval (FPA), which is prepared by the International Marketing Department, and which establishes standard pricing. The second is an Authority to Quote (ATQ) which is prepared by the National Sales Department and which sets forth the details of special terms proposed to meet a specific customer situation.

FPA's and ATQ's are actual formalized documents which are circulated among the Company staff members and other appropriate managers, for review and approval. Due to the potential business and legal risks which are obviously inherent in any change to prices and contract terms, both FPA's and ATQ's must be analyzed in detail, written with precision, and carefully

reviewed by GEISCO's top management.

FPA's commonly require several months of preparation and review; and the average ATQ takes several weeks to complete. Since the individual managers reviewing these documents represent different professional specialties, e.g., Finance, Legal, and Sales; some difference of opinion, and hence some revision, is to be expected.

A "typical ATQ" (there really is no such thing as a "typical ATQ", since each one is prepared to meet a specific, often unique, customer situation) is reviewed by the General Counsel and the Vice Presidents of Finance, National Sales and International Marketing; as well as the Region Manager, Manager-Headquarter Sales, Manager-Pricing, Manager-Finance Information Systems, and Manager-Financial Planning and Analysis. Final approval is given by GEISCO's President.

In cases involving special services, the Vice Presidents of Systems and of Engineering will review the ATQ; in other special areas such as International or Custom Applications, managers knowledgeable in these areas will also participate. Frequently, the approval of an ATQ requires the drafting of an offer letter, or special contract, and these documents are reviewed by Legal before being sent to the Field for delivery.

This process may appear to be cumbersome and long; it sometimes is. It assures, however, that our top management expertise will be applied to the opportunity and, more importantly, it provides a system of checks and balances which helps prevent GEISCO from, inadvertently or otherwise,

straying beyond acceptable legal or business practices. In the area of special agreements and pricing the stakes can be, and often are, quite high.

Recently, there have been changes in both the content of ATQ's and the level of approval required. These changes were undertaken in an attempt to (1) more fully present to management the relevant facts of the proposed special arrangement, and (2) improve responsiveness to customers.

ATQ's are developed by Headquarters Sales within the Field Support unit. Primary responsibility for ATQ preparation and the drafting of any related contractual documents rests with the Special Agreements group. The group contains a Manager and a Specialist who devote their time to drafting ATQ's and contracts, sales situation consulting, and customer contract negotiation. A second Specialist directs preparation of documents, maintains status information and expedites the ATQ's in process. There is also a Secretary. Efforts are now underway to add a third Specialist to the group to prepare ATQ's. This should significantly reduce the backlog and substantially improve our responsiveness to customers.

Field salespeople should be assured that their colleagues in Headquarters Sales share the sense of urgency which a good revenue opportunity demands. We admit that feedback to the Field is frequently not prompt, but with anywhere from 12 to 25 special deals in process at any given time, the "simple" task of responding to daily status calls from Branch, District and Region involves several hours of personnel time each day — hours that could better be spent expediting the ATQ's. Here are some tips to salespeople who believe a special deal is required.

Forum

Continued

1. Sell standard products, terms and conditions. Even the simplest, "special" will lengthen your sales cycle. In addition, where special prices are involved, a special arrangement may reduce your revenue.
2. Use the Field resources available to you. Consult with your manager, CA managers and especially with Region Support staff. They may be able to help you identify alternatives, and can consult with you regarding what information you need to gather and what form your deal might take. They are powerful allies if and when you determine that you must have Rockville's support.
3. Use the Headquarters Sales resources available to you. Don Howard's Sales Support Specialists, Bob Fohl's Major Opportunity Specialists, and the Headquarters Sales Account Managers, Barbara Cresswell, Jerry Shipley, and Dennis Weigel, are all familiar with the ATQ process. Consult with them.
4. Prepare a good ROP. Think through the details of your requirements; put in all the facts, not just the obvious.
5. Keep in mind the old adage that "there's no such thing as a free lunch". For any special concession made by GEISCO you can expect that GEISCO will require something in return. Usually such a relation is legally necessary and it always makes good business sense.
6. Call the Special Agreements unit early. A chat with this team before you send an ROP may avoid false starts and rework and will give them some early warning to prepare for your request. This phone call will be time well spent!

My Dial Comm Number is 8*273-4310. The crossfile address for Special Agreements is "DEAL".

Documentation

Newly published in July was another in the series of DMS II application guides, this one on **Fixed Asset Management** (5610.39). The guide addresses some of the problems that a financial department encounters when managing its company fixed assets, and provides an efficient means using DMS II whereby the organization can record, track, depreciate, and report on status of its fixed assets.

A supplement (3501.01N-2) to the **Command System** reference manual describes new features such as the **PIDC** and **PCOPY** commands and lists some technical changes. By the way, Supplement 3501.01N-1 contains descriptions of noncommercial software features, and only the second supplement, 3501.01N-2, should now be used with Revision N of the **Command System** manual.

Use of **Remote Media Service (RMS)** on the **MARK 3000™** Service is

described in a supplement (2051.07A-1) to the **MARK 3000 Service User's Guide**. A functional overview of RMS is followed by a description of the procedures for generating work orders and a detailed user interface section with examples.

During June and July, four **MARK III® Distributed Data Processing** documents for the **MARKLINK Terminal** were published: The **Site Preparation** manual (1300.03B) was the first republished to change the name from **MARKLINK System** to **MARK III Distributed Data Processing**. There were also significant technical changes. (Other document revisions will follow later this year, to incorporate the name change.) Next was the new **3780 Emulator user's guide** (1300.14). "Commercial" editions of the **MARKLINK Terminal Operator/Supervisor** student's guide (1300.06A) and student's workbook (1300.08A) were published. Related course materials are available from Training.



Flyaway Winners: Fly Now or Pay!

Are you sitting at your desk wondering whether you can afford a vacation this year?

Remember those Flyaway miles you won — and haven't redeemed yet?

Better redeem them soon.

According to Walt Lees, there are 645,941 Flyaway miles that have not yet been redeemed. Before all those

miles fly out of your hands, please note that certificates must be redeemed for airline tickets, or surrendered for cash, before October 31, 1979.

Redemption forms are available online, in D428. Filename is MILES*.

If you have any questions, contact Audrey Wilsey at 8*277-2808.

Focus On . . .

Engineering

A Message from Bob Hench

Over the next several months, there will be a series of dedicated sections in Update for each of the components in the Company. I am pleased that Engineering has been chosen to be the first.

As you can see in the descriptions included below, Engineering covers nearly every technical discipline in the computing industry — from applications to operating systems and communications, and from software to microcode to hardware. Since its birth some twenty-five years ago, the computing business has been a technology-driven industry. The technological changes in our business over this time have varied between the dramatic and the explosive, but at no time has there been even a perceptible slowdown. What is more remarkable, is that the crystal ball indicates, as we look to the future, technological innovation will become even more rapid.

Within this framework of an industry of revolution and change, our Engineering people have taken considerable pride in trying to stay in the forefront of their respective disciplines relative to our business. These contributions cover the three critical areas necessary for our growth; First, that of significant product enhancement, whether it be extensions to our core product, the MARK III(R) Service, or whether we step into new areas with products such as MARK III Distributed Data Processing, or MARK 3000 Service.

The second critical area concerns our commitment to sustained, high-quality performance for all of our products, to assure the highest level of performance for our customers. Finally, and possibly most importantly, we must maintain cost leadership in our industry with continued emphasis on driving our manufactured costs down as low as possible without compromising quality.

So, in summary, please read this section and get to know Engineering and its people a little better. We feel we have and must continue to make our contribution to the business. Most important, we must remind ourselves that, whether it's Engineering, Marketing, Sales, or Operations, we are part of the whole business. Our individual contributions are only effective if we recognize and respect our individual commitments to the business.



Engineering
Department

RR Hench
(Vice President & General Manager)

Processing Systems	Communication Systems	Application Systems	Custom Applications	Advanced Systems Development	Systems Engineering	Engineering Administration	IBM Systems Program
DF Foster	RD McCalley	DL Shell	EL Heinbach	A Olesen	GA Gay	JW Neuenschwander	Z Quastler

Who Does What In Engineering?

In this initial Engineering-dedicated issue, we present brief sketches of four of the eight sections within Engineering. The other four sections will be profiled in a future dedicated issue.

Each Section profile was prepared for us by someone within the Section, so that we could be sure to give you an accurate view. Our thanks to the four authors.

Editor

Systems Engineering is the focal point within the Department for Engineering development. It accepts and considers requests for products and services of all kinds; provides schedule control and project management for projects approved; tests products prior to release from Engineering; provides control of new and existing software; and provides computer and word processing service in support of the development process.

Requests and suggestions for new products or for changes to existing products are received by Systems Engineering from all GEISCO Departments. Additionally, there are other requests to be handled. Among these are: Customer requests for unique products or services; requests for system measurement and analytical support; requests for task force participation. Systems Engineering establishes priorities for each request and schedules consideration of it.

For all requests, Systems Engineering coordinates the work that leads to approval or rejection of the request. For Product Requests, Systems Engineering prepares a definition of the requirement and asks for an implementation proposal from a development component; then coordinates the review of the proposal by appropriate management and presents the justification for it.

Systems Engineering

For approved projects, Systems Engineering provides a variety of control functions. Project schedules are developed, maintained and reviewed; project management is provided for selected projects; documentation and software release control are provided.

A majority of Systems Engineering's resources, however, are devoted to the general support of the Engineering development process. The most conspicuous activity is the planning, deployment and operation of the Engineering Computer Development Facility, which is used to develop and test new software and hardware. Systems Engineering's capability to provide comprehensive system performance measurement, analysis and modeling, is also extensively utilized to support activities both inside and outside the Engineering Department. Systems Engineering also provides a high capacity Word Processing service which, although heavily utilized by Engineering, supports other company components as well.

Through the provision of *planning, control, and support*, Systems Engineering attempts to create the necessary environment to maintain high productivity, quality, and responsiveness in the Engineering Department.

by Bill Johnson

Processing Systems

Processing Systems is responsible for the development and maintenance of the operating systems used in the large scale host computers of the MARK III network. This includes MVS, GCOS, and the completely in-house designed and developed MARK III Foreground time-sharing system. Collectively, these systems provide interactive and batch processing utility service to approximately 1500 simultaneous users. In addition, there is a hardware design group that develops hardware interfaces, allowing for the interconnection of host systems to other host systems, or to a variety of peripheral equipment.

Foreground Processing Systems

Foreground Processing Systems personnel are responsible for the evolving development and support of the interactive computing industry's original and leading commercial service. Our multi-processor, multi-file system clusters, located here and abroad, feature levels of availability, reliability, security, and performance to help position us a leader in the industry. We are continually challenged with opportunities to develop innovative operating and file system software design using the latest Honeywell-based hardware.

Processing Systems Hardware

The hardware staff is composed of a small group chartered to develop or integrate highly specialized or advanced peripheral equipment of different manufacture, and interface this equipment with the host systems. The responsibilities of our staff are as follows:

- Requirements determination
- Firmware development
- Procurement
- Hardware and logic design
- Vendor device acceptance
- Hardware maintenance training

Some of the operational devices developed by this staff include the Cluster Controller and Background Interface Controller.

Current projects include development of in-house designed peripheral controllers, microprocessor driven channel interfaces, and survey and evaluation of high density and high-speed storage media.

GCOS Operating Systems

GCOS background systems operate on the latest Honeywell hardware. The operating system software is the standard GCOS released by Honeywell with GEISCO modifications. These modifications include: Increased job and user file space security; additional internal tables and traces for better job control; and a system interface to permit the background systems to communicate with the MARK III Foreground Systems as intelligent termi-

nals. This communication is accomplished utilizing high band-width hardware and advanced host-to-host protocols.

IBM Operating Systems

The IBM Operating Systems staff supports, and enhances the IBM MVS and VM/370 systems utilizing IBM 3033 hardware and firmware. This is accomplished using both direct connected 3270s and TTY compatible terminals through the MARK III Network.

Some of the highlights of the MVS product are the working security system and the support of the many user-oriented software packages. In addition to these areas, the group supports JES2 with the extensive JCL sifter modifications for jobs being submitted from both TSO and batch readers.

Resource use information, plus specialized performance monitoring, is used to tune the MVS system so that the company and its customers receive the best system service possible.

by Bob Stolzenburg

Advanced Systems Development

The Advanced Systems Development Section has primary responsibility for two significant programs within the GEISCO Engineering Department.

- A major product development program will provide a new remote computing service intended to become a primary Company offering by the mid-1980's. Based upon the IBM MVS operating system and the Company's world-wide network, it will serve large business users with a system designed to significantly improve DP productivity and utility to a customer's enterprise.
- The Advanced Software Program is responsible for two projects: The introduction of a state-of-the-art System Implementation Language based upon PASCAL, and an integrated software design automation system. Both projects are targeted for internal use and both will make major contributions to the Company's own productivity.

Within the section, heavy emphasis is placed upon the team approach to software development, with strong use of a formal peer-review process. We have found that the benefits of that process are so substantial that we now use a regular familiarization program to acquaint new employees with the system.

ASD provides a working environment that includes advanced terminal facilities, automated software design facilities implemented upon a UNIX/PWB based on-line system, and a management team devoted to the sensible use of the best of Modern Programming Practices. The programs we develop, related to the new major Company product, will address such concepts as:

- Providing a high degree of integration among a data base manager, transaction processing monitor, procedural business language, and a network connection facility.
- A modern, flexible, user-oriented interactive command system that provides development facilities for professional business application programmers, and powerful assists for "casual" users.
- Generator technology which allows rapid construction of specific business-oriented applications systems, both centralized and distributed, by all users.
- Many other aspects of a full service product line, including file systems, transaction processing, DDP, etc.

By Dave Miller

Readers Please Respond

We at Update would like to know how you feel about these articles, and others of a similar nature. Want to see more? Let us know.

Engineering Needs People!

Now that you know a bit about the Engineering Department, perhaps you also know experienced software people who might like to work there. Recruiting is actively seeking people with IBM computer experience as IBM Systems Programmers and Database Designers. Interactive Systems Designers are also being sought, but IBM computer experience is not necessary.

All positions are in the levels 9-11 range, in Rockville. If you know of someone, contact Kevin Wilson, Dial-Comm 8*273-5208.

Custom Applications (CA)

Custom Applications is comprised of seven components at the Subsection level.

CA Regions are co-located, and map directly with the five Sales regions. Basically, there are three types of offices that report to Regions.

Branch Offices are responsible for surveys, proposals, implementation and maintenance of applications for customers within an assigned geographic area. Implementation work should be restricted to those requiring less than 50 days effort, or applications which require close contact with local customer personnel.

Applications Development Offices (ADO) have responsibility for implementing multi-person projects requiring over 50 days of effort, Regional Maintenance contracts, and overflow from Branch Offices.

Dedicated Services Offices (DSO) provide dedicated long term support to major customers. Key responsibilities of CA Regions are to:

- Conduct surveys to determine feasibility and to qualify opportunities requested by Field Sales.
- Prepare and present quality proposals to qualified opportunities.
- Work to develop and implement software systems according to approved specifications, timing and funding constraints.
- Provide on-going support and enhancements to customer applications.

- Maintain good professional working relationships with field Sales and customers.
- Utilize targeted GEISCO products/services in implementation where possible.

CA Industry Applications and Support

CA Industry Applications and Support consolidates six functional areas:

- Federal Systems
- Financial Services
- Manufacturing Services
- MARK 3000 Service
- Order Service
- Project Support

These groups are combined to provide the flexibility and centralization for more effective support to GEISCO's value-added products and services.

Key responsibilities of CA IA&S are:

- Evaluate and support targeted value-added products/services.
- Develop and present product capabilities to customers, industry associations, etc.
- Develop standard proposals, implementation procedures and new productivity improvements (techniques, training and personnel development).
- Transition expertise to Regions as a product matures and demand increases.
- Serve as focal point for problem resolution between Field, Headquarters and customers.
- Conduct proposal reviews and design reviews.
- Provide consulting and problem resolution on major applications in all functional areas.

CA Financial Administration has responsibility for all financial, operational, and administrative functions.

by Christine Morgan



Western Region CA people stop for a moment at the Region Communications Meeting, held earlier this year.

Foreign Currency Gain/Loss Reporting

Custom Applications is responding to an increasing number of opportunities to design and install large International financial consolidation systems. These systems typically collect monthly sales, expense, and balance sheet information in foreign currencies, translate the foreign currency into an equivalent number of U.S. dollars, and then produce a consolidated income statement or balance sheet expressed in U.S. dollars for all foreign subsidiaries of a U.S. corporation. The systems often compare actual results against budgets or prior forecasts.

A customer using such an International system usually wants the system to calculate the gains or losses he makes each month on foreign currency exchange transactions. It is important, therefore, for CA personnel to have a general idea of how foreign currency gains and losses are calculated.

In a multicurrency financial reporting system, there can be five ways gains and losses are made on foreign currency transactions:

- Realized exchange gain/loss.
- Unrealized exchange gain/loss.
- Unrealized balance sheet translation gain/loss.
- Unrealized profit and loss translation gain/loss.
- Unrealized foreign currency translation gain/loss.

These five values are calculated as follows:

A. Realized exchange gain/loss.

These are actual gains and losses on foreign currency exchanges during the past reporting period. For example, if a U.S. company deposits \$10,000 in a Swiss bank account at an exchange rate of \$0.50 per Swiss franc, obtaining 20,000 francs, and withdraws the 20,000 francs a year later at

an exchange rate of \$0.60 per franc, it has realized an exchange gain of $\$10,000 \times \$0.60/\$0.50 - \$10,000 = \$2000$.

Similarly, if the U.S. company sells on credit, payable in Japanese yen, a machine valued at \$10,000 at \$0.0050 per yen = 2 million yen, and later receives payment of 2 million yen at an exchange rate of \$0.0045 per yen, it has realized a loss of $\$10,000 - \$10,000 \times \$0.0045/\$0.0050 = \$1000$.

B. Unrealized exchange gain/loss

These are potential exchange gains or losses not yet realized, such as deposits in foreign banks not yet withdrawn or credit sales in foreign currencies for which payment has not yet been received.

In the above examples, if the U.S. company has not yet withdrawn it \$10,000 from the Swiss bank, it has an unrealized exchange gain of \$2000. If it has not yet received its Japanese yen payment, it has an unrealized exchange loss of \$1000.

C. Unrealized balance sheet translation gain/loss

These are revenue gains or losses on fixed assets, inventories, capital stock, or retained earnings. The gains or losses are equal to the value of the item, as expressed in foreign currency at the historical point in time it was obtained, multiplied by the exchange rate existing at that time, compared to the value of the item at current exchange rate.

As an example, a U.S. company

Interface

CA Interface, a newsletter formerly published by Custom Applications, with a distribution aimed mainly at the Engineering Department, will no longer be published. Update, however, recognizes the need for the kind of information published in Interface, not only for technical people, but for everyone else, as well. We will, therefore, occasionally be publishing signed articles that might otherwise have appeared in Interface.

In this issue of Update, we present two such articles: One on Structured Walkthroughs, by Harry Singh, is Part II of a series begun in Interface; the other deals with Foreign Currency Exchange and was authored by Stu Sather.

Update also wishes to express gratitude to Christine Morgan, CA Applications Programmer and Interface Editor, for her invaluable assistance in gathering material and advising us in these technical areas.

Christine has volunteered her services as an Update "Reporter", and will continue to coordinate material from CA.

builds a plant in Mexico in 1977 at a cost of 50 million Mexican pesos. If the exchange rate in 1977 was at \$0.06 per peso, the plant is carried on the U.S. company's balance sheet at an original cost of $50 \text{ million} \times \$0.06 = \$3,000,000$. If the exchange rate has fallen to \$0.04 per peso, an unrealized balance sheet translation loss of $50 \text{ million} \times (\$0.06 - \$0.04) = \$1,000,000$ has occurred. This is the difference between the plant's original cost of \$3,000,000 and its current value if it were sold for 50 million pesos @ \$0.04 per peso = \$2,000,000.

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Currency

Continued

D. Unrealized P&L translation gain/loss

These are differences caused by translating income in foreign currency at one rate for profit and loss reporting, and at another rate for balance sheet reporting.

Generally, fiscal year-to-date income is translated at a weighted average historical rate for P&L reporting and at the current conversion rate for balance sheet reporting.

As an example, if the British subsidiary of a U.S. company has 5 million pounds net income in January, at an average exchange rate of \$1.90 per pound, and 4 million pounds net income in February, at an average exchange rate of \$1.95 per pound, its year-to-date income is reported for P&L purposes as $(5 \times \$1.90) +$ translation rate at the end of Feb-

ruary, however, is \$2.00 per pound, an unrealized P&L translation gain of $(9 \times \$2.00) - \$17.3 = \$0.7$ million has occurred. This is the additional income that would be realized if the 9 million pounds year-to-date net income were translated into U.S. dollars at the current exchange rate instead of at a weighted average year-to-date rate.

E. Unrealized foreign currency translation gain/loss

These are arbitrary differences occurring when a foreign subsidiary has assets or liabilities in a third currency, and the exchange rates between the three currencies (including U.S. dollars) are not in balance.

As an example, suppose the British subsidiary of a U.S. company deposits 5,000 British pounds in a Swiss bank at an exchange rate of 0.28 pounds per Swiss franc. If the exchange rates at the same time between U.S. dollars,

pounds, and francs are \$2.00 per pound and \$0.60 per franc, an unrealized foreign translation loss of $5000 \times \$2 - 5000 \times \$0.60/\$0.28 = \714 has occurred. This money could have been saved if the 5,000 pounds had been converted into U.S. dollars and then into francs, instead of directly from pounds to francs.

Under Financial Accounting Standards Board (FASB) statement #8 dated October, 1976, foreign currency gains and losses of the above types must be included in net income for a U.S. company.

by Stu Sather

About the author

Financial applications of all types are receiving special Company attention as a high potential growth area and CA has an office dedicated to responding to these applications. Stu Sather is our Consulting Specialist for Financial Services. Stu is available to assist anyone concerned with the subject.

by Christine Morgan

Modern Programming Practices

Part II Structured Walkthroughs

"We do know through our experience with egoless programming that there is no particular reason why your friend cannot also be your sternest critic", Weinberg, *The Psychology of Computer Programming*.

Introduction

The Application Development Life Cycle today consists of four basic functions:

- Developing a Solution (Analysis, Design, Logic)
- Coding
- Debugging
- Maintaining

The majority of DP budgets are spent in debugging and maintenance. Testing normally occupies over 50% of the life of a project. Still, there is very little evidence of progress during testing. In fact, the worst bugs are found at the end of the project or at the time of implementation. Today's systems are larger and more complex than ever before. Managing these systems is tougher, and chances of fixing bugs are not as good as they once were.

Maintenance occupies close to 90 percent of the average DP budget because software fails too often, and it is difficult to determine what to change and where to change it (lack of proper design).

Why do we have these problems with testing and maintenance? One of the answers lies in programmer attitude: "The computer will check the bugs", or "the other guy will take care of it", or "make a mental note and never come back to it".

Testing should be used to verify that there are *no errors* rather than to *find errors*. Bugs tend to last forever. If you find "one" bug, there is a chance that you will find another, and another. Testing should be for correctness, not for finding bugs.

How do we minimize the problem? Many successes have been achieved through Structured Design and Structured Walkthroughs.

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What is a Structured Walkthrough?

It is a peer review of the program design and coding so that the errors are caught in early stages of the project. Its use is widespread as a result of growing concern that no amount of testing is sufficient to insure that a program is correct.

Walkthroughs can take place at any time in the development of a system. Walkthroughs may have various formats and may involve various types of people. Despite the variations, the purpose remains the same: A group of peers meets to review and discuss a product.

Advantages of Structured Walkthroughs

- By having the programs reviewed by peers, there is "Peer Pressure" to make programs more readable and understandable.
- The fact that programs are designed and written better is based upon "Hawthorne Effect". Since there is consciousness that the programs will be reviewed, more effort is put into writing programs that are better, readable, and logically correct.
- The Structured Walkthroughs provide a meaningful learning experience, since we learn from mistakes. Walkthroughs provide exposure to more than one solution to a problem and increase individual skills. Thus, the learning experience is broadened by examining new approaches and techniques.
- Members learn to work in teams.
- The concept that a program must contain errors is negated by the fact that a good review of the program will, in many cases, allow the program to contain no errors when it is compiled and executed.
- Programs cease to be private works of art.
- Structured Walkthroughs are not dependent upon a particular lan-

guage or technique.

- Of course, coding errors are only part of the picture. Many of our problems maintaining computer systems come from poor design, or even worse, from poor analysis or requirements definition. In many ways, such errors are far worse than bugs in the code, where we can end up with a *brilliant solution* for the *wrong problem*. Structured Walkthroughs are an invaluable tool in producing proper design and function requirements.
- Walkthroughs find errors more quickly and more economically, since the programmers have a number of mental blocks that prevent them from seeing errors in their product as quickly as a group of peers might.
- As a result, the walkthroughs increase productivity.
- In addition to detecting bugs, walkthroughs increase the overall QUALITY. Walkthroughs can help spot gross inefficiencies in design or coding techniques that would seriously detract from the maintainability of the program.
- In a walkthrough environment, several people would be familiar with the partially completed program and the peers would see to it that the work was properly designed and documented so that others could understand it. In most cases, then, the work will not be lost if the author has to leave the project before its completion.

The advantages of Structured Walkthroughs are numerous, resulting in higher reliability, increased maintainability, better communication, higher efficiency, and in most cases, higher productivity.

Types of Walkthroughs

Walkthroughs may be formal or informal. Informal walkthroughs are conducted when we ask a peer to check a program or assist in finding a bug. Informal walkthroughs are extremely beneficial. Formal walkthroughs are

structured and are the basis of discussion in this article.

Walkthroughs can be conducted at any stage of development. However, they are less productive if scheduled too early or too late.

Structured walkthroughs can be of many types or conducted at many stages of an Application Development Cycle:

- Specification walkthroughs are a review of the functional requirements.
- Design walkthroughs emphasize the techniques, flow and logic for a solution to the problem, since the basis for Software Reliability is good design.
- Coding walkthroughs are a review of the programs to determine that they follow the design and are readable. Many times, coding walkthroughs also uncover analysis and design problems if the preceding walkthroughs were ignored. Coding walkthroughs are commonly conducted before the program is tested but after it is compiled.
- Testing walkthroughs ensure validity of test plan and test data.

Prerequisites for Walkthrough Success

Walkthroughs can succeed only when both a technical and managerial staff are in agreement on the tangible benefits of walkthroughs. The primary objective of the peer review is to "lower the system error rate". There are two essential preconditions for success of the structured walkthrough:

1. Detailed results of the review are not communicated to management for possible personnel evaluation.
2. Managers should avoid attending walkthroughs as their presence interferes with a frank, open exchange of views between peers. A manager's mere presence is usually perceived as a signal that the *author* rather than the *product* is being evaluated.

Continued on next page

Walkthroughs

Continued

Preparing for Walkthroughs

Planning and preparation ahead of time is the only way to make walkthroughs successful. It involves several rules, and people who play a definite role. Since the walkthroughs are a peer review, these involve peers who perform certain roles:

- The author
- The coordinator
- The user (if available)
- The reviewer(s)
- The recorder

These people form a team. An ideal team is 3-6 persons. How this team is chosen, based on the system phase, is also important. For example, the user participation is more beneficial during requirements walkthrough to ensure that the system is meeting the customer's needs. Regardless of who the team members are, the common goal must be to review the product, not the author.

Some of the rules for preparing walkthroughs are:

- Select a system/program/specification that can be reviewed in a period of 30-60 minutes.
- Select the coordinator and participants at least two days prior to walkthrough.
- Provide applicable documents (listings, specifications, design documents, etc.) to all the participants two days in advance.
- Each participant must review the documents prior to the walkthrough and must bring at least one negative and one positive comment. If the participant is not familiar with the system, the author should be prepared to devote the necessary time to familiarize the participant prior to the walkthrough.
- Time and place must be selected that is acceptable to all the participants.

Conducting the Walkthroughs

The primary purpose of the walkthrough is to discover errors before the program is coded, tested, or executed, so each participant must review the material in advance and mark all suspected errors or dubious spots. Some of the rules to conduct these walkthroughs are:

- The coordinator chairs the session, calling upon participants to speak in turn.
- One program, design and functional specification is reviewed at a time, by all members of the team.
- The target of all comments must be the product, not the author.
- The recorder must make a written note of each issue raised, and then distribute a report on the review.
- The review should raise issues but not resolve them. If errors are found, the author must correct his/her own errors.
- Do not haggle about techniques.
- In case of design review, concentrate on the structure so that the logic specified will solve the problem.
- In case of coding review, ensure that the program follows the design logic and that the program is readable (proper names, indentations, etc.).
- A definite time limit for the review session must be announced and adhered to (2 hours is absolute maximum, ideally 30-60 minutes).
- No outside interruptions should be allowed during the review.
- Each participant must sign the review report. If the product is accepted, each participant becomes responsible for its acceptance.
- Avoid scheduling walkthroughs back to back with the same team.

- Standards may be invoked to avoid disagreement over style.
- One of the ingredients for success is agreement in advance for respect of the coordinator's role. The coordinator may ask participants to stop in case the arguments get out of hand.

Conclusions

Walkthroughs are an essential ingredient of an application development cycle. These walkthroughs may be formal, informal, or both; and the degree of structure may vary from shop to shop.

Structured Walkthroughs may not be justifiable in all cases, especially in one-person projects. But very few one-person projects remain one-person projects forever. These must be later maintained by someone else. Therefore, walkthroughs will still provide familiarity to someone other than the author.

Walkthroughs are not a magic ritual that cause the bugs to rise to the surface. Walkthroughs must be carefully conducted and require adequate preparation. It is the responsibility of the coordinator that all rules are followed and that all team members participate. Any competent programmer should learn how to conduct walkthroughs, participate in one, and know enough to recognize when one might be valuable. Walkthroughs are one of the most effective ways known to improve the quality of a computer program.

by Harry Singh

About the Author:

Custom Applications is actively pursuing the formulation of standard development techniques using Modern Programming Practices. Harry is one member of a three person CA Standards Project team looking for useful techniques and training to ultimately improve the reliability and maintainability of CA developed customer software. — Christine Morgan

Answering Service

If They Really Need It, We Can Do It!

SCENARIO: A very large New York based bank, a major GEISCO customer, needs a voice-response system that can be understood by anyone, anytime. Even an infrequent or first-time user must clearly understand every word.

The customer has such a great need, and is so determined to have the needed service, that GEISCO must provide the services or risk losing a large part of the Customer's business.

GEISCO, of course, already offers TIP — Telephone Information Processing. But the TIP voice is not always easy to understand.

What can be done to keep the business? Give the customer the needed service, of course.

That's exactly what National Account Manager Denny Weigel, New York Account Rep Ron Streight, and Manager, Product Requirements, Ralph Specht, set out to do.

And did, with the help of a new Subsection within Systems Engineering. According to Bill Johnson, Manager of Requisition Engineering, the Subsection was formed a little over a year ago, after Don Bates recognized the need to respond to highly specialized customer requests requiring changes to existing MARK III(R) Services. The Bank project was Requisition Engineering's first.

After Specht and Weigel presented the problem to Company Staff, and got the go-ahead for development, Requisition Engineering swung into action.

Johnson emphasizes that Requisition

Engineering serves much like a Project Management team, coordinating the efforts of people from many different Departments and Sections — in this case, Sales, Marketing, Legal, Purchasing, Systems Planning, Communications Systems, Applications Systems, and QA.

The technicalities of the Bank Project included working with a new voice response vendor, and modification of FORTRAN 77 to add new subroutines.

The voice for the special project is recorded, with a fixed vocabulary. The customer is using it for cash management and to provide account information to other banks on a frequent basis.

The bank began using the modified system, which was over seven months in the making, on August 1 of this year.

Johnson and George Wedberg, Sr. project Engineer, both emphasize that, while Requisition Engineering is available, anyone desiring modification of an existing project must be prepared to fully justify the need; that the return on investment must be sufficient, and that the requestor must be prepared to have the request reviewed by a special board before the project is assigned to Requisition Engineering. The board consists of representatives from Engineering,

Marketing, Strategic Planning, Finance, and Systems. According to Wedberg, "We have had approximately ten requests for our services. Only three have been accepted."

Johnson adds, "There must truly be an exceptional need for the product." When that need is identified and approved, Requisition Engineering is there to help.

Although the special project required the skills of many people, four people within Engineering and two in QA had their extraordinary efforts recognized by Management Awards. The six are Wedberg, Wally Lee, Terry Thiel, Dave Tocus, Sharon You and Frank Hopkins.



Five of the six people whose extra efforts on the special voice-response project won them Management Awards. *Left to right, bottom row Wally Lee, Sharon You, Frank Hopkins. Top row: George Wedberg, Terry Thiel. Dave Tocus was not available for the photo.*

548% of Goal? Possible!

Can a single Section in a single Department jump to 548% of its Cost Improvement goal? It can if the Section happens to be Engineering's Communications Systems. Eighteen people from that Section (nearly half of the entire section) were recognized for their contributions at a special luncheon on July 19 at the Sheraton Potomac Inn in Gaithersburg. Bob Hench presented Section Manager, Bob McCalley with a plaque to commemorate the occasion.

The 18 make up 40 percent of the total number of Engineering's Cost Improvement participants to date,

with every Subsection Manager within the Section participating.

Total estimated savings for all approved ideas submitted by Communications Systems people is \$1.3 million, according to Bill Marshall, coordinator of the program within Engineering.

Marshall adds that another \$5.5 million worth of ideas are still under consideration.

And that's only for the first half of this year!

Twelve of the 18 outstanding contributors are pictured here.



Communications Systems Cost Improvement dynamos. Clockwise, Gerald Ford, Bill Marshall, Forrest Lorz, Bob Hench, Ken Summer, Dan Ryan, Dave Cleveland, Ray Frohnhofer, Nestor Diaz, Neil Hermansdorfer, Tony Dwyer, Conrad Potentra, Chris Brook, and Bob McCalley. Terry Thiel, Wally Lee, Tom Kent, Larry Mauceri, and Barry Tapscott were not available for the photo.

Above and Beyond...

Twenty-three people in Engineering went above and beyond the call of duty in 1979. Extra effort earned management awards of various amounts for all of them. Congratulations to:

- Dasy Dong, Carolyn Gailey, Frank Gargallo, Connie Pitt; CA
- Lyn Burke, Larry Jenkins; Applications Systems
- Roz Hopfenfeld, Ignazio Huerta, Larry Rollins, Abby Siegel, Jim Teapole, Robert Wherley, Charlotte Tiener, Daniel Robbins, Emily Cooper, J. Walker; Processing Systems
- Ken Sumner, Terry Thiel, Larry Mauceri, Neil Hermansdorfer, Wally Lee, Castaret Cheung; Communications Systems

(All award winners are grouped with the Section in which they worked when the awards were presented.)

Whoops, & Whoops Again!

Daniel Darnell, Project Manager MARK 3000 Service, was incorrectly identified in the list of STRETCHBUCKS winners (Update, June 15) as Richard Darnell. Sorry, Dan!

In the same issue, Gerhard O. Mueller, Manager, QA, was inadvertently listed in the story on the Technical conference as Gerald Mueller. Gerhard tells us that Gerald "left GE in 1977..." sorry, Gerhard. You must be very tired of the same mistake. We'll not make it again, and perhaps no one else will, now that we've set the record straight.

Answering Service

Q. Under the new job package there is a provision for making up pension contributions for time lost. Does this apply to time in military service?

Q. I lost time out due to surgery performed in 1976-77. Can I pay back into the pension fund to increase my monthly retirement check?

A. Employees who asked these two questions may have misunderstood the provisions in the new job package which allows make up of pension benefit service and credits which have been lost as a result of leaving the company, taking a refund of pension contributions, and then later returning to the company.

If you left with between five and ten years of service you can "buy" back the service you gave up as long as you weren't away longer than the service you gave up. Let's say you left with eight years of service, received your pension refund, were away three years and then returned. In that case you can repay the eight years of pension contributions you received as a refund, plus the interest it would have earned, and get back your eight years of pension benefit service and credits.

You should note that you cannot obtain credit for any service for the years you were away. However, if you left GE for military service, as one questioner above implies, you would normally be considered on leave. In that case you would not have taken a

refund of pension contributions and your service would continue when you returned.

If you were out for a medical reason, like surgery — as the employee who asked one of the questions above was — you normally would not need to make up service unless absence was longer than a year.

Q. The new job package improvements make it possible for an employee to retire as early as age 60 with full earned pension — no reduction for retirement below age 62 as in the past. I know there is a sizeable reduction for retirement at age 55 but is that reduction now lessened by the elimination of the reduction that applied to retirement at age 60?

A. To review — some years ago an employee was not eligible for full pension unless he or she retired at the normal retirement age of 65. A later improvement made it possible for people to receive full pension for retirement at age 62 and up. Retirement at 61 or 60 required a pension reduction of 3% for each year of retirement below age 62. Thus, retirement at age 60 required a 6% reduction in pension.

Meantime, however, because of a special situation some years ago, retirement at ages 55 through 59 was available to a certain group of employees upon acceptance of a pension reduction of a sizeable nature. This group consisted of those participating

in the Pension Plan on August 14, 1955.

The pension reduction rate applying to those who retire before age 60 is still the same. Elimination of the 6% reduction for the person who retires at age 60 has no effect on pre-60 retirement.

Q. What is a Hospice? How is it covered by the Comprehensive Medical Expense coverage of the Insurance Plan?

A. A Hospice is a facility or organization devoted to serving the terminally ill who have a life expectancy of six months or less, and their families. It is a program of both home and inpatient care providing medical, psychological, pastoral and social services to these people. The care team involves physicians, nurses, a social worker and other professionals as needed in individual cases. The number of Hospice facilities is growing, as are the organizations devoted to caring for terminally ill.

Our GE Insurance Plan, in expanding its coverage to offer more alternatives in medical care, will provide 100% coverage for Hospice care just as it covers hospital costs. The Hospice care must be accredited by the National Hospice Organization and approved by the insurance carrier. It can be rendered in a Hospice facility or in the home of the person being treated.

... from Corporate

How to Make Up Missed Pension Benefit Service

Maybe it happened this way; you joined GE. You thought you wouldn't be with the company long; so you didn't enroll in the Pension Plan — until you suddenly realized you were building up a long service but no pension.

Or, maybe, when you'd been with the company a few years and were still young, retirement seemed far away. So you decided to drop out of the Pension Plan for awhile. "Awhile" became several years. You were building service but no pension credits.

Whatever way it happened, here you are today kicking yourself because your pension at retirement will not be as large as it might have been. You wish you had participated in the Pension Plan during those years when you were eligible to do so.

Whatever way you missed building

pension benefit service and credits when you might have, there's an opportunity in the new job package improvements that you won't want to miss. You will have the opportunity to make up your missed participation in the Pension Plan by paying contributions for the period you missed, plus the interest those contributions would have accrued.

This special chance to make up missed pension credits will come this fall. A special form will be issued in early October. You must complete it and turn it in by January 1, 1980. After you apply, you will be notified what it will cost you to make up your missed contributions plus interest. You can then make arrangements to

pay the amount required through payroll deductions.

The rules emphasize that you must complete the payments within one year at a minimum rate of \$15 per week. To qualify for the opportunity you must be on the payroll January 1, 1980, or you must have left the company no later than July 1 of this year after becoming eligible for normal, optional, or disability pension.

Another important rule is this one: If you want to take advantage of this opportunity to make up your missed Pension Plan participation, you must remember to apply. Check your calendar now. Remind yourself to ask for the application form when it becomes available in October.

Be SUGGESTive - - in a Central Location

Is one of your customers having trouble with the System? Do you have an idea for System enhancement?

Don't reach for your memo pads—head for the terminal! Marketing Planning/Product Requirements has implemented a new on-line system for field input of system enhancements.

According to Ron Garukis, Sr. Specialist, Product Requirements, the system has been designed to eliminate memos, phone calls and "other means of communication that get lost".

SUGGEST lets you send your enhancement ideas to a central source, Product Requirements, where they will be pulled on the average of once a week, evaluated, and grouped for sub-

mission to Engineering. After Engineering has evaluated the suggestions and estimated resource requirements, Marketing and Field people will group the suggestions according to priority, and return the list to Engineering for implementation.

Garukis says, "The idea is to increase communication between Field and Headquarters (on system enhancements). It also gives the people in the Field a central source; a focal point for inquiries. Instead of needing to know several names and numbers, the people in the field can now go to just one spot."

For the SUGGEST user number and full instructions, list SUGGINFO in the DY28 catalog.

UPDATE is published by General Electric Information Services Company, 401 N. Washington Street (6SE) Rockville, Md., 20850, for employees. Crossfile: CLAR. Dial Comm 8*273-4476.

Editor: Clare Aukofer

Editorial Assistant: Patricia Brown

Documentation: Dex Nilsson

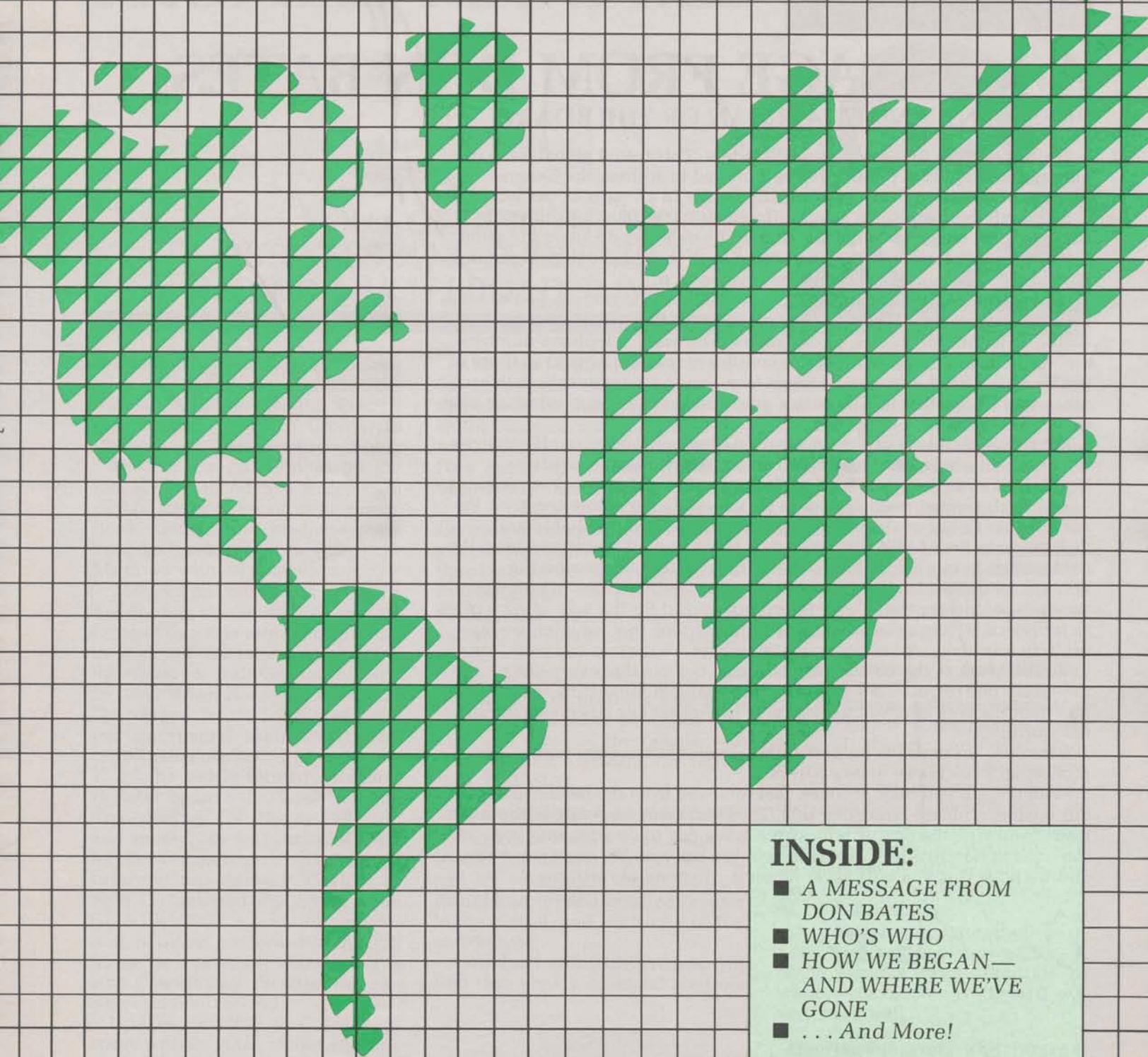
GENERAL  ELECTRIC

UPDATE

General Electric Information Services Company (USA)

SPECIAL INTERNATIONAL ISSUE

August 27, 1979 305.102



INSIDE:

- A MESSAGE FROM DON BATES
- WHO'S WHO
- HOW WE BEGAN— AND WHERE WE'VE GONE
- . . . And More!



A MESSAGE FROM DON BATES

PRESIDENT AND CHAIRMAN OF THE BOARD

Welcome to the first International Update. This initial global issue of our regular employee publication is intended to address the General Electric Information Services Company family in all parts of our world.

Although there are some small differences in the family—different backgrounds, customs, languages and addresses—we do share the same interests in this business. We don't often have the chance to communicate with each other, nor to see each other face to face.

This special publication has been put together to introduce you to some members of the "family" that you may not have had a chance to meet. Included within are names, photographs, addresses, telephone numbers and crossfile addresses of all of our country managers, as well as those of the Rockville Staff. We, as a business team, must communicate with each other, and I hope that this reference guide makes the communication a bit easier.

For newer members of the Information Services family, in all countries, we have included a brief history of our company, from its modest beginnings at an American college to its most recent network expansions.

Although we may seem far apart, we are really very close together. We are together in our goals, in our aspirations, and in our belief in and dedication to the MARK III® Service Network and all that it provides. We are together in our belief that we have the very best teleprocessing network in the world. We are together in our desire to see our company prosper, not just for the sake of the company, but for the sake of each of us as individuals. Just as we take pride in the service that we offer, we take pride in ourselves. All of us, no matter where we may do our work, strive to do that work to the best of our abilities. I believe that every one of us—every one of you—is a dedicated professional, unwilling to settle for less than the very best you have to give in serving our customers around the world.

I, for one, am proud to be part of this diverse but unified family. I am proud that you choose to be a part of it.

Even though you may, at times, feel removed from the headquarters of our business, please remember this: The head cannot operate without the heart. And you, the people who strive every day to do your very best, are the heart of our business. We need you. We know it. We hope you know it, and we hope that you will never forget it. We certainly will not.

Don Bates

PROFILE: MANFRED WITTLER

"... YOU COMBINE THE WHOLE BUSINESS, AND SUDDENLY YOU HAVE A MUCH BROADER IMAGE."



Manfred Wittler, Geschäftsführer (General Manager) of GEISCO's German Affiliate, General Electric Informations-Service GmbH, in Cologne, is a man of many talents.

He has a reputation as an extremely organized man with a great deal of business sense, as an exceptional people and business manager; and as a man who will speak his mind without hesitation.

Manfred has been with GE or its distributors in one form or another for ten years this month, beginning as a senior Customer Application Specialist for Bull General Electric in 1969. When Honeywell and Bull GE merged in 1971, Manfred was put on special assignment, and coordinated marketing planning for all of the newly-formed company. He later became the Sales Director, time-sharing, for Honeywell-Bull; and moved up to Geschäftsführer for the German branch of Honeywell Informations-Service, GmbH, in 1976. On January 1 of this year, when GEISCO officially went into operation, Manfred continued in that job for us. He is currently also serving as acting managing director for Austria and Switzerland.

Update travelled to Cologne to speak with this man of many talents about GEISCO. True to his reputation, Manfred was frank and open.

Although Manfred is well known for managerial and business acumen, he is far from the image of a stolid businessman going over figures. He has a hearty laugh and a fine sense of humor—almost a necessity in this business.

He speaks four languages—German, of course, is his native language. His English is fluent—better than that of some native speakers of the language. He considers his French “fair” and his Spanish good enough to make himself understood.

We questioned Manfred on various aspects of business and management; and asked about his feelings and those of the people who work for him regarding the formation of GEISCO.

On Becoming a Part of GEISCO

“... GE is known to be a tightly controlled financial organization; and we were quite afraid that we would lose our ability to really react in the market, and we would be too constrained ...

“We don't still feel that way. We find that, slowly, financial controls

are creeping up on us ... but on the other hand, it was very nice to see that in the sales area, and the actual marketing, we now have much more support, and even more freedom than before. We can really now look for growth opportunity ... we find a very flexible attitude in the upper management channels ...

“We feel very much integrated at the present time, and I can honestly say we are quite happy being in it (GEISCO). We never expected it to turn out that well ...”

On Customers ... and GEISCO

“Our customers always knew that the backbone of the business was General Electric, and that Honeywell was only the marketing arm, so we had no problems at all with our customers, especially since we had flown quite a few major customers to Rockville. We dealt with no reaction at all for the change over. Just sent out letters saying we had a different name.

“... You combine the whole business, and suddenly you have a much broader image. Contrary to what we expected, it turned out very, very well.”

On Headquarters and International Thinking

“If headquarters thinks they can handle (our) offices like they handle

"WE ARE, AT THE PRESENT TIME, IN A VERY HAPPY STATE OF MIND, BECAUSE AFTER THE FEARS THAT WE HAD AT THE END OF LAST YEAR, EVERYTHING TURNED OUT VERY WELL."



the United States, then they're obviously wrong. Each country has its own laws and its own attitudes, and you just cannot treat them all alike, and think 'well, what's good for America is good for Europe—or good for Germany', for instance. That's not the case. That is one thing which I must criticize: *there is, by far, not enough openness to international thinking.*

"It's quite clear that GE is considered (here) to be the typical American company—much different from IBM, where the International thinking has been growing over many years of experience in the International business. But I think I can see the attitudes changing, and the endeavor to really be more aware. Obviously, when you are not exposed, you cannot learn about these attitudes.

"We are, at the present time, in a very happy state of mind, because after the fears that we had at the end of last year, everything turned out very well.

"But there must be much more awareness in the headquarters that Europe is not like America, (which is) a combination of states which are overall relatively similar . . . these (the European countries) are different—very different entities with different languages."

On Language Barriers

"Language is a very significant barrier in the marketing process. For us, it created a tremendous problem—only to adapt the American literature—even the technical literature—into German. That, I think, is not really recognized—how important it is, for instance, to make the Mark III service really multilingual. I can tell you that, since we have DMS in German, it is so much easier to market. We have to progress in this area. . . .

"The Basic Mark III system commands must be multilingual to really integrate into the country. That means that when you enter the user number, you should come automatically into a certain language with your command language.

"(I've spoken to several people about it) . . . I think it's in preparation, so we can be very hopeful about that."

On Business Growth and Competition

"(The business outlook in my region) looks very bright. I think we can grow very fast. In my opinion, we'll be able to grow between 30 and 40% for the coming years, as far as we can judge now.

"There is one point—the threat of the minicomputer. But it's quite interesting to see that both service and the minicomputer can exist beside

each other because they address (usually) different application areas. And when one really thinks about it, I must say today it's probably much better to be in the service business.

"I could imagine that in the minicomputer business, we'll have, in a very few years, a similar development (to that) we had in the pocket calculator market, which suddenly broke down because of the quantity produced. Certainly, minis grow very fast at the present time, because they're just mainly hardware, and you can produce enough of that.

"We have to produce total application solutions based on our packages and in the longer range you see that nearly everything will turn to services. I think we are on the right track now."

On Value-Added Products

"(Mark III Distributed Data Processing, formerly Marklink).

"We have had some prospects . . . some hot prospects. We think that we will be able to sell it . . . but I think it takes much too long to come up with pricing and structure for Europe, because we would love to push into the market . . ."

**"THE PERMANENT SUCCESS
COMES ON WHEN YOU REALLY
BELIEVE IN AND WHEN YOU'RE
REALLY HONEST WITH THE
CUSTOMER, WITH YOUR PEOPLE
AND WITH EVERYBODY ELSE."**



The Sales Approach

"One sales call is not that much different (between the U.S. and Germany); but to get a contract, then there's a significant difference. In America, you often have a sales cycle which usually goes from maybe several weeks to several months.

"In Germany, you have a sales cycle which usually goes from several months to several years. There's a very significant difference. We are signing off on accounts which we have worked on—intensively worked on—sometimes for five years.

"And then there's a major difference in a customer's attitude. They will not go away because another service is ten or twenty percent cheaper. Once we have established a personal relationship, a relationship of mutual trust, the customer feels 'whatever goes wrong, they (GEISCO) will help me and they will solve my problems.'

"It takes a long time to get them, but then they're pretty loyal. During the cycle, you keep in contact. You keep (the customers) on the mailing list. You invite them out, or on a trip, or something like that. You always keep building up a certain image of stability—that was one thing I was a little bit afraid of (during the transition to GEISCO). Would it interfere with the feeling of customer stability? It didn't, happily enough.

"We now have about fifty of the largest hundred German industrial companies as our customers."

On Application Types

"Major types of applications (that sell well here) are corporate and financial planning—all types of planning applications, reporting applications. Interestingly enough, we are now penetrating much more of the manufacturing area, where we do some production control applications and things like that—but planning is really the key market here."

Customer Relationships and Success

"The important point is the customer relationship. How you keep it is similar to how you treat people. I think I, personally, find that people are not very different all around the world. You really get behind the surface of learned reflexes; of learned attitudes. I think basically people are very much alike, and you can use the same basic attitude. Attitude. Not technique. I'm totally opposed to 'techniques'. I want to see that people behave naturally, and that they believe in their behaviour. That they truly respect the other guy. If somebody in my organization claims he sells with tricks, he is out of business. I hate tricks. What we need to really establish slowly is a mutual trust rela-

tionship. Otherwise, you could not be continuously successful.

"The permanent success comes on when you really believe in and when you're really honest with the customer, with your people and with everybody else. It's a very important point."

On Management Styles

"I strongly believe in a clear Management by Objectives. That requires that people in the lowest level of the organization start thinking about their own objectives for the next year around August or September, and then they formulate those objectives for their organization, and for themselves as persons. But all objectives must be measured—otherwise it's no good.

"When people, at least in a small way, contribute to formulating (the strategy) and they can recognize at least one or two objectives—as their own proposals, then they are motivated and can say, well, that's exactly what we wanted to do.

"You direct all the efforts in one direction, and that really creates success. It's effects motivate the people. I usually make the decisions, but they are frequently discussed down to the lowest levels of the organization."

**“... WHEN YOU TRY TO ESTABLISH
A SPHERE OF OPENNESS IN THE
COMPANY—WELL THAT’S
ABSOLUTELY NECESSARY, AND
IT’S GOOD TO HEAR THE
DIFFERENT POINTS OF VIEW.”**

“Last year, we had one objective which stipulated that after five years of running Germany with the same organizational structure, it was time to change the structure.

“Well, that was formulated as an objective one year before this reorganization was to start and take place. Obviously, one can discuss whether one should do it this way or not. There was a lot of time lost in discussion and long disagreements on which way we should go, and that would be the best way—and obviously on each level, each manager had what we say to ‘cook his own soup’—look good. ‘How do I fit into the new organization?’

“Still, we didn’t do a perfect job on that one. There were still some people disappointed. But, on the other hand, when I compare that with the style where you suddenly do it, I’d rather see discussions before than afterwards. I must say I like this way of doing things—talking, spending a lot of time in preparing the decision; trying to find as much mutual agreement on a proposed project; on a proposed decision, if possible. So much so that you can be very fast, and once you have decided, you get more agreement and you can really execute the decision very quickly.

“... When you try to establish a sphere of openness in the company—well that’s absolutely necessary, and it’s good to hear the different points of view. One big danger is that such a system could be misused. I was accused of misusing the system last year when we restructured—some people said, ‘Oh, Manfred knows already what he wants to do—he just needs justification for doing it.’ When that happens, it’s very bad. I very frankly tell them that is not the case, and I can prove that is not the case.

“The major point is that you prove your own decisions by listening to as many people as possible. And by listening to their arguments and changing your own concepts. You make better decisions by listening to the people—but that obviously needs a certain strength. You must be willing to change your concept.

“I have been interested in Transactional Analysis, and everyone in this (German) company is trained in Transactional Analysis—and I have done quite a bit of the training myself.

“(It’s difficult to say) what kind of Transactional Analysis relationship I have with my people, because you vary from state to state. You are sometimes in a parental state that’s quite clear—and sometimes in a



child’s state. The best description of our whole attitude here is—we like to be natural children; and from time to time to be also (in English) ‘grownups’. That’s when we deal with our customers.”

On Rockville People

“The only real criticism I have of Rockville is that people seem to be afraid to talk openly to their managers. If one has something to say, one should say it, no matter whether it is to subordinates or to the top management.

“I also see it in managers. I don’t see why every manager cannot have the door open always for direct reports. Someone should be able to come to the door, say ‘I see you’re busy, I’ll come back later’ or, ‘I need to talk with you.’

“People should not have to make appointments with their immediate managers.

“That’s the only problem I can see with Employee Relations.

“Managers sometimes leave it to Employee Relations to deal with their people, instead of looking at dealing with their people as their own top job.”

HOW WE BEGAN . . . AND WHERE WE'VE GONE

In 1963, when computers were, if not in their infancy, then certainly in early childhood, General Electric, in cooperation with America's prestigious Dartmouth College, developed the concept of several users sharing the same computer or computers—the concept of timesharing.

Together, General Electric and Dartmouth also developed a conversational computer language for use with timesharing, appropriately dubbed "BASIC," and in late 1964, publicly demonstrated both the language and the timesharing concept.

The public responded well. So well, in fact, that in 1965, General Electric introduced the first commercial timesharing service. We were then, and are now, one of the leading suppliers of computer services in almost every country.

By 1969, it became clear to General Electric that the interactive operating system, the comprehensive file management and the rapidly evolving digital communication technology that we had developed for timesharing could also serve as a business tool to coordinate geographically dispersed activities, to collect, analyze and disperse time-critical data among central and remote locations quickly and accurately.

That year, we put in place the first commercial network, serving 42



A Dartmouth College student works with the first timesharing system in 1963.

U.S. cities, and experimentally crossed the Atlantic via satellite. In 1971, the network became commercially available in Britain through distributors.

During 1971 and 1972, we extended the network to the European continent and substantially expanded service throughout Western Europe.

In October of 1972, the MARK III Service, grandchild and heir of the original Dartmouth-General Electric union, was born. In 1973, MARK III Service crossed the Pacific to Japan and Australia.

In 1976, the Information Services Business Division cut the ribbon for our first overseas computer supercentre near Amsterdam, in the Netherlands. We now have three

major supercentres—in Rockville, Maryland; Cleveland Ohio; and, of course, Amsterdam.

In 1978, General Electric and Honeywell, one of the main distributors of the MARK III Service, announced an agreement to combine the worldwide operations of the Information Services Business Division with Honeywell's timesharing marketing operations in the United Kingdom, the rest of Europe and Australia.

On January 1, 1979, the General Electric Information Services Company, a subsidiary of the General Electric Company, commenced operations. The new company is 84% owned by General Electric, and 16% owned by Honeywell. The company was formed to take advantage of the rapidly growing demand for teleprocessing services, and to better serve customer needs for remote access data processing services throughout the world.

As of April 30, 1979, the Company and its affiliates employed 1,027 people outside of the United States, and 2,185 within the United States.

In early 1979, the MARK III Service network expanded operations into Venezuela, and completed arrangements for a satellite link to Riyadh, Saudi Arabia.

MARK III Service now serves customers in five continents and 24 countries.

From one student and one machine to this—the inside of the Brook Park Supercentre as it appears today.



MARK III® SERVICE REACHES FIFTH CONTINENT, 24th COUNTRY

Customers of the General Electric Information Services family can now take advantage of the teleprocessing capabilities of MARK III Service in twenty-four countries and five continents.

Network expansion to Caracas, Venezuela in May brought to five the number of continents served by the network, and, on June 1, Saudi Arabia will become the twenty-fourth country from which customers can directly access the Service.

According to General Electric Information Services Company President and Chairman of the Board Donald S. Bates, "We expect that these new expansions will add significantly to our revenues and our ability to better serve our multinational clients. All of those involved have a right to be proud. Of course, the ultimate success of these ventures will depend upon the continued dedication and enthusiasm of our sales forces."

THE FIFTH CONTINENT

Nearly two years of team effort bore fruit in May when GEISCO became the first Remote Computing Services vendor to offer a teleprocessing link to the South American continent.

According to Donald S. Bates, GEISCO President and Chairman of the Board, "This is a major expansion of the MARK III Network, and represents the first stage of a continuing expansion program in South America. Our people can be proud of the teamwork and effort that went into this significant accomplishment."

GEISCO people who contributed significantly to the project were Hugh Jackson, Tom Joehl, Mike Trudgett, and Joy Reynolds, of the International Marketing Department; and Jim Magruder, Art Heredia, and Mark Mott of Systems Operations

A full range of customer technical support services, including training in local General Electric facilities, will be provided by General Electric de Venezuela (GEVENSA), a 100% owned affiliate of the General Electric Company.

GEVENSA, which has been serving customers of General Electric in South America for over 50 years through manufacturing, sales and marketing of a variety of the corporation's products, has created a new department to provide MARK III Service customer support.

Bates noted that GEVENSA Services are provided under a distributorship arrangement with GEISCO headquarters. Similar arrangements exist in Mexico, Japan, Canada, Denmark, and Finland.

Customers can now take advantage of both interactive and remote batch processing services, over low and medium speed (300 and 1200 baud) terminals, with 2400 baud



Caracas: The first city in the fifth continent served by MARK III Service.

service planned for the near future.

Service is initially being offered in the capital city of Caracas, with possible expansion to Valencia and Maracaibo some time in 1980. Several other South American countries are under consideration for service in the latter part of 1980.

According to Tom Joehl, approximately 150 US companies and a wide variety of other multinational firms currently operate in Venezuela.

Hipolito Villacis is serving as Manager of the GEISCO Venezuelan operation.

Julio Martinez, formerly a Technical Representative in Denver, Colorado, USA, is serving as Technical Manager.

THE TWENTY-FOURTH COUNTRY

With completion of arrangements for installation of a satellite line linking Riyadh, Saudi Arabia, to the MARK III® Network, General Electric Information Services became the first computing services supplier whose customers can access its network from Saudi Arabia. Saudi is the twenty-fourth country in the MARK III Network.

General Electric Information Services had previously, in cooperation with a United States Government Agency, provided a dedicated access in the USA to the MARK III Network from Riyadh. The connection operated successfully for more than a year. As a result, the MARK III Network has been recognized as an excellent solution to data processing problems of many multinational companies operating in Saudi.

As of June 1, customers can access the network directly from Riyadh through a customer access center, equipped with all necessary power stabilization equipment, telecommunications equipment, data concentrators, and approximately twenty terminals for use on a walk-in basis.

Warner Sinback of the International Marketing Department said that GEISCO has been "actively pursuing" expansion of the network to Riyadh since early 1978.

According to Paul R. Leadley, Vice President and General Manager, International Marketing Department, Saudi Arabia's expanding industrialization program has created a need for extensive local data processing support for companies with major contracts with the Saudi government. Until now, data processing alternatives had been extremely limited for those firms, due to the high costs of operating locally.

Ahmad Habibi, formerly with the Hartford, Connecticut office, is serving as Manager of the Saudi Arabian office. Brian McGill will act as Customer Support Specialist.

Others involved in the expansion to Saudi Arabia include: Jim Smith, International Marketing; and Jim Magruder, and Doug Anderson of the Systems Operations Department.



PEM CLASS HELD IN AMSTELVEEN

Fifteen European GEISCO people took advantage of an opportunity to discuss management techniques and practices during a Professional Employee Management (PEM) seminar, held at the European Supercentre in late May.

Ed Scully and Lee Stanton, two "pioneer" PEM instructors at U.S. GEISCO, led the sessions.

PEM, originally developed at the General Electric Management Development Institute in Crotonville, New York, U.S.A., has been especially adapted to suit the needs of GEISCO people.

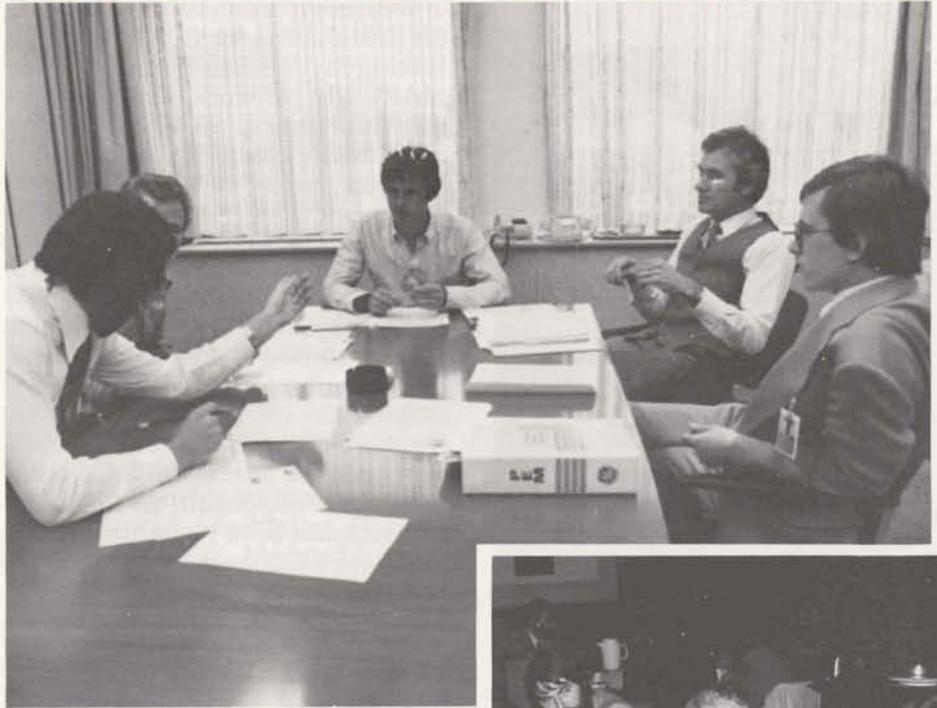
GEISCO PEM sessions generally last for four days, with the course divided into six major sessions, ranging from meeting employees expectations, managing work, working with professionals, paying for the work, career development, and legal and ethical obligations.

According to course leader Stanton, "This was a particularly tough session to teach because of the differences in management between Europe and the U.S. Plus we had to cut the course to three days, because one of our scheduled days—Ascension Day—turned out to be a holiday in Holland."

Ted Edwards, Employee Relations Manager for the Systems Operations Department, discussed paying for work and career paths with attendees.

Stanton noted that the European managers "participated more than most" of the U.S. people taught in classes in the Rockville area. "The people (in Amstelveen) were very free and open in their discussions. I couldn't help learning as much from them as they learned from me."

Every Subsection manager in the Amstelveen Centre attended the sessions, along with Amsterdam NDP people and several others.



Amstelveen PEM participants at work: Left to Right: Francis Van Dierendonck, Hans de Waard, John Meeuwisse, Aage Houge.

Dave Simshauser, Manager of the European Supercentre, volunteered to do the Centre's managing while his direct reports were participating in PEM.

"He also felt," added Stanton, "that his presence might inhibit some of his people. We usually try to keep direct reports and their managers from attending the same PEM sessions."

According to Stanton "all of the attendees were very responsive, and appeared to be appreciative. I hope there will be an opportunity to conduct another PEM course outside of the U.S."



... And continuing their discussions over dinner.

ATTENDEES AT PEM IV SESSION AMSTELVEEN, MAY 21-23, 1979

Jan Willem Bohlken
Cluster Shift Manager
GETSCO INC., Amstelveen

Francis Van Dierendonck
District Sales Manager
General Time Share
Kunstlaan 56
Brussel-België

Paul Hunter
Specialist Network Adm.
GETSCO INC., Amstelveen

Charles F. Hurd
Manager Product Introductions
GETSCO INC., Amstelveen

Willem de Jong
Manager European Facilities
GETSCO INC., Amstelveen

Ronald Kruize
Cluster Shift Manager
GETSCO INC., Amstelveen

John Meeuwisse
District Manager
GEIS BV
Kabelweg 37
1014BA-Amsterdam

Ger Roos
Manager General Accounting
GETSCO INC., Amstelveen

Henno Rijnders
Manager Network Distr. Point
GETSCO INC., Amstelveen

Helmut van der Sanden
Cluster Operations Manager
GETSCO INC., Amstelveen

David Skelton
Consultant Quality Ass. Specialist
GETSCO INC., Amstelveen

Hans de Waard
Mgr. European Support Services
GETSCO INC., Amstelveen

Richard Wozencroft
Manager European NTO
GETSCO INC., Amstelveen

Peter van Zuylen
Cluster Shift Manager
GETSCO INC., Amstelveen

Course Auditor
Colleen Hindle
Getsco Branch Secretary
GETSCO INC., Amstelveen

SPECIAL NOTE TO OUR AFFILIATE COMPANIES

This special International issue of Update is being published in only one language. That is not because we believe that English (or American) is the only worthwhile tongue, but because it is the single language that most of us understand.

Time and budget constraints prevent us from providing translations.

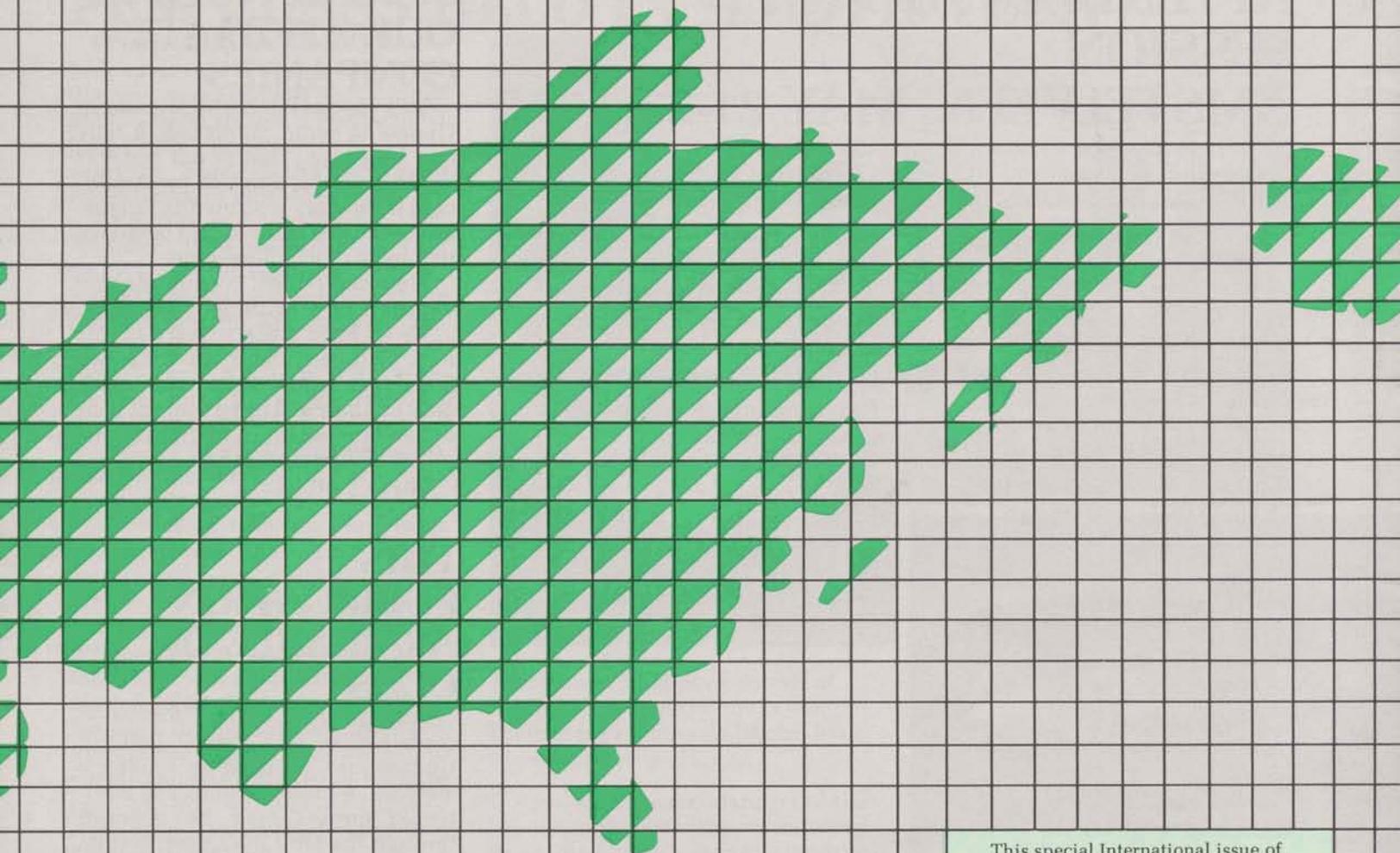
We all have much to learn in this new Company, and, in time, we hope that many of us who speak only English will learn some of your native languages. In the meantime, please understand and bear with us.

Thank you.

THIS PUBLICATION AVAILABLE ON OLOS

Because much of the Information contained in this special issue of Update may be used as reference material, a limited number of additional copies may be ordered through the On-Line Order System (OLOS). This publication is intended for General Electric Information Services family employees only, and is not for distribution to customers.

Employees of General Electric Information Services Company, its affiliates and distributors may order publication number 305.102



This special International issue of **UPDATE** has been prepared and printed in the United States by the General Electric Information Services Company, U.S.A., which is not connected with the English company of a similar name. It is intended for members of the General Electric Information Services family worldwide, and is not for distribution to customers.

UPDATE
General Electric Information Services
Company
401 North Washington Street
Rockville, Maryland, U.S.A. 20850
Crossfile: CLAR
Telephone: (301) 340-4476 Dial Comm:
8* 273-4476

Editor: Clare Aukofer

Editorial Assistant: Patricia Brown

Cover Design and Production by:
Stephen Lyons, Morgan Burchette
Associates

Printed in U.S.A. by: Taylor Printing
Co.

GENERAL  ELECTRIC

UPDATE

ROCKVILLE, MARYLAND
AUGUST 31, 1979 305.103

FMP = FINANCE PLUS

The Financial Management Program (FMP) has been the principal entry point into GE for college graduates for nearly 60 years. As a result, virtually all of the senior management positions in Finance, including those of the Senior Vice President—Finance, Comptroller and Treasurer, are held by graduates of the Program. Many persons who started their careers on FMP have moved into general managership responsibilities, including Department and Division General Managers and Corporate Officers.

GEISCO-Rockville is one of about 27 GE locations across the nation offering the Program. Seven recruits hired directly from college campuses are currently on assignment at GEISCO Headquarters. These individuals may work in the Finance function, but can also be placed in financial positions within the Systems Operations, National Sales, and International Marketing Departments. In addition to these seven recruited specifically for the Program, there are another 33 non-recruits who are taking the financial classes offered by the Program in Rockville. Fifteen of these individuals, from seven GE components in the metropolitan area, attend classes in Rockville.

The purpose of FMP is to prepare employees for key financial management responsibilities within GE. College graduates hired specifically for the Program are given rotational work assignments, combined with seminars in accounting and finance. Most Program members hold Bachelor Degrees with majors in Accounting, Finance, Business Administration, Economics or Mathematics, and Liberal Arts.

Recruits will have several full-time challenging work assignments while on the Program. Rotation to a variety of assignments in the business is considered a key factor in the recruit's development. Each assignment runs about six months—the period may be



Members of the Rockville FMP group gathered in late June at an "introductory" luncheon. All of the group, with the exception of Janet Williams, has been with the FMP program and GEISCO for less than a year. The purpose of the luncheon, according to John Meyer, was to give members of the group the opportunity to meet with Finance Managers at GEISCO, including Leo Ramer; and to meet Bob Canning, Manager of the Corporate Finance Manpower Operation.

Janet Williams, currently in Systems Operations Financial Analysis and Planning, is a graduate of the complete two year FMP Program. She received her diploma at the luncheon. Left to right: John Meyer, Bob Canning, Janet Williams, Kyra Ross, Terry Cappelli, Mike Harrington, Leo Ramer. Top row: Tom Hexner, Mike Miceli, and Chanthol Sun Sreng.

longer or shorter depending upon the particular position. The number of assignments varies but, in general, a recruit can expect the Program to last between two and two-and-a-half years.

In addition to the rotational work assignments, financial classes are held on a semester basis each Spring and Fall and include courses on Principles of Accounting, Financial Accounting, Management Accounting, Auditing, and Information Systems.

With the Program's emphasis on development of well-rounded Finance managers, knowledge of the Company and its relationship to the Finance function is extremely important. For this reason, the Program includes courses in the Employee Relations, Manufacturing, Engineering, Marketing and Legal functions.

by John Meyer

RELATIONS AND LEGAL FEATURED

This issue of Update is dedicated to two of the four functions that fall under the general category of GEISCO administration.

In this section, we highlight our Legal Operation, and the Employee Relations Operation. Strategic Planning and Finance will be featured in the November 30 issue of Update.

Our special section begins on page 4.

FORUM

Q. Can something be done about the cafeteria? The quality of food has deteriorated, the service has deteriorated, the prices keep going up and the portions keep getting smaller. It is a shame to pay 60¢ for two bites of tuna and 40¢ for a *thoroughly picked* piece of broccoli so that you only get *one* piece and not anything extra (it happened to me!). So what do you do? You change to sandwiches. But this is not the answer. The bread is sometimes stale and you get one tiny scoop of spread that does not even cover the bottom slice of the bread.

If GEISCO is subsidizing (I think) the cafeteria, how come nobody seems to be doing anything about it like it was done in the past? If the portions were fairly decent and stable, the increase in prices would not be felt so much as when they increase the price and decrease the amount of food. Can something be done about this?

Thank you.

Penny Collins, Employee Services, responds:

A. Yes! Something is being done about our cafeteria service. A meeting was recently held with Ogden Food Services Corporation, our present cafeteria vendor, and GEISCO representatives, to discuss some of the items that you mentioned.

You should be seeing improvements in the quality of food and service in the near future.

Q. Today, August 13, 1979, we received our August 3, 1979 copies of UPDATE in which we were informed that a new phone book will be distributed in September. The fact that changes to the directory are due "no later than August 13th" does not give

the Field offices sufficient time in which to respond (by mail, at least). A reasonable response time would be appreciated in the future and would also prevent last-minute Dial Comm calls to HQ.

Helen Canan,
Administrator
Portland Branch

A. You make an excellent point. In the future, we will work more closely with Facilities Projects so that we can get the information sooner, and thus, get it to you more quickly. Thanks for the input.

Editor

If you have written a letter to Forum that has not yet appeared, chances are it required a response from the proper, knowledgeable people at GEISCO. As soon as those responses are received, your letter will probably be printed.

Remember — FORUM is your chance to express yourself and have questions answered. Send your comments/questions to: UPDATE FORUM, 6SE, Rockville. We hope that these last three FORUM columns have convinced you that we're serious in our commitment to publish your views on the business. Why aren't we hearing from more of you?

S&SP

Here are the GE "Stock Prices" and the average "Fund Unit Prices" used in the crediting of participants' accounts under the Savings and Security Program for the various months thus far in 1979.

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

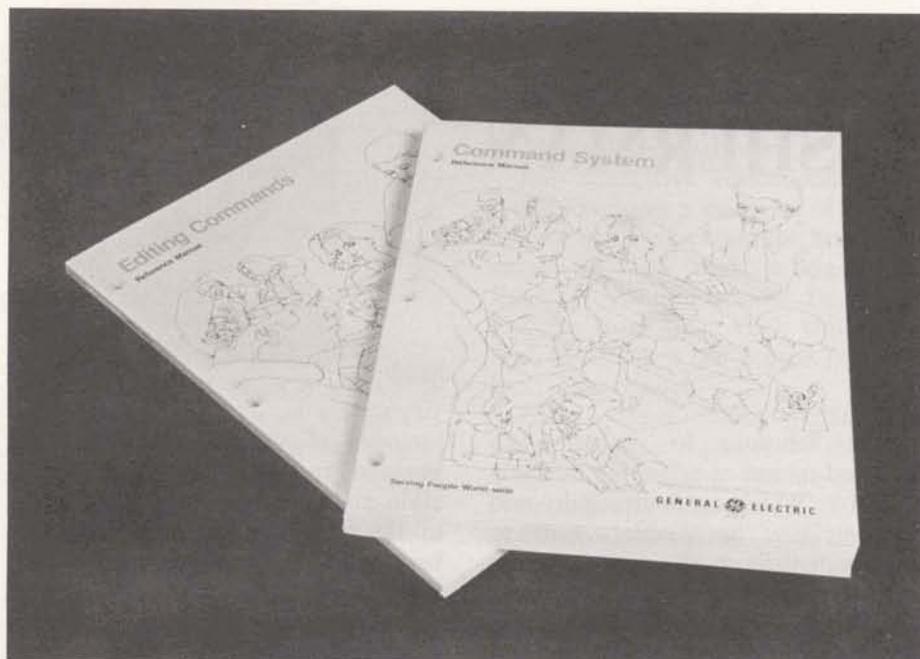
The "Fund Unit Price" is the average of the daily fund unit prices, determined for each trading day of the New York Stock Exchange in the calendar month by dividing the number of fund units into the net assets of the Fund.

The "Stock Price" and "Fund Unit Price" are used for crediting accounts,

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

	Stock Price	Fund Unit Price
January	\$49.119	\$26.019
February	46.836	25.637
March	47.597	26.439
April	48.319	27.134
May	49.455	26.565
June	49.601	27.309
July	50.542	27.602

DOCUMENTATION



NEW COVER DESIGNS — *The Command System and Editing Commands reference manuals were both reprinted this summer, and introduce new cover designs. Similar designs will be introduced as major new and revised documents are published. Each family of publications—for example, those on DMS—will have their own design, in the same style, and color scheme. Most are to be published with “slick” cover stock. All bear the slogan, “Serving People Worldwide”. The new designs are steps in an effort to create a GEISCO image and to continue to keep GEISCO documentation among the best in appearance in the industry.*

September Service Awards

25 yrs.

Robert N. Kellar
Rockville

15 yrs.

Edward H. Buchanan
Rockville
Becky B. Terry
Rockville
Mary N. Barker
Atlanta, Ga.
Leonard M. Hendricks
Rockville
Louise A. Woods
Rockville

10 yrs.

Elizabeth J. Clingan
Tampa, Fla.
Eliot G. Sutherland
Rockville
James A. Rowley, Jr.
Rockville
Victor Vargo
Milwaukee, Wis.
Helen M. Kittanger
Lynchburg, Va.

5 yrs.

Brenda J. Fling
Rockville
Joe W. Fortson
Houston, Tex.
Harold L. Larson
Rockville
Lynn E. Stein
Rockville
Robert L. Truelove
Milwaukee, Wis.
John W. Boehlke
Denver, Co.
Delano B. Morgan
San Francisco, Cal.
Abby E. Siegel
Rockville
Diana D. DiGiulian
Washington, D.C.
Elizabeth A. Lee
San Francisco, Cal.
Henry A. Williams, II
Fairfield, Conn.
Jay A. Woods
Erie, Pa.

Johnny S. Chi
Rockville
Tamara DePlanter
E. Orange, N.J.
Sally Koenig
Pittsfield, Mass.
Wayne L. Allred
Dallas, Tex.
Carole G. Bennett
Los Angeles, Cal.
Cecil R. Lewis
Kansas City, Mo.
David C. Paoli
St. Louis, Mo.
Eric L. Tinnes
Dallas, Tex.
Anne Marie McKeever
Hartford, Conn.
Pleasala J. Collins
Rockville

ANSWERING SERVICE

- Q.** Does the \$1000 annual family limit on medical expenses mean that after my 15% of covered medical expenses mount to \$1000 in a year, the Insurance Plan pays 100% of all medical expenses above in that year?
- A.** It's even better protection than that. Your deductible of \$50 for an individual or \$125 for a family, is counted in the \$1000 ceiling along with the generally 15% share which you pay during the year on some covered medical bills.
- Q.** What about the \$100 I pay for dependent coverage? Is that part of the \$1000 ceiling on my share of medical bills?
- A.** No. The employee contribution, or premium, for dependent coverage is not a covered cost of medical treatment. It is the employee's premium to obtain dependent coverage under the Plan.

A MESSAGE FROM DAVE SHERMAN



The members of the GEISCO Legal Operation are sometimes characterized as "Managers of Sales Prevention," "pimples on the face of progress," and worse. Given that there might occasionally be some kernel of truth in such perceptions, the fact remains that the Legal Operation does play an essential role that is vital to the overall success of the business.

In the highly complex, and often litigious, society in which we all work and live, virtually everything we do and say has legal implications and consequences. A primary function of the Legal Operation is, therefore, to try to assure that those implications and consequences are recognized and understood by management in making business judgments and decisions, and to thereby help management avoid risks that are unacceptable and potentially destructive of the business. This entails such responsibilities as attempting to assure that contractual obligations are clearly defined and accurately stated; that contingencies are anticipated and acceptably provided for; that appropriate limitations of liability are negotiated and properly incorporated; and that all applicable laws and regulations are complied with.

Lest this create the impression that the role of the Legal Operation is merely to help minimize risks and avoid misunderstandings and disputes, let me hasten to add that we regard it as an equally important function of our role to not only identify problems and risks, but also to

suggest solutions to problems—to help find means of achieving business objectives which are both legally and commercially acceptable, and to thereby contribute affirmatively to the accomplishment of GEISCO's goals. The Legal Operation should therefore be viewed as a source of guidance and advice, not as an obstacle to be overcome. Involving the Legal Operation at an early stage in the analysis and planning of business transactions helps to avoid later disappointments and delays, and tends to eliminate a lot of wasted effort.

To round out the picture of what the Legal Operation does, it should be mentioned that another important role of the Legal Operation is to provide the education and training needed to enable GEISCO personnel to know and comply with their legal obligations in the performance of their day-to-day business activities. Finally, in those fortunately few instances in which disputes arise despite our preventative efforts, the role of the Legal Operation is to participate in the resolution of such disputes on a basis that leaves the business as much intact as possible under the circumstances.

It is important to note that in the performance of all of our roles, the Legal Operation functions in a service and support capacity. It does not make business judgments and decisions, but it does provide guidance and advice which is intended to assure that judgments and decisions are informed, intelligent, and in the best

interests of the Company and the business. In this way, the Legal Operation makes a significant contribution to the viability and success of the business, and therefore to the well-being of all of its employees.

This issue of Update highlights the trained and highly skilled professionals of the Legal Operation. These people are dedicated to providing the legal guidance, advice, training and support that is essential to the continued growth and profitability of our Company. They stand ready and willing to help you fulfill your own business responsibilities, and realize your own and the Company's business objectives.

HELEN EBAUGH, Legal Secretary to GEISCO Vice President, General Counsel and Secretary, Dave Sherman, has been with GE for ten years; and in her current position for the last three. She spent two years in the now-defunct Resource Operation, and five in Engineering.

Her husband, John, also works for GEISCO, as a Tape Librarian in Systems Operations.

Helen proudly states . . . "And I have six kids, and two grandchildren!"



STEPHEN P. HAYWARD

Steve is like many of GEISCO's European affiliates themselves, new to our Company.

He is not, however, new to the legal profession. A graduate of Liverpool University, Steve was called to the English bar in 1971, and has eight solid years of corporate practice experience. He came to GEISCO almost six months ago from The General Electric Company Limited, an English company bearing no relation to the American General Electric Company.

As Counsel-European Marketing Operation, Steve faces the challenge of assisting Finn Meiland and his staff in the complex task of coordinating business activities for our eleven European affiliates, and has been highly instrumental in bringing our European Marketing Operation up to speed.

His job, of course, has just begun. Considering the complexities of dealing with eleven countries, and integrating operations in those countries with those in the U.S. and the rest of the world, it is safe to say that Steve can look forward to new challenges with each passing day.

AGNES BRADY, Legal Secretary, gives her support to Jim Alberg and Lynn Stein. Agnes has been with GE for seven years, and has worked with Medinet, in the Marketing Department, and in Customer Service. She has held her current position for nearly a year, and considers her other important function "raising three children."

LYNN STEIN

Lynn has been with General Electric since 1974, beginning as a lawyer on the Development Program at GE Corporate headquarters.

His impressive educational background includes a Bachelor of Science Degree in Physics from the State University of New York; a Masters of Business Administration Degree in Finance from New York University; and, of course, a law degree, from Albany Law School.

Lynn joined ISBD/GEISCO in 1976. He is a member of the New York State Bar Association and the American Bar Association.

His work at GEISCO has not gone unrecognized. Lynn's been the recipient of a Management Award, and was one of the limited number of Headquarters people named as a Mark-Maker in 1978.

JAMES ALBERG

While Steve Hayward may be GEISCO's newest attorney, Jim Alberg is our youngest.

His youth, however, presents no obstacle to the performance of his duties—which, incidentally, include legal review of every issue of Update.

His educational background makes him perfectly suited for a position at GEISCO. He graduated cum laude from Union College in Schenectady, N.Y., with a double major in Political Science and Computer Science, and received his law degree from Boston University.

During his college years he worked summers as a computer programmer, including two summers with General Electric Credit Corporation. Jim came to GEISCO in April of 1978 directly from Citibank in New York City, where he served as a Tax Attorney. Jim is a member of both the New York State and District of Columbia Bars.



Lynn Stein (left) and Jim Alberg hard at work.

RELATIONS

A MESSAGE FROM

TOM MCGINN



"Employee Relations" is one of those Department names that seems ambiguous to some people.

Because of that ambiguity, there are those who may have trouble grasping the concept until a little light seems to go on in their heads and they say "Oh! Personnel!"

Of course, Employee Relations is Personnel. Recruiting and placing people is one of our key functions. But the scope of Relations is a great deal larger than that.

The essence of Relations is planning and management of Human Resources. Like every other department—and sometimes more so than some—we must be completely in tune with the sense of direction of our entire business.

Yes, we recruit people, and we place them, and we train them. All of that is done with the objectives of our business in mind.

Relations can no more ignore the Strategic Plan or the Operating Plan than can Engineering, Marketing, or any other Department in this Company.

Once we have recruited, placed and trained the right people our job has just begun.

In the '40's and '50's, Relations Operations, even within GE, tended to play the Orwellian "big brother" role. They handled the picnic and the Christmas Party.

That isn't what people want anymore. Maybe it never was what people wanted. Individuals today want to share in scoping out and improving

their own working environment; and in planning and shaping their own careers.

Relations' aim is not to be reactive. Our goal is to be *pro*-active. To guide, not manipulate. To prevent people problems wherever possible, not wait for them to happen so that we can set about fixing them.

That is why, in addition to all of our specialized functions, Relations has a group of generalists—Employee Relations Managers assigned to each Department and each Sales Region.

These ERM's are there to help represent individual employees (and managers too, are employees), before, during, or after problems arise.

Should you have a problem, or a question, your Relations Managers are there to help you. If you request confidentiality, I expect those Relations Managers to respect your confidence—and I hold them accountable for doing so.

This special *Update* section on Relations is designed to let you know more about Relations and all of its functions.

Please take a few minutes. See what we can do for you.

Our motto in Relations is "Make it Happen." Everyone in Relations is committed to helping you, and the business, be the very best.

Together—we'll all make it happen!

? WHO DOES WHAT IN RELATIONS

The following brief descriptions of the Sections within Relations are not intended to relay the total scope of the Employee Relations Operation.

Doing that would take far more than one issue of *Update*. In fact, the revised Personnel Practices policies, when combined, form a stack nearly an inch and a half thick.

Because Relations' aim is to serve people, however, these very brief overviews will give you an idea of the various functions. Even more important that that, they will tell you who to contact with questions on various specific areas that apply to most GEISCO people.

EMPLOYEE RELATIONS MANAGERS

The Departmental and Regional ERM's are the "generalists" of the Employee Relations Operation.

Each ERM provides the necessary interface between managers and employees within his or her specific area of responsibility.

ERM activities include all areas of Relations responsibilities, including human resource planning, organization planning and implementation, career counseling, salary planning, performance reviews, skills training, personnel development, compensation, and benefits administration.

ERM's also serve as "troubleshooters" when problems arise for indi-

viduals, and one of their prime directives is to maintain confidentiality of employees. Although it may, occasionally be necessary for an ERM to discuss a problem with a manager, that is not done without first checking with the individual.

The GEIS Guide to Employee Practices specifically states that: "If for some reason you cannot discuss a problem directly with your manager, you may go directly to the next-higher level of management and/or to your ERM..."

Employee Relations Managers are dedicated to assisting GEISCO people in any area of Relations.

Each Department at Headquarters, and each Sales Region has at least one Relations Manager. Systems Operations Relations provides support to its many field locations, and Engineering serves Headquarters and Field CA.

Don't hesitate to contact your Relations Manager should you need his or her assistance.

SYSTEMS OPERATIONS:

Ted Edwards (8*273-5655)
Jim Calhoun (8*273-4776)
Tony Bowman (8*347-4311)
Mike Kostrzewa (011-445-5255-2131) (Amstelveen)

ENGINEERING

Bill Aboud (8*273-4792)
Doreen Hilts (8*273-5111)

INTERNATIONAL MARKETING:

Frank Gibbins (8*273-4706)
Natalie Moreau (8*273-3564)

NATIONAL SALES:

Jim Harmon (8*273-5174)
Barbara Demchyk (8*273-5868)
(Headquarters Sales, Industry Marketing, and Financial Planning and Analysis)
Jay Walsh (8*281-7680)
(Southern Region)
Ralph Stevens (8*228-0363)
(Eastern Region)
John Wilson (8*244-5509)
(Northern Region)
Tom Connors (8*422-1416)
(Western Region)
Wiley Harris (8*383-3420)
(Central Region)

FINANCE, RELATIONS:

Nancy Sullivan (8*273-4711)

STRATEGIC PLANNING:

Tom McGinn (8*273-4755)

LEGAL:

Paul Beaudry (8*273-5565)



Relations people can be hard to pin down, but we managed to gather nine of them so that you can match faces with names. Left to Right: Doreen Hilts, Bill Aboud, Frank Gibbins, Joan Palmer, Nancy Sullivan, Dorothy Hevey, Ed Scully, Ted Edwards, Natalie Moreau.

RECRUITMENT AND PLACEMENT

This group of 15 people, under the direction of Allen Nuss, holds key responsibilities for Recruitment and Placement of qualified people in open positions within GEISCO.

The Section is divided into two subsections. Professional Recruiting, under Mel Lifset, deals basically with recruiting from outside of the Company. External candidates are uncovered through newspaper advertising, college recruiting "walk ins", "write ins", employee referrals, and outside professional agencies, when necessary.

According to Lifset: "I believe that making sure hiring managers only see *qualified* people is one of our most important tasks. Now that we have a full Recruiting staff, we're working toward that standard."

To ensure accomplishment of that task, the recruiters on Lifset's staff screen applicant's qualifications against the position description.

After the recruiter is satisfied that the individual is professionally qualified, hiring managers are contacted and interviews are arranged.

Lifset's staff includes two headquarters recruiters and five Field recruiters, one for each Sales region. According to Allen Nuss, "we are responsible for all Domestic recruiting—Field and headquarters—and consulting/assistance off-shore."

Headquarters recruiters are Lynn Bolden, who is responsible for finding qualified candidates for International Marketing, Headquarters Sales and Administration (including Finance, Relations, Strategic Planning, and Legal); and Kevin Wilson, who seeks out and places candidates in the En-

gineering and Systems Operations Departments.

The five Field recruiters are: Liz Clarke, Eastern Region (8*228-0372); Willette Romious, Central Region (8*383-3009); Timm Archer, Western Region (8*422-1439); Vic Kulpa, Northern Region (8*244-5501); and Bill Starner, Southern Region (8*281-7680). People who wish to contact the Field recruiters should call the Region Employee Relations Manager.

Lifset adds that "we are extremely interested in referrals from GEISCO people. In most cases, employees refer only well-qualified and valuable people." Anyone within GEISCO who knows a qualified applicant should contact Mel on 8*273-4437.

Employment and Placement, under Paul Beaudry, handles what is perhaps one of the most visible parts of the Recruitment and Placement function: Internal recruitment and placement, including administration of the PIC system and publication of the Weekly Post.

Beaudry notes that he is aware that there have been problems with the PIC system, and notes that "we have been looking at ways to improve the system." A task force composed of GEISCO people from various Departments has been meeting since June, and, according to Beaudry, is about to make recommendations for improvement of that system.

Nuss notes that one of the major problems with PIC is that "applicants sometimes don't get feedback, and they have a right to know why they were not selected for an interview, or, if interviewed, not chosen for the

job." He asks that anyone who doesn't receive feedback after the job has been filled contact him directly at 8*273-4701.

He adds, though, that "people must realize they won't always get selected other, more qualified individuals may also have self-nominated—but don't get discouraged—There will be many more jobs posted in the future."

Other functions of employment and placement include the basic but complex processes of adding people to the payroll once they've been hired. Requests for Personnel (RFP's), Offer Authorizations (OA's) and applicant processes also fall into this area. And Beaudry notes that "we are working to mechanize some of those processes so that they can be accomplished more quickly." The group also handles distribution of offer letters to selected candidates nationwide.

In addition, this section is responsible for pulling together Human Resource Plans for GEISCO. This consolidation of all Department and Operation plans provides short and long-term strategic and operating programs for our most valuable resource—people.

Employment and Placement, specifically Louise Woods, also handles non-exempt recruiting and placement.

Questions on the PIC system should be directed to Woods (8*273-4022), Beaudry (8*273-5565) or Nuss (8*273-4701).

Questions on the Weekly Post or On-line posting may be directed to Paul Beaudry (8*273-5565).

COMPENSATION AND RELATIONS PRACTICES

According to Don Clark, Manager of Compensation and Relations Practices, "we handle a variety of Relations jobs. In fact, almost all of the functional duties in Relations, other than Recruitment, Placement, and Training, may fall, at some time or another, under our umbrella."

"Salary planning," he adds, "is probably our biggest job."

However, a great many other functions are handled in the Section, ranging from managing the Employee Store and cafeteria to writing and interpreting the Variable Compensation Plan for Field people; to ensuring that GEISCO maintains equity in its hiring and employment practices for women, minorities, the handicapped, and veterans.

The mission statement of the section describes its objectives: "To develop, administer and communicate Compensation and Relations practices within company policy and corporate guidelines. To develop programs which enable managers to make sound salary decisions. . . . To provide necessary interpretation of the company's benefits, practices and Employee Services programs and maintain an EO/MR compliance and Affirmative Action Program . . ."

That's a concise description of a variety of activities. Should you need to call upon anyone in the Section, we offer this list of services, and the people to contact.

EO/MR reporting and complaints

Intern Program

Contact: Dorothy Hevey, Manager, EO/MR Programs (8*273-4757)

Salary Planning

Benefits Questions

Emergency Loans

Transfer of Foreign Nationals

Contact: Dick LeFebvre, Manager, Compensation and Benefits (8*273-4756)

Suggestion Program

Cafeteria

Health

SuperInfo

Contact: Penny Collins, Specialist Employee Services (8*273-4122)

Employee Store

Service Awards

Contact: Katie Shea, Clerk, Employee Store (8*273-5755)

Variable Compensation

Tuition Refund

Contact: Donald Clark, Manager Compensation and Relations Practices (8*273-4758)

Employee Practices

Contact: Until September 15, 1979—
Don Clark, Manager Compensation and Relations Practices (8*273-4758)
After September 15, 1979—
Bill Starner

EIS System; Programming and Training

Contact: Dianne Dixon (8*273-4712)

Organizational Changes

Contact: Judy Karpovich (8*273-5955)

Bulletin Boards

Contact: Judy Myer (8*273-5755)

Business Development Programs

(Current focus: Relations activities for Mitrol, Inc.)

Contact: Joan Palmer, Employee Relations Manager, Business Development Programs (8*273-5614)

TWELVE COMPLETE EDSP LEVELS

Twelve GEISCO Headquarters people received level awards in July for participation in Employee Development Studies Program classes.

Level 1 certification requires 50 credits of EDSP courses, which are offered in the International Training Center evenings at no cost to employees.

Each level, thereafter, requires another 50 credits. To date, only two people have reached level III. Henry Monnier (last August), and now Bill Backer.

The EDSP achievers for this year are:

	Credits	Level
William L. Backer	52	III
Kathleen MacDonald	53	II
Neil B. Hermansdorfer	55	I
Jim O'Sullivan	70	I
Kenneth Fleming III	56	I
Irene Polomski	50	I
Romeo T. Centeno	56	I
Barry Siegall	59	I
Mark L. Garcia	52	I
Ted W. Day	57	I
Helen A. Fincutter	52	I
Ginny Gillette	52	I

RELATIONS

THE INTERNATIONAL TRAINING CENTER

Perhaps one of the most visible areas, not only in Relations, but in GEISCO as a whole, is the International Training Center.

Customers and employees alike are exposed to product and skill training with the help of 56 full time Training professionals.

According to Jack Griffin, ITC Manager, the mission of the center is three-fold.

Customer training, under the direction of Fred Wood (8*273-4140), ensures that customers who request training are familiarized with proper use of new and existing GEISCO products. Griffin estimates that approximately 12,000 training days were spent in customer training alone last year.

Customer courses are publicized through the Course Quarterly, available through the On-Line Order System (OLOS). 4,000 copies of the Course Quarterly are mailed directly to customers each quarter, and another 10,000 are shipped in bulk to the Field for individual distribution.

A second key function of the ITC is the training of Internal people, which falls into a variety of areas. New Employee Training, including NETS and STEP, are handled by Ed Scully (8*273-5657).

Product training—familiarization of GEISCO people with our products, falls under Ed Wetzel (8*273-4506). The Employee Development Studies Program also falls into the Internal Training area, and questions on EDSP can be directed to Rose Dangler (8*273-3544).

Sales and Management Training, under Jim Proctor, is currently in sharp focus at the ITC and around the country. Professional Employee Management (PEM) (see **Update**, July 20) falls into this category, as does Management Workshop, now being coordinated by Nancy Sullivan (8*273-4711). Sullivan also acts as the Employee Relations Manager for the Finance and Relations Operations.

A less visible, but nonetheless essential part of the ITC is Special Services, headed by Ed Gorsuch (8*273-4445). Special Services handles all arrangements for GEISCO's large off-site meetings, such as MarkMakers.

All of the Training services of the ITC are described more fully in a recently published brochure, entitled "We Train Professionals". If you haven't received a copy, or would like to obtain more, contact the Training Center Receptionist at 8*273-4504.

Newcomers: Blaze A Trail with PATHMARK

You're new at Headquarters. You have finally mastered the art of finding your cubicle, you know where the coffee machines are, and you can usually tell the difference between Northeast and Southwest when searching for someone *else's* cubicle.

That's obviously a good start—but you may still feel a bit lost. You want to know more about what our business is and does, what resources are available to help you do your job better, and how all of the business information you've begun to absorb fits together.

Until now, there has been no central source for that kind of information.

International Training is about to begin an orientation program for Rockville people. PATHMARK, a two-day pilot seminar, will offer information on what GEISCO does, how the Company operates, what resources are available to you, and which direction the Company is heading.

According to Rita Kaplan, Senior Training Specialist and PATHMARK planner, "PATHMARK is designed for Headquarters personnel onboard from two weeks to six months. However, anyone in Headquarters may request an agenda and/or register—with his or her manager's approval."

PATHMARK pilot sessions will be conducted in the International Training Center on October 1 and 2. A special one-day "Intro to MARK III" services class will be held on October 3.

Class size is limited to 20 participants per session. To register, contact Karen Toms, Extension 5742 before September 20.

NEW SALES AIDS

MITROL ACQUISITION TO BE ANNOUNCED IN TRADE PRESS

GEISCO's acquisition of MITROL, INC., (Update, July 20) will be announced in an advertising campaign scheduled to begin in October.

The ad outlines the advantages of the acquisition, and the benefits of MIMS^(R) (Mitrol Industrial Management System) for both current and potential Mitrol and GEISCO customers.

A complete list of publication and insertion dates for the ads follows:

Wall Street Journal	October 10
Manufacturing Engineering	October
Production Engineering	October
Production Engineering	October
American Machinist	October
Iron Age	October
Industry Week	October
Computerworld	October 15
Computer Decisions	October
Datamation	October
Infosystems	October

Announcing an Important Acquisition:

Mitrol, Inc. by General Electric Information Services Company

Good news for Mitrol customers.

Mitrol, Inc., well known and respected for MIMS[®] the Mitrol Industrial Management System, became an affiliate of General Electric Information Services Company on September 1.

For current MIMS users, availability via GEISCO's international MARK III[®] Service offers new levels of computing service reach and customer service.

Advantages for GEISCO customers

too. Addition of MIMS to the GEISCO array of computing services greatly expands the list of capabilities available to manufacturing company management. To help people better plan and track

materials flow. To better manage and control production and inventory. To better schedule use of shop facilities. To better contain rising production costs. And, to better manage business information in all organizational areas of a company.

Your company can benefit too. This GEISCO-Mitrol combination is unique with special features to help any large company make manufacturing move smoothly and improve overall competitiveness.

It's another reason why we believe that General Electric Information Services is the way your manufacturing company can use computers best.

GENERAL  ELECTRIC

GE FIRST TO ACQUIRE 50,000 PATENTS

Schenectady, N.Y., July 28

General Electric recently became the first corporation in history to be assigned its 50,000th U.S. patent.

The historic patent (U.S. 4,159,916), granted in the name of Dr. Douglas E. Houston, is entitled "Thermal Migration of Fine-Lined Cross-Hatched Patterns) and covers a process for creating fine grids in semi-conductor devices."

"This 50,000 patent is a tribute to the spirit of innovation that has characterized the men and women of General Electric since the earliest days of the company," Dr. Roland W. Schmitt, GE vice president for corporate research and development, said.

Over the years, GE has consistently led all other companies in obtaining U.S. patents, Dr. Schmitt pointed out. In 1978, for example, GE inventors received 865 patents, hundreds more than were awarded to any other company.

Dr. Houston created the invention covered by the 50,000 patent while employed as a physicist at the GE research and Development Center,

Schenectady, N.Y. He is currently manager of Advanced Development at the company's Discrete Semiconductor Device Center, a component of the Semiconductor Products Department in Syracuse, N.Y.

Throughout the years, the patents granted to Dr. Houston's colleagues and predecessors have covered a wide variety of inventions, including the tungsten lamp filament, the modern medical X-ray tube, the first reproducible process for making diamonds, concepts that led to the modern home refrigerator, Borazon® cubic boron nitride (a man-made material second in hardness only to diamond), and a variety of engineering plastics for home, industry, and transportation.

GE inventors also have received hundreds of patents on equipment for generating, transmitting, distributing, and using electricity; high-efficiency lamps; radio and television; jet engine; locomotive; steam irons, coffee pots, clothes washers and dryers, and numerous other home appliances; cloud seeding; a number of silicone compositions and processes; and various techniques for making and us-

ing semiconductors.

GE traces its historical origin to the formation of the Edison Electric Light Company, which was established 101 years ago to support the incandescent light experiments of Thomas Edison—the most prolific inventor in U.S. history. Edison held more than 1,000 patents.

In addition to Edison, numerous inventors associated with GE have compiled prodigious patent records. Elihu Thomson, for example, patented nearly 700 innovations in electrical equipment, and Ernst F. W. Alexanderson was granted more than 200 patents in the field of radio and television.

In 1978, John Bochan, a design engineer in GE's Home Laundry Engineering Department, Louisville, Ky., and Dr. Fred F. Holub, an organic and polymer chemist at the GE Research and Development Center, separately received their 100th U.S. patents.

Some 17,000 of the 50,000 patents assigned to GE over the years are unexpired and still in force.

UPDATE is published by General Electric Information Services Company, 401 N. Washington Street (6SE), Rockville, Md., U.S.A., 20850, for employees. DialComm 8*273-4476. Crossfile: CLAR

Editor: Clare Aukofer

Editorial Assistant: Patricia Brown

Documentation: Dex Nilsson

GENERAL  ELECTRIC

UPDATE

ROCKVILLE, MARYLAND
SEPTEMBER 17, 1979 305.104

BACK TO BASIC!

In 1964, General Electric and Dartmouth College publicly demonstrated two new concepts in computer use. One was, of course, time-sharing. The other was the language that the college and the company had together developed for use with Time-sharing. That language, appropriately enough, became known as BASIC.

Since that time, BASIC has often been the first (and sometimes only) computer language learned by computer users. It's been the mainstay of a variety of applications for many CPA firms, Financial Managers, and engineers.

In the beginning, of course, most of those customers turned to GE for their BASIC applications. In the last few years, however, many BASIC fans began turning to competitors for their applications.

Why? While we were concentrating on new, superior languages, our competitors were recognizing the undying appeal of BASIC, and promoting BASIC compilers that were very often more efficient and cost effective.

Are we going to put up with that? Not a chance. Welcome to the world of BASIC II—the better BASIC—from General Electric Information Services Company.

Beginning October 15, GEISCO customers should be able to find a cost-competitive alternative to BASIC compilers offered through other sources. Actual cost will, of course, depend on the application—but it's safe to say that we should now be truly competitive in the BASIC marketplace.

According to Frank Chube, Marketing Specialist, "BASIC II is designed to meet the programming needs of a specific market segment, and should be promoted in sales situations where the customer requires or strongly desires BASIC language in the application."

Frank adds that "since FORTRAN and BASIC users represent distinctly different groups in the data processing market, BASIC II's sales thrust



WHY ARE THESE PEOPLE APPLAUDING?

Because they've gone back to BASIC—BASIC II, that is. Members of the BASIC II implementation team simply couldn't control their enthusiasm over the product's scheduled release date: October 15. They are left to right, bottom row, Frank Chube, Annabelle Lee, Charles Crickenberger, Roosevelt Bynum, Karen Hsing, Mike Koo. Top row: Cliff Lane, Craig Saunders, John Gilbert, Tom Stevens, Chuck Dickman, Rochelle Cohen, David Su.

should not compete or conflict with FORTRAN language products."

The biggest fans of BASIC tend to be CPA firms, Financial Managers, and engineers. Common applications are ad hoc business reports, financial consolidation, and statistical analysis routines. According to Frank, key features of BASIC II include structured programming statements, which improves programming logic and makes programs easier to write, read and maintain; external subroutines that provide modular program design; error and event trapping capability; a String Package that provides for substring operations and permits easier string manipulation; and a variety of others. These enhancements and many other features are not offered elsewhere.

Full training in BASIC II is scheduled to be offered, beginning with the fourth quarter of this year.

BASIC II is also fully documented, in publication 3200.07A, available on OLOS.

Further questions on BASIC II can be directed to Frank Chube on Dial Comm 8*273-4713.

NATIONAL SALES FEATURED

This issue of Update features two Regions and three Sections within the National Sales Department: The Northern and Eastern Regions, Financial Planning and Analysis, Industry Marketing, and Headquarters Sales. The next Update, scheduled for publication on October 12, will feature the Central Southern, and Western Regions. We're actively soliciting stories from those regions for that issue. If you have anything to contribute, our deadline for National Sales, Part II, is October 1.

Our feature section this issue begins on Page 5.

FOR GEISCO EMPLOYEES ONLY

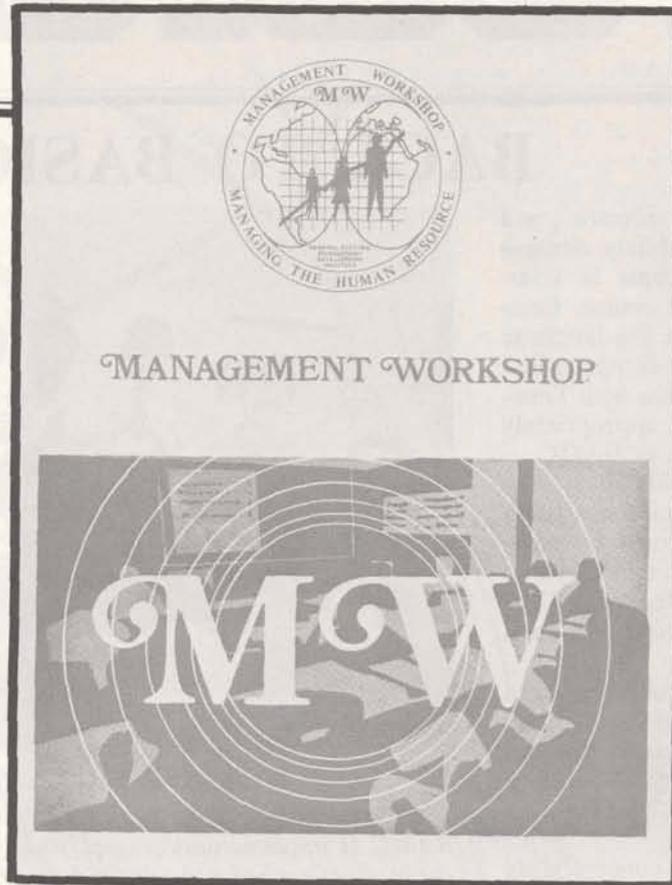
FORUM

Q. It was disappointing to see that with more than 400 graduates of the Management Workshop, some prominent names did not appear on the list. As you know, "Management Workshop can only work when everyone participates and exercises the concept". That now-found awareness slowly slips away when the concept is not accepted at all levels.

Joe Grzegorzewski
Sr. Specialist Distributed Systems
GESCO Programs

*Tom McGinn, Vice President and
Manager Employee Relations Opera-
tion, responds:*

A. Joe:
I like your statement "Management Workshop can only work when everyone participates and exercises the concept." You mention that prominent names are missing from the list. I, too, would like to see *all* employees attend, and I believe you will see some of the rest of Company Staff attend in the future.



The Company Staff is committed to the Management Workshop. The dollars and time away from job obviously have been blessed by Staff.

We intend to continue the Management Workshop Program. I am, however, toying with the idea of shifting the focus of who attends. I would like to get more return on our investment. You know, some of the "seeds" fall on rocky ground and wither for lack of roots. I would prefer to find those

pockets of highly receptive Managers where the seeds will fall on good soil. We would then make sure all of those Managers' people have top priority placement in subsequent sessions, so that the concepts can be fostered and reinforced by that particular group.

I would be very interested in hearing what any of the readers think of that idea, and I'm open to do other suggestions.

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GENERAL  ELECTRIC

PATHMARK DATES CHANGED

Because October 1 is Yom Kippur, dates for PATHMARK Headquarters orientation sessions (UPDATE, August 31) have been changed from October 1, 2, and 3 to October 2, 3 and 4.

DOCUMENTATION

NEW AND REVISED DOCUMENTATION

Three new products are described in documents being readied for release in late September:

The **Teller Management System** is described in a new user's guide (5099.01A). The system is designed to evaluate the staffing needs of banks under widely varying customer demand conditions. It gives staffing needs and recommendations on a half-hourly basis based on bank environment and work specifications, and weekly work schedules based on individual employee considerations. It may also be used in similar service environments such as fast food establishments, discount department stores, etc.

Four new terminal-related documents are to be published this month:

The **TermiNet® III Terminal with 9600 Communications Controller** user's guide (1106.50A) is a revision of the guide published in 1976, and includes new information on use of RPS III, 2780, and 3780 emulators. The **TermiNet III Terminal 9610 Communications Controller** user's guide (1106.63) is a new document

that describes the named equipment, again including how to access MARK III Service by emulating a RPS III, 2780, or 3780.

A new High-Speed Service terminal operations card (3910.35) has been published for the **FOUR-PHASE System IV/40 Terminal with IBM 3780 Emulator**. The 16-page pocket "card" provides the essential information needed for accessing MARK III Service.

And a user's guide (3910.32) about **DSXMIT2 with System/3-3780** is being published. This DSXMIT2 feature provides the capability to users of IBM System/3 to access MARK III Service, High-Speed Service or MARK 3000 Service for file transfers to or from their System/3, using IBM 3780 BSC (binary synchronous communications) line protocol. Available options and procedures for executing data transfers are described.

And look for, by October 1, two widely used quarterly publications: A new **International Access Directory** (1401.01AB) and the updated **Publications Price List** (402.01U).

AN INTELLIGENT ANSWER!

Quick: which of GEISCO's newest offerings is currently being used by seven major commercial customers for applications that include Time-sharing, Remote Batch Processing, and Order Entry?

Hint: Only one type of terminal is required.

Unless you said MARK III Distributed Data Processing, you were probably wrong.

What is MARK III® DDP? It's the MARKLINK™ Intelligent Terminal plus a unique 2400 baud communications protocol between the terminal and the host, plus MARK III Service or MARK 3000 ServiceSM host processing.

It's not just for large scale transaction processing anymore.

One of the unheralded features of MARK III DDP is Remote Batch Processing, which allows large volumes of data to be collected on the MARKLINK terminal and processed on MARK III Service or MARK 3000 Service host computers on a delayed basis. Obviously, that can cut down on data entry/validation costs, and on connect time.

Interactive Timesharing (which should be commercially available on October 1), another hot option, will allow direct access to the host computer and MARK III Service command systems; or to MARK 3000 Service Time Sharing Option (TSO).

According to Peter Bloomfield, Project Manager, Sales Development "MARK III Distributed Timesharing can provide an efficient alternative to in-house program development. With local disc storage, cursor controlled editing, the 2400 baud synchronous communication link and a high-speed printer, the intelligent terminal is designed to allow easy input and editing of source code, fast transfer to the host for compilation, and linking, and fast printing of listings. This can save the user time, and can minimize the normal frustrations that accompany program development".

In any case, at least seven major customers have already found the options available with MARK III DDP to be the best solutions to their problems.



The International Accounts people. Left to right, seated: Phil Stevens, Paula Zak, Ben Garst, Jo Bullard. Standing: Donna Sanders, Joy Reynolds.

One of the customers, another GE component, should, according to Bloomfield, have up to 169 MARKLINK terminals up and running by early 1980. This application, like many already sold, is an Order Entry type.

Another customer, which deals with a great many hospitals, is using the MARK III DDP Timesharing option, with up to 100 terminals, for patient records and hospital accounting systems.

A GE affiliate associated with mining just had its first terminal put into place, with nine more installations scheduled. That company chose MARK III DDP for mine information and inventory.

A major manufacturer of electronic components has such confidence in GEISCO's capability, that it is using MARK III Distributed Data Processing for its learning center—much like our International Training Center. The system is being used to track documentation, register students, and a variety of other education-oriented applications.

Their first terminal will be up and running there on October 1.

And thanks to MARK III DDP, ex-students in Florida who think that they might have gotten away without paying their college loans will have nowhere to hide. A new student loan accounting system is being implemented by another major customer.

The other two applications deal with Order Entry at a large manufacturing plant, and health insurance claims processing for another GE Division.

As Bloomfield says, "Don't sell MARKLINK terminals, sell MARK III DDP solutions."

All of the members of the headquarters Distributed Data Processing group are willing and able to answer questions.

They are:

Lee Beyer	8*273-5573
Conrad Persels	8*273-4252
Peter Bloomfield	8*273-4057
Hank Genthner	8*273-4043
Harold Stover	8*273-4620
Jim Rossini	8*273-3575
Morris Patterson	8*273-5262
Raj Chopra	8*273-4084
Rick Massil	8*273-5957
Karen Gonzalez	8*273-5069

FOCUS ON . . .

NATIONAL SALES

PART I

A MESSAGE FROM...

ROGER HOBBS



We in the National Sales Department are obviously not the only ones "going for 30" this year. Our message has reached across Departmental lines, and the increased frequency and size of Update is proof positive.

We in this Company, in all Departments, have always emphasized the need for clear and better communication on all aspects of our business. The past few issues of Update have highlighted several of our Departments and Operations. This issue, and the one that follows, feature the National Sales Department.

Past Update stories relating to National Sales have shown that communication can clearly work toward achieving our goals. A featured story about Fixed Capacity Service in Update (May 18) can be seen as one of the causes of the rapid surge of FCS orders. This issue features a story on MARK III DDP and a variety of applications for that product. We hope to see the same kind of results.

The FORUM column has provided an opportunity for many of you to voice your questions on various aspects of our business.

I wholeheartedly support this expanded communications effort. The more everyone knows about the operations of our business, the better we can serve our customers. We will be a better team as a result of increased

communication. I cannot urge strongly enough that everyone—in every department—take advantage of the opportunities Update offers—opportunities to learn about other areas of the business, opportunities to write your own articles to inform other people of things you believe might help them, and opportunities to express yourself and have questions answered.

I cannot, of course, let this message end without commenting on the National Sales Department goals so clearly defined at our communications meetings last Fall.

This issue of Update also features another full list of STRETCHBUCK winners. I needn't remind you that STRETCHBUCK value can only go up as we expand our efforts. Those of you who have not yet been listed with winners still have time—and winners shouldn't be willing to let the "BUCKS" stop here!

As you know, we have not yet met our stated goal of 30% V. Through August we were less than 2% V behind our goal. There are, however, still three-and-a-half months left to this year, and I call upon each and every one of you to do your utmost to help us meet this goal this year. We can do it. There is still time to prove that we have the best sales force and products in the industry. We can still make 1979 a year to remember.

THE EASTERN REGION... AT A GLANCE

GEISCO EMPLOYEES: 142

GEOGRAPHICAL COVERAGE: Southern Connecticut, New York, Northern New Jersey.

ORGANIZATION:

REGION MANAGER: Tom Vinci (8*228-0366)

Region Staff:

Employee Relations: Ralph Stevens (8*228-0363)

Finance: Lou Rolla (8*244-0383)

Sales Planning: John Barber (8*228-0375)

Technical Services: Linda Burgess (8*228-0361)

DISTRICTS:

N.Y. Commercial: Tony Cassa, District Manager
(8*228-0302)

N.Y. Banking: Ed Mazur, District Manager
(8*228-0383)

N.Y. Financial: Anne Filippone, District Manager
(8*228-0348)

Stamford: John Dunn, District Manager
(8*228-6200)

New Jersey: Mike Paccione, District Manager
(8*221-1170)

Communications: open



A Message From... **Tom Vinci**

The Eastern Region takes great pride in its history as a significant contributor to the growth and success of our business. This record of success is an ongoing testimony to the talents and hard work of the many people in the Region who have worked together to help our customers solve their business problems.

As we approach the decade of the 80's, this challenge of solving problems for our many customers will become even more difficult and important. The forces of increasing complexity and specialization will be heightened by greater demands from our customers for quality, and for timely response to their needs, coupled with the introduction of new and

innovative products as potential solutions.

Successfully meeting these challenges is a must if we are to ensure our continued success. Toward that goal, we in the Eastern Region are committed to three key objectives:

First, we are prepared to make the personal commitment to increase our productivity and effectiveness as professionals through personal development. Sustained product and sales training, with an emphasis on business awareness, will be a main source of that development.

Second, our specialized knowledge of key industries has been a main ingredient to our success as a business. We are committed to continuing on

this path, with an even greater emphasis on further understanding of our current industries, and with the addition of new focal areas.

Our final commitment is one of being totally dedicated to serving "king customer". This means working closely with our colleagues in Engineering, Systems and many other GEISCO functions to ensure the timely delivery of "service" in its full context. Our professionalism is what continues to set us apart from our competitors. We in Sales bear the chief responsibility of "service delivery" and we call upon the entire organization to join forces with us in carrying it out.

THE NORTHERN REGION ... AT A GLANCE

GEISCO EMPLOYEES: 123

GEOGRAPHICAL COVERAGE: Northeastern U.S., Specifically Northern Connecticut, Maine, Massachusetts, New Hampshire, Pennsylvania, Rhode Island, Western New York, Southern New Jersey, Delaware, Vermont, West Virginia

ORGANIZATION:

REGION MANAGER: Jim Schuster
(8*244-5504)

Region Staff:

Employee Relations: John Wilson (8*244-5509)

Finance: Larry Signora (8*244-5508)

Sales Planning: Don Sweet (8*244-5530)

Technical Services: Wes Hicklin (8*244-5511)

DISTRICTS:

Boston: John Sims, District Manager
(8*261-3990)

Hartford: Del Merenda, District Manager
(8*225-4228)

Pittsburgh: Tom Brandtonies, District Manager
(8*345-4185)

Philadelphia: Open.

Schenectady: Paul Heiner, District Manager
(8*235-7720)

Western New York: Open.

A Message From... **Jim Schuster**



Our business plan for the '80's will be based, as always, on sound business principles that take advantage of GEISCO's value added service and its technical, marketing and sales leadership.

I believe that success next year, and for every year that follows, will come quickly and consistently only when our plans follow the major thrusts and resource commitments of GEISCO as a whole. To do that, we must continually strive to reap the synergistic benefits that result from cooperation and a spirit of teamwork—between Field Sales, CA, Headquarters, and all of our International counterparts.

I am convinced that teamwork is not only the best way to work, but the only way.

In our region this year, a major corporate fixed capacity contract was closed because of the combined efforts of sales offices in Cincinnati, Hartford, Dallas, Florida, Columbus and Schenectady (the coordinating office); along with support of people from different regions, CA, and headquarters support functions. That contract is one of the largest fixed capacity contracts signed to date. No office could have done it alone.

On the International side, we see another major company signing on for an International Reporting System, which will require data collection and reporting from 106 locations throughout the world.

We in the Northern Region have outlined several key goals for the next decade:

First, we plan to institute an even more effective sales approach by increasing productivity of our people and by optimizing utilization of all of our resources. To that end, we will be sponsoring seminars on target industry programs, working on customer staff sponsor programs, and working with local management to establish new measurement criteria for pipeline and call reports at AR and TR level.

We also plan to reevaluate financial and people resources committed to our major accounts.

Second, we are working toward development of a consistent approach to our planning on all levels; Branch, District, and Region. I believe that this consistency can only enhance our efforts to provide quality service and value-added products.

(Continued on Page 15)



A Message From... Paul Inserra

I've been asked to tell you what the mission of Headquarters Sales is. I can do that in two sentences.

We exist for two reasons only. To support and serve customers; and to support and serve the Field Sales people.

How do we do that? With a group of excellent people and a lot of patience. Last minute changes in plans, proposals and contracts are part of our daily routine. You see, if customers are unhappy or the Field Sales force doesn't succeed, neither do we. And we are not a group of people amendable to failure.

Take, for instance, Customer Service. Ron Rasmussen and his people constantly work toward knowing exactly (and I mean *exactly*) what the customer thinks of our service and our responsiveness. Because without that knowledge—without knowing what the problems are—there's no way to find a solution.

Our National Service desk averages 740 calls a day. For those of you without your calculators handy, that comes to 220,000 calls a year. 50% of those calls are handled within two minutes. The rest are directed to the product specialty area best able to respond. 88% of those calls are handled within two hours. I believe our Customer Service Organization is, in many ways, the best in the business.

The people in the Field Sales force even have a mini "customer service" organization for their questions. It's known as Fast Fax and it provides instant answers to questions, reprinted

so that others with the same question don't need to call. Jim Doyle handles that.

You may be asking yourself (if you're in the field) something like: OK. What about my ROP, or my ATQ? Both of those were explained pretty well by J. P. Richard in the Forum Column of the August 17 issue of *Update*. You should know, though, that this year we will process over 2000 ROP's. That's 30% more than last year. We knew the process seems slow to you sometimes, but consider that our hit rate is 50% success in attaining the business on those ROP's; and 45% in attaining revenue on special bids through ATQs.

Those successes can mean as much as five million dollars in potential monthly revenue.

Ever had a customer come to visit headquarters? If you did, you may remember that you brought them in and we took it from there.

National and Key accounts represent a lot of GEISCO business. Those accounts are growing faster than the business itself, and I don't have to tell you how fast GEISCO is growing.

What else do we do? Contract Administration. Incentive Awards. There's more, but I'm running out of space and you get the idea.

Take a look at the other article on this page. It'll give you a brief overview of our HQ sales subsections, and tell you precisely who to contact when you have questions. Contact us. Without you and your customers, we have nothing to do!

HEADQUARTERS

SALES:

During FW15, newspapers across the country announced that some hair dryers contained asbestos, a material found to cause cancer when used over a period of time. As a result of that "news flash", GEISCO's Customer Service received 4,382 calls from owners of GE hair dryers. As we all know, GEISCO has nothing to do with hair dryers. People who don't know who to call, though, often go to the wrong place for answers.

Headquarters Sales experiences some of the same problems when people (especially in Field Sales) are not informed of who handles what. It is essential for the field to know who to contact because, in many sales situations, time is of the essence and talking to the right person is the fastest way to achieve results.

Headquarters Sales is headed by Paul H. Inserra. Three subsections work with Paul: Ron Rasmussen manages Customer Service; Bob Fohl, Major Opportunity Sales; and Harry Hearn, Sales Planning and Development. Each group strives to assist Field Sales in better developing, closing, and maintaining high potential sales opportunities.

Customer Service, in particular, resolves customer problems on a day-to-day basis, and is sometimes a user's only GEISCO contact. Major Opportunity Sales (M.O.S.) specifically addresses opportunities in the area of Fixed Capacity Service, while Sales Planning and Development (SP&D) works with the Field in all areas of sales activities and plans for the future.

How can Headquarters Sales help you? 87 individuals can provide you with answers to questions and solutions to problems. For example, questions regarding Customer Visits, Fixed Capacity Service, Revenue Opportunity Profiles (ROPs), ATQs and Special Agreements, Proposals, National and Key Accounts, Contract Administration, and Field Tests, can be answered by someone on the second floor of the Maryland Center. These individuals are more than willing to help in any way they can, but

AN OVERVIEW

can only do so when such a need is expressed.

Below is a list of key individuals and phone numbers with their area specialty. We hope that Field Sales will benefit from knowing exactly where to turn.

by Jill Patrice Eden

Customer visits

Cheryl Frankelberger (8*273-4162)

FCS

Bob Fohl (8*273-5066)

Sales Planning and Support

Harry Hearn (8*273-5571)

Don Howard (8*273-4625)

J. P. Richard (8*273-4512)

ROPs

Genie Kraus (8*273-4714)

ATQs and Special Agreements

Larry Murphy (8*273-4310)

Proposals

Sally Hansen (8*273-4168)

Jill Eden (8*273-5603)

National and Key Accounts

Barbara Cresswell

Jerry Shipley

Dennis Weigel

(to find out who handles an individual account, contact Audrey Solomon at (8*273-4283))

Contract Administration

Charlie Hatch (8*273-4640)

Field Tests

Peggy Guzik (8*273-4167)

Customer Service Functions

Ron Rasmussen (8*273-4750)

Operational Support

Ted Day (8*273-4675)

Major Problem Resolution

Bill Love (8*273-4675)

Manny Roberts (8*273-5799)

Customer Quality Assurance

Jennie Heinbach (8*273-5663)

Al Parker (8*273-5509)

Fast Fax

Jim Doyle (8*273-5870)

Regional Sales Support

Roger Gregory

(Central) 8*273-4395

Vic Joubran

(Eastern) 8*273-5326

Lynn Sinnanon

(Northern) 8*273-4166

Joan Burton

(Southern) 8*273-5179

Bob Holder

(Western) 8*273-5464

FINANCIAL PLANNING & ANALYSIS

Financial Planning and Analysis is a service organization headed by B. A. Barron, and performing analysis, reporting and administration support for all levels of NSD management. Our organizational lines extend into Finance (Blaine Barron reports on a "dotted line" basis to Leo Ramer) and into the Field (the Region Financial Managers have a "dotted line" responsibility to Barron). Many Headquarters Sales functions may compare themselves to the pinch-hitters, 6th man and special team efforts supporting the Field sales team,

but an analogy may be drawn between FP&A and the team's statistician, property manager and business manager. Our "people in the field" often wear all three hats. **The Region Financial Managers are:** Peter C. Brennan, San Francisco (Western) 8*422-1375; Robert J. Friedmann, Atlanta (Southern) 8*281-7681; Louis J. Rolla, New York City (Eastern) 8*228-0383; Lawrence F. Signora, Philadelphia (Northern) 8*244-5508; John L. Welch, Chicago (Central) 8*345-4224.

Other key contacts in FP&A are:

NAME	TELEPHONE NO.	FUNCTIONAL AREA
Mohammed Adnan	8*277-2816	Revenue Forecasting
Frank Beal	2821	SAMIS
Ed Buchanan	2799	Nat'l Sales Dept. Budgets
Barb Campbell	2797	Stats Clerk
Linda Crisafulli	2985	Hqtrs, Industry & Federal Budgets
Joan Fitzpatrick	2887	Internal Use Budgets
Marian Hamilton	2813	National Sales Directory
Bob Huber	2814	Sales Systems
Joan Irani	2796	Section Secretary
Olan Jones	2810	Property Management
Larry Kristiansen	2822	Comp Plan Admin
Walter Lees	2806	Sales Administration
Mary LeFave	2820	Pipeline & Call Reporting
Dave Lloyd	2817	Territory Analysis System
Nancy Lumsden	2980	Comp File Maintenance
Ray McNees	2807	Request For Credit
Dave Schmitt	2805	Field Budgets
Joe Steel	2886	Lost Business; Recast
Chanthol SunSreng	2976	Financial Mgmt Program
Zahir Usmani	2815	Major Opportunities; Territory Stat Studies
Lois Valentine	2812	Field Accessorization
Audrey Wilsey	2808	Incentive Plan Admin. i.e. Stretchbucks, Flyaway
Jim Wood	2811	Facility Layout
Susan Yee	2819	Revenue Measurements

prepared with the help of Walt Lees

NATIONAL SALES

INDUSTRY MARKETING

Despite its name, Industry Marketing is part of the National Sales Department, and has been since April of 1978.

This group of industry-wise professionals is headed by Art Sims. According to Sims, "Our mission is to be a focusing force, helping to channel GEISCO energies and resources into selected, highly lucrative markets that need our kind of quality and service."

The groups' main function is planning for and delineating key markets within industry, and providing direction to the field as to which industries should be targeted to best meet GEISCO business objectives.

The group also works to identify the best products to fit the needs of the selected key industries, including authored products when necessary; and to provide the Field Sales force with the knowledge necessary to penetrate those markets.

Perhaps the most visible Industry Marketing project this year has been the assisting in planning and preparation of the MITROL, Inc. acquisition (see Update, July 20)

Because the Federal government can, in itself be considered an industry, the Federal Sales Office in Washington, D.C., is also a part of Industry Marketing, with its own group of target Federal Government accounts.

The industry marketing team is listed below:

Manufacturing: Mac McCleary
(8*273-4320)

Financial Service: Vinnie Trost
(8*273-4394)



Art Sims

Communications (Telephone, telegraph, broadcast, etc.):

Scott Hindley (8*273-4933)

Management Services (Accounting firms, management consulting firms):

Larry Fisher (8*273-4796)

Energy (petroleum, fossil mining, electric and gas utilities): Art Sims, Acting Manager (8*273-4054)

Federal Sales: Ken Santucci
(8*272-4464)

Industry Planning (works toward identifying new industries, and working with current industries in evaluating new business thrusts):
Ralph Bice (8*273-4722)

INTERNATIONAL ACCOUNTS: ASPIRIN FOR THE GLOBAL HEADACHE

Do you ever hesitate before going after that multinational sale just because it all seems so complicated? Different prices, different contracts, different languages, heavy coordination, etc. Talk about a global headache!

This situation need not be an Account Reps nightmare. There is a group in the International Marketing Department whose sole function is to help you make that multinational sale. International Accounts, headed by Paula Zak, consists of five people.

The Sales Support Function of the group consists of Joy Reynolds, Ben Garst and Phil Stevens, who serve as International Accounts Specialists. Joy handles the Southern and Western Regions, Ben the Northern and Eastern, and Phil the Central Region.

These Senior Specialists, International Accounts, maintain good working relationships with their counterparts in Europe, as well as with managers, account reps and tech reps throughout the world. It is their responsibility to coordinate the flow of information and action about specific sales opportunities between affiliates and distributors and U.S. field locations. They provide sales support to the field by giving executive presentations, assisting in joint sales calls, helping with the international aspects of an account plan, and coordinating the flow of an International sales opportunity through headquarters.

Donna Sanders, Administrator, International Accounts, is responsible for answering questions on: 1) Validations for multinational customers; 2) service and terminals in various countries; 3) credit and rebills between domestic and foreign cost centers, 4)



The International Accounts people. Left to right, seated: Phil Stevens, Paula Zak, Ben Garst, Jo Bullard. Standing: Donna Sanders, Joy Reynolds.

the places a customer is currently doing business with us; and 5) verifying prices in a particular country (if you are in doubt).

She also answers any other administrative question on International business.

Jo Bullard, International Accounts Support Specialist, supports Telex and can answer questions with respect to billing, prices, availability and general use of Telex with MARK III. Jo also handles NSS, gathering and publishing monthly reports on author activity as it relates to International business. Jo's most important function, however, is serving as an information

center to the field, and providing answers on prospects and customers, as well as GEISCO affiliates.

International Accounts is ready right now to help you with your next international question or opportunity, feel free to call them or crossfile them on "GEIA":

Call them on:

Jo Bullard	8*273-4381
Donna Sanders	8*273-4289
Ben Garst	8*273-4052
Phil Stevens	8*273-4587
Joy Reynolds	8*273-4013
Paula Zak	8*273-5963

—by Paula Zak

Stretch Brucks

Engineering Department— Custom Applications

Amt. Location \$200

Federal
Federal
Federal
Federal
Federal
ATL ADO
ATL ADO
ATL ADO
ATL ADO
ATL ADO
GTF ADO
ATL ADO
ATL CA
CA Atlanta
CA Atlanta
CA Atlanta
CA Atlanta
CA Atlanta
CA Chicago
CA Chicago
CA Chicago
CA Chicago
CA Chicago
CA Chicago
CA Dallas
CA Dallas
CA Dallas
CA Chicago
CA Chicago
CA Dallas
CA Dallas
CA Dallas
CA Dallas
Southern
GFT DSO
GFT DSO
GFT DSO
GFT DSO
GFT DSO
GFT DSO
CA Atlanta
CA Dallas
GTF DSO
CA/LA
CA Denver
CA/SF
SF/ADO
CA Boston
CA Phila
CA Plastics
CA Schenectady
CA NY
NY ADO
CA Chicago
Chicago ADO
CA Cleveland
GESCO DSO
GESCO DSO

Eric Gustafson
Rudolph A. Robinson
Robert A. Rowe
Allen J. Williams
John Sandstrom
Stephen A. Bain
Sally F. Friedmann
Robert T. Grissom
Johnnie C. Jackson
Elizabeth Stalford
John H. Swan
Michael J. Moore
Winifred M. Elam
Paul L. Hogdon
Wayne L. Mueller
William A. Peltz
Howard B. Roberson
Gregory D. Horodeck
Sekharam V. Kasturi
David L. Leland
Karen L. McNeal
Catherine R. Michalak
Robert J. Binkert
Gayle L. Carp
Richard G. Johnson
Linda L. Wesley
Jem H. Yung
Ellen F. Kilpatrick
Dorothy J. Morrison
James A. Peterson
Addison L. McGarrity
Thomas H. Davis, Jr.
Carolyn O. Gailey
Francisco J. Gargallo
Alan I. Grus
Larry G. Singleton
Charlotte J. Walker
William A. Peltz
Dorothy J. Morrison
Alan I. Grus
John Kim
Edward A. Nocunas
Richard K. Sumner
Yoshio T. Matsumoto
Susan C. Rapoport
Rudolph H. Gawron
Dale Clement
Deborah Scott
Michael J. Beasley
Robert J. Lennon
Sekharam V. Kasturi
Steven L. Huyser
Richard Hippolyte
Susan R. Dittman-Kalil
Michael E. Lockwood

MK 3000
MK 3000
CA Federal
IAS
CA/SF
GTF/DSO
GTF/DSO

Paul L. Orrison
Michael D. Venor
Eric Gustafson
Patricia A. Sluder
Steven H. Carlson
Michael J. Dooley
Sandra F. Foglia
Gregory H. Fuller
William R. Gavin
Gretchen L. Gregory
Mary Leong-Edge
Greg Mathews
Yoshio T. Matsumoto
Patricia D. Rakich
Richard D. Sumner
Kenneth M. Yajko
Anthony B. Hallock
Mary M. Farley
Carlos G. Gomez
David W. Grischuk
Alan J. Markowitz
Jack M. Greenberg
Thomas H. Davis
Michael J. Beasley

Amt. Location \$400

ATL ADO
ATL ADO
ATL ADO
CA Dallas
SA/ADO
CA/SF
SF/ADO
CA Schenectady
CA Plastics
CA Phila
NY ADO
CA NY
CA NY
CA Cleveland
Chicago
CA Chicago
Fin Svc
Fin Svc
Order Service
Order Service
Order Service
CA GESCO
MK 3000 Svc.
Mfg. Svc.
Mfg. Svc.

Robert T. Girssom
Elizabeth R. Stalford
John H. Swan
Richard G. Johnson
Gregory H. Fuller
Steven H. Carlson
Karl McGuire
William S. Cassidy
Patricia C. Cavagnaro
Rudolph H. Gawron
Susan J. Eng
Carlos G. Gomez
David W. Grischuk
Richard Hippolyte
David Leland
Karen McNeal
Alan P. Lappin
Alexander K. To
David L. Breeding
Robert B. Hadelar
Robert E. Evanoff
Warren H. Neudorf
Edward White
Charles G. Hamilton
Thomas W. Choate

Amt. Location \$600

CA/SF

Richard K. Sumner

WINNERS—SECOND QUARTER

National Sales Department

Federal Sales		\$400	\$600
AMOUNT \$200			
<p>Deborah A. Gray Murray A. Westrich James A. Wohlmuther Anna N. Goldman Anna N. Goldman John L. Ferrell, Jr.</p>	<p>Cheryl Brickus Diana A. Digiulian Ronald H. Manko Levite Marvin L. Rosenberg Marvin L. Rosenberg Robert L. Williams</p>	<p>Robert L. Williams John L. Ferrell, Jr.</p>	
Northern Region			
<p>Carlos M. Gonzalez James W. Sciarrino Susan J. Breither Charles Riggi Anthony P. Favoroso Mark W. Balawejder Mark W. Balawejder Rose M. Dangler Yvonne R. McCollin Arthur Raguette Kevin A. Zaney Marsha R. Gottovi Michael A. Farsaci</p>	<p>Donald G. Hoke Colette A. Beaumariage Donald L. Gwinner Ida S. Hsu Robert J. Lindeman Robert J. Lindeman Kay E. Morley Mary Jane Low Patricia Stinney Daniel H. Mackey Timothy J. Collier Howard S. Axelrod</p>	<p>April S. Reilly Arthur Raguette Mary Beth Richards John H. Rayle Donald G. Hoke Daniel H. Mackey Donald A. Graves</p>	
Eastern Region			
<p>Beverly W. Bayar Margaret E. Bruhns J. A. Kosiorek George Balynsky Diane Castellano Hans-Adalbert Kernast Joseph May, Jr. Barbara L. Schilling Regina M. Susek Nancy G. Visocki R. A. Caldwell Eileen S. Reidinger Imrich Verdon Sharon D. Young Manny A. Marino Tamara Deplanter Steven A. Zubatkin Nisha Hayes Lena L. Humes Reginald Culpepper Paul A. Lemberg Paul A. Lemberg Richard Okrasinski</p>	<p>Richard Okrasinski Peter R. Perkins Alfred A. Weis Marlene Weisler Bernard S. Kahn Kaili Skolnik Steven L. Schulman Lloyd M. Calhoun Sherree F. Cushner David J. Rosenthal Diann M. Todd Gail Torchin Gail Torchin Sylvia S. Wei John J. Yochim Kenneth S. Littlefield Linda B. Diamond Rindi L. Gelbwaks Randi L. Gelbwaks Carl A. Kandetzki Cindy L. Lodato Edward J. Seperack Ivan Kovacic</p>	<p>Upendra K. Gupta Eileen S. Reidinger Barbara L. Schilling Kaili Skolnik Alfred A. Weis Jeanni L. Tom John J. Yochim Edward J. Seperack</p>	<p>Barbara L. Schilling</p>

Western Region

AMOUNT \$200

Mary M. Furey
 Mary M. Furey
 Daniel J. Burk
 Charles V. Kyle, Jr.
 Stephanie M. Martinez
 Richard W. Warren
 Dorothy R. Shepard
 Peter Brozich
 Fred H. Parker
 Carole G. Bennett
 Carole G. Bennett
 Eileen Bohn
 Richard D. Goddu
 Dovard L. Ross
 Sanford B. Simon

Neville C. Braham
 Neville C. Braham
 Claudene V. Gilbert
 Mark T. Hines
 Melanie A. Johe
 Paul G. Rohrdanz
 Charles V. Kyle, Jr.
 Donald J. Kelly
 Donald J. Kelly
 Mary J. Marriott
 Margaret M. Bailey
 Margaret M. Bailey
 Wayne E. Garber
 Doborah A. Wells
 Deborah A. Wells

\$400

Rick R. Tsang
 Deborah A. Wells
 Mary J. Marriott
 Paul G. Rohrdanz
 Sanford B. Simon
 Dovard L. Ross
 Fred H. Parker
 Dorothy R. Shepard

\$600

Dorothy R. Shepard

Central Region

Randey L. Hardick
 Steven G. Erickson
 Steven G. Erickson
 Deborah L. George
 Monteca L. Hall
 Gaetana G. Weir
 Gregory Williams
 Ben G. Giglio
 Gary M. Weir
 Edward M. Biel
 Edward M. Biel
 Silvio J. Anichini
 Joyce N. Harder
 Timothy R. Baker
 Jay D. Bakst
 Mark E. Bloomquist
 Phyllis C. Gallichio
 Mei-Yau M. Shao
 Robert E. Wallace
 Ronna H. Ross

Christine A. Taylor
 Patricia A. Cook
 Frances E. Jackson
 Renee A. Jones
 Renee A. Jones
 Julia C. Martin
 Clarence Mitchell
 David R. Smith
 Robert L. Truelove
 Dolores I. Niles
 Christine G. Curtis
 Ronald K. Ford
 John P. Mitchell, Jr.
 John P. Mitchell, Jr.
 Debi A. Witaczack
 Anna B. Johnson
 Joseph V. Scarcella
 Beulah B. Brandon
 Nancy L. Schrepei

Deborah L. George
 Gregory Williams
 Renee A. Jones
 Ronna H. Ross
 Richard S. Kirby
 Robert L. Truelove
 John P. Mitchell, Mr.
 Zev Hadash

Betty K. Quay
 Fred W. Smith, Jr.

Southern Region

Donna J. Getso
 Effie G. McCullough
 Terry Sanders
 Dean H. Wooldridge
 Kristen R. Couch
 Kristen R. Couch
 James D. Cunningham
 Doris A. Densmore
 Elizabeth L. Douglass
 Michael H. Gibbs
 Michael H. Gibbs
 Hugh D. Guinn
 Jimmie D. Murry
 Janis B. Schwarzkopf
 Betty K. Quay
 Stephen E. Berger
 Peggy J. Wilhelmsen
 Marilyn Almanza
 Elizabeth J. Clingan
 Charles J. Walter
 Timothy D. Witham
 Timothy D. Witham
 Spurgeon E. Youngblood

Spurgeon E. Youngblood
 Mary Ann Alwes
 Larry B. Bowditch
 Larry Brock
 Elaine Bunch
 Columbus D. Jude
 Loretta S. Massie
 Barbara D. Oliver
 Patrick E. Perry
 Constance J. Porter
 Raul Salinas
 Carolyn N. Kamerick
 Ram G. Sidhaye
 Doris J. Henderson
 Larry D. McNeill
 Robert A. Rissolo
 Susan G. Williams
 Deborah R. Carlisle
 Ronelle W. Genser
 Ronelle W. Genser
 Marcia A. Steele
 Alonzo Waddell
 Susan G. Williams

Willinda J. Glover
 Gail B. Hurd
 Reginald F. Loy
 William F. Bland
 Elaine J. Carey
 Terry N. Crisler
 Mary R. Joyce
 Eugene Norman West
 Victoria I. Easter
 Woodrow W. Forrest, Jr.
 Dedrick B. Jones
 Phyllis A. Shockley
 William F. Tiernan, III
 Judith N. Buchan
 Joseph G. Paccione
 Joseph G. Paccione
 Ruth N. Adamo
 Diane H. Johnson
 Fred W. Smith, Jr.
 Marvin E. Bergen
 Marvin E. Bergen

Robert A. Rissolo
 Michael W. Blalock
 Dedrick B. Jones
 Eugene N. West
 Judith N. Buchan
 Marvin E. Bergen
 Juan M. Mendoza
 Betty K. Quay
 Fred W. Smith, Jr.
 Reginald F. Loy

Zev Hadash

AROUND THE COMPANY

THE MOON

Ten years ago this summer, men made their first footprints here. They were wearing boots made of GE synthetic materials, and they viewed the silent lunar landscape through transparent GE plastic. For years after the history-making lunar landing, GE-built thermoelectric generators powered instruments that beamed information back to earth. The generators and footprints remain here as visible symbols of GE's involvement in almost all phases of the history-making Apollo program—from checkout of the launch vehicle to transmitting the "splashdown" to millions of television sets around the world. Down on the earth, GE's involvement with the space program continues, with hundreds of Space Division employees at Valley Forge, Pa. and elsewhere at work on the flight hardware, payloads and mission support for the "common carrier" of space transportation—the Space Shuttle.

PLAINVILLE, CONN.

There's some good news and some bad news to report, says Gwen Guerrette after joining with four other Circuit Protective Devices employees to follow subassemblies they had built to the Russelectric plant in Hingham, Mass. Their purpose: to meet the customer, Ray Russell, in person and to see how Russelectric uses GE components in the electrical switches and controls it manufactures. "I learned they thought our product superior to that of our competitors; but I also learned we lost some orders because we couldn't deliver on time," says Gwen in giving the good and bad specifics. "But we arrived in time to see a big order of our circuit breakers come in on time for them. They were happy and so were we."

WORTHINGTON, OHIO

Airline passengers landing at Port Columbus Airport can feel more secure when landing in foul weather now that safety grooves have been put in the runway. The grooves were cut using saw blades with Man-Made™ diamonds manufactured by GE's Specialty Materials Department in nearby Worthington, Ohio. According to the superintendent of Columbus Airports, Daniel Ginty, "the effectiveness of runway grooving has been proved many times. We've witnessed it ever since the project was completed: when the hard rain comes down now, the runway looks almost dry."

A Message From
Jim Schuster

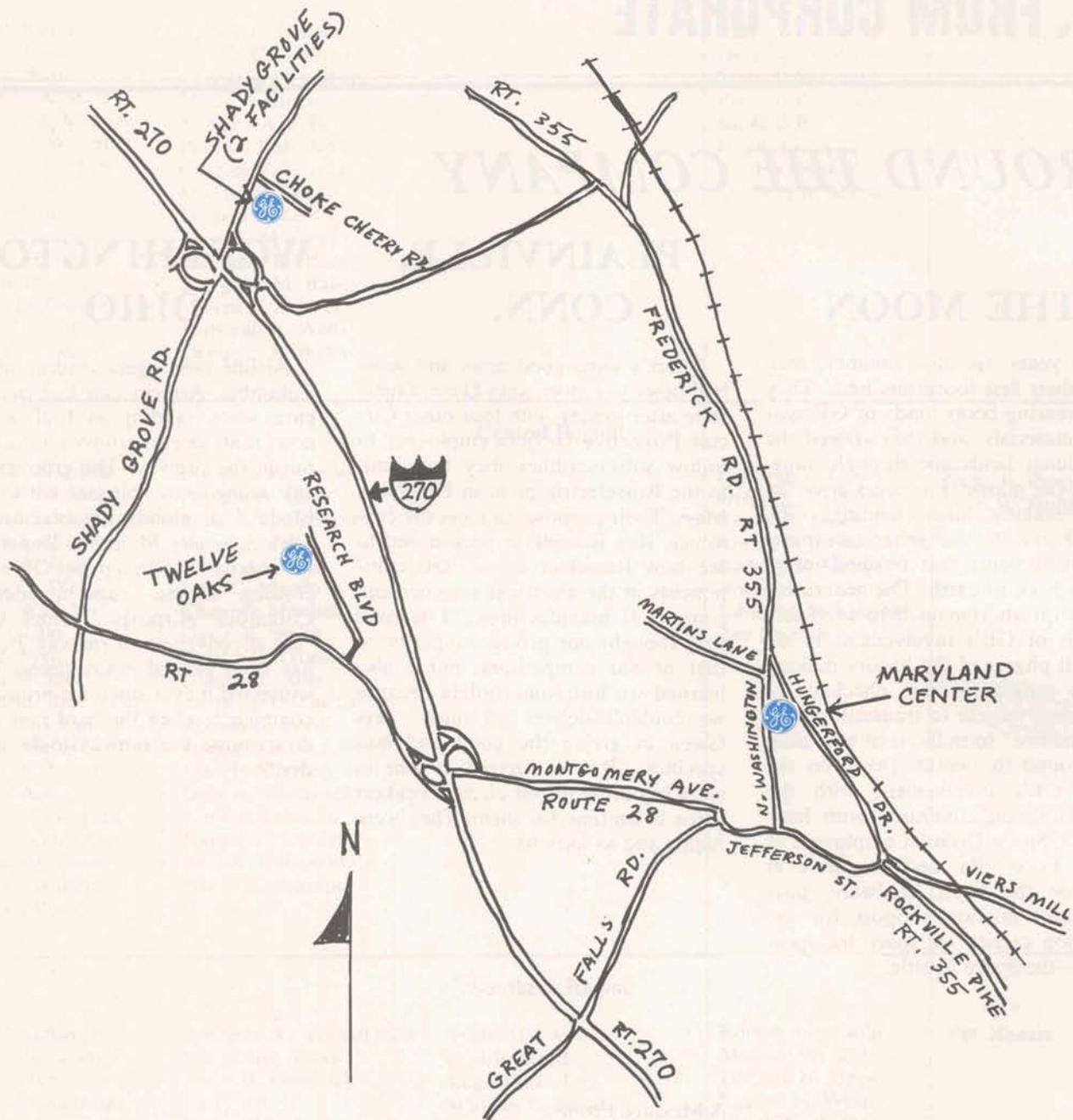
(Continued from Page 7)

We are also working toward further penetration and growth of specific market segments. Toward that end, we plan to dedicate added resources and use specialists in those market areas.

We plan to work closely with Industry Marketing and National Account Managers to meet all of our goals.

As I said earlier, it is becoming more obvious each day that, without teamwork and cooperation, true success is virtually impossible.

MORE MOVES COMING UP!!



GEISCO Headquarters will be opening its third temporary facility late this month. Twelve Oaks A, located near the intersection of Routes 28 and 270 in Rockville, will house the Marketing Support and Marketing Planning groups by October 1 of this year.

In March of 1980, Twelve Oaks B (in basically the same location as A) will be opened, and at that time, Headquarters Sales (minus customer support), IBM Systems Programs, Industry Marketing, International Marketing Development and Support, Distributed Systems, Marketing Financial Planning and Analysis, and Marketing Employee Relations are scheduled for moves to that building. Telephone numbers (including Dial Comm) will remain the same.

A third building, dubbed (you guessed it) Twelve Oaks

C, will be opened sometime in 1981.

Yes. We will all be together again sometime. We'll tell you more about that in a future UPDATE. In the meantime, we hope that our little map will help you find your way around.

Incidentally, in response to the frequently asked question—no, there will not be a cafeteria at Twelve Oaks A, but there will be an eating area with vending machines and a microwave oven. A cafeteria is currently planned for Twelve Oaks B, and will serve all three buildings. In the meantime, the Maryland Center cafeteria is just a short drive away, and there is a restaurant in the Ramada Inn, within walking distance of the Twelve Oaks site. Lunch prices range from 95¢ (soup) to \$5.95. Served from 11:30 a.m. to 2:00 p.m.

UPDATE

ROCKVILLE, MARYLAND
OCTOBER 12, 1979 305.105

KASTNER NAMED SECTOR EXEC; OTHER CHANGES ANNOUNCED

The election of John F. Burlingame, Edward E. Hood, and John F. Welch as Vice Chairman, announced by General Electric Company Chairman, Reginald H. Jones on August 5, (Update, August 17), has led to the following appointments, which became effective October 1:

—CHRISTOPHER T. KASTNER succeeds Mr. Hood and has been elected Executive Vice President and Sector Executive, Technical Systems and Materials Sector. Mr. Kastner has been Vice President and General Manager, Mobile Communications Division. A photograph and brief biography of Mr. Kastner will be published in a future issue of Update.

—ROBERT R. FREDERICK succeeds Mr. Burlingame and has been elected Executive Vice President and Sector Executive, International Sector. Mr. Frederick has been Senior Vice President, Corporate Planning and Development.

—PAUL W. Van ORDEN succeeds Mr. Welch and has been elected Executive Vice President and Sector

Executive, Consumer Products and Services Sector. Mr. Van Orden has been Vice President and General Manager, Housewares and Audio Division.

In addition, James A. Baker succeeds Stanley C. Gault and has been elected Executive Vice President and Sector Executive, Industrial Products and Components Sector. Mr. Baker has been Vice President and Group Executive, Lighting Group. As previously announced, Mr. Gault will join Rubbermaid, Inc. effective January 1, 1980, until which time he will be Senior Vice President, reporting to Mr. Jones.

Thomas A. Vanderslice has been elected Executive Vice President and continues as Sector Executive, Power Systems Sector.

Concurrent with the Executive President and Sector Executive assignments, the following GE company officers have assumed new titles and duties at Corporate Staff or Group level:

- Daniel J. Fink, Senior Vice Presi-

dent, Corporate Planning and Development Staff.

- Louis V. Tomasetti, Senior Vice President and Group Executive, Aerospace Group.
- Ralph D. Ketchum, Senior Vice President and Group Executive, Lighting Group.
- John A. Urquhart, Senior Vice President and Group Executive, Power Delivery Group (a newly established Group in the Power Systems Sector).
- Brian H. Rowe, Senior Vice President and Group Executive, Aircraft Engine Group, succeeding Fred O. MacFee, Jr., who plans to retire from the Company.

In addition, the following Group Executives have been elected Senior Vice Presidents: Roy H. Beaton, Nuclear Energy Group; Charles R. Carson, Engineered Materials Group; James P. Curley, Industrial Products Group; Richard O. Donegan, Major Appliance Group; Herman R. Hill, Turbine Group; and Van W. Williams, Component Products Group.

FOR GEISCO EMPLOYEES ONLY

WE NEVER MAKE MISTEAKS!

... or at least when we do, we admit 'em (we certainly can't hide them!)

Although we're *sure* nobody noticed, we had a few minor problems with photo captions in our September 17th issue. Our apologies to all involved. Both photos are reprinted below with the correct captions.

Also, Helen Canan, Western Region Administrator, was inadvertently omitted from our list of *STRETCHBUCKS* winners. She got a well-deserved \$200 award. Sorry we missed you, Helen.

Part of the MARK III DDP Team: Seated, left to right: Harold Stover, Lee Beyer, Karen Gonzalez, Morris Patterson. Standing: Peter Bloomfield, Conrad Persels, Raj Chopra.



The International Accounts people. Left to right, seated: Phil Stevens, Paula Zak, Ben Garst, Jo Bullard. Standing: Joy Reynolds, Donna Sanders.



FEATURED:
NATIONAL SALES
(PART II) SEE PAGE 4

Our only Forum letter this issue looks like a hot topic. It came anonymously, but when you've read it, you'll understand why.

Q. After I read the International Update and the story about Manfred Wittler, I had to agree with him about people here being afraid to talk to their managers, and how people shouldn't need to make appointments to see their managers.

I've been trying to figure out why that is, that people won't talk. I think I sort of know. Managers don't want to talk to *them*. They just want us to get our work done and stay away from them with our problems. Maybe that isn't true with all of them, but I've had two since I've been here and it's sure been true with me. I'm not talking about personal problems. I'm talking about problems with work.

It seems that the managers are always too busy with their own work to take time to help with other people's. I have friends who have the same problem. I only hear about what I do if I do it wrong, but maybe I would have done it right if my manager

would have talked to me when I needed to talk to him. But boy, if I do it wrong it's all my fault! If I do it right, *he* takes the credit!

I get so tired of trying that I'm ready to look for another job. Maybe I could go to work for Manfred Wittler!

A. We at Update are not going to forward this to anybody for response. Instead, we'd like to ask others how they feel. We hope to hear from managers and individual contributors alike, since this particular subject affects everyone.

Managers: Do you feel a need to defend yourselves? Do you have anything to say?

Individual contributors: What about you? How do you feel about this problem? Do you get to see your managers enough? Do you get help when you need it? Do you get credit for your work?

Remember—letters for Forum can, like the one here, be anonymous. Just let us know whether you're a manager or an individual contributor.

Is the problem serious? Can it be better? If it's there, how do you think it can be fixed?

Write: **Update FORUM**

401 N. Washington Street
6SE

SPECIAL NOTE:

Two managers, one in the Field and one at Headquarters, have responded to Tom McGinn's suggestion in the last FORUM column (Update, September 19) that entire sections go through Management Workshop. Both managers have volunteered their sections. Tom has asked us to tell Update readers that he is still open to suggestions regarding Management Workshop, from individual contributors and managers alike, and will consider all suggestions.

He will respond individually to those people who have already contacted him.

UPDATE is published by General Electric Information Services Company, 401 N. Washington Street (6SE), Rockville, Md., U.S.A., 20850, for employees. DialComm 8*273-4476. Crossfile: CLAR

Editor: Clare Aukofer

Editorial Assistant: Patricia Brown

Documentation: Dex Nilsson

GENERAL  ELECTRIC

UNITED WE STAND

"No man is an island, entire of itself. Every man is a piece of the continent, a part of the main. If a clod be washed away by the sea, Europe is the less, as well as if a promontory were; as well as if a manor of thine own, or of thy friend's were. Every man's death diminishes me, because I am involved in mankind . . ."

John Donne

Most of us have read Donne's words. How often, though, have we stopped to reflect on their meaning?

Those of us who have our health, our jobs, our friends, seldom reflect on our good fortune; and often forget about others less fortunate than we.

It's time to think about them, and we all can do something. Perhaps it's the easiest thing we can do to help others in our community.

It requires no great time investment. We need not take an invalid into our homes. We need not spend years of research to find cures for diseases.

We don't need to do those things because others do them.

All we need to do is offer financial support, so that those who do the actual work can continue that work in our names.

Yes, you're right. It's time again for the United Way campaign of the National Capital Area. GEISCO people proved last year that they cared—our Gold Award for participation and contributions proved that. We can prove it once again.

It may seem that we are pressured for money from every angle, yet the United Way campaign comes around, like Christmas, only once a year. The results of that campaign often provide a year 'round Christmas for many people in need—right here in our own community.

Chairman of this year's Campaign is Marv Lewis, Manager of Remote Processing, Systems Operations De-

partment. He and his campaign committee are gearing up for the general campaign, scheduled to begin Tuesday, October 16, and end on Friday, November 2. During that period, all Washington area GEISCO employees will be contacted by one of their fellow employees—a volunteer—and asked to contribute tax-deductible dollars.

The United Way is supported almost entirely by volunteers, and 93% of the funds raised go directly to helping our less fortunate brothers and sisters in a variety of ways.

Those of you with doubts about the effectiveness of United Way programs may alleviate your scepticism

with only 17 minutes of your time. Marv has arranged for showings of the United Way film "Helping Hands" in the International Training Center. Dates and times will be announced later.

The campaign has the enthusiastic support of Don Bates. In keeping with John Donne's sentiment, Don urges that all Company employees "give the United Way campaign appeals in your communities your enthusiastic support. Respond as though you were helping a friend in need . . ."

Remember—when you help others, you help yourselves. You are involved in mankind.

PIC TASK FORCE MAKES RECOMMENDATIONS!

The PIC Task Force (*Update—July 20th*) has submitted its report.

The report identified several areas of the PIC program where problems are perceived. They include:

- Lack of timely and adequate feedback
- "Wired" jobs—the perception that a manager already has a particular person in mind for a job and is only nominally interviewing others.
- Inadequate communication to all employees of PIC system policy, practices and interpretations.

Along with the specific recommendations in these areas, the Task Force submitted a suggested redraft of the PIC guidelines.

A. U. Nuss, Manager, Recruitment and Placement, commended the task Force for "an excellent job". He adds "their careful review of problems and

their open discussion and resolution of differences, will be highly instrumental in improving the PIC system. We will review all recommendations and respond to them in complete detail within the next two months, and responses will be communicated to all employees. In the meantime, we are taking immediate action to resolve some of the critical problems that the group identified."

The TASK FORCE consisted of:

Bill Backer	Gerry Johnson
Emily Cooper	Ed McPherson
Bob Creasy	Agnes O'Connell
Sheila Garner	Becky Terry
Dorothy Hevey	Don Wright
Bob Holder	Louise Woods

Paul Beaudry, Manager, Employment and Placement, acted as chairperson.

THE SOUTHERN REGION . . . AT A GLANCE

GEISCO EMPLOYEES: 181

GEOGRAPHICAL COVERAGE: Maryland, Virginia, District of Columbia, North Carolina, South Carolina, Georgia, Alabama, Florida, Tennessee, Oklahoma, Texas, Louisiana, Mississippi, Arkansas and parts of West Virginia and Missouri.

ORGANIZATION:

Region Manager: James W. Spencer
(8*281-7680)
(8*404-325-1622)

REGION STAFF:

Employee Relations: Jay Walsh
(8*281-7680)
(8*404-325-1622)

Finance Administration: Bob Friedmann
(8*281-7680)
(8*404-325-1622)

Sales Planning and Support: Bill Canada
(8*281-7680)
(8*404-325-1622)

Technical Services: Harvey Henson
(8*281-7680)
(8*404-325-1622)

DISTRICTS:

Southeast: Clark Shafer, District Manager
(8*281-9280)

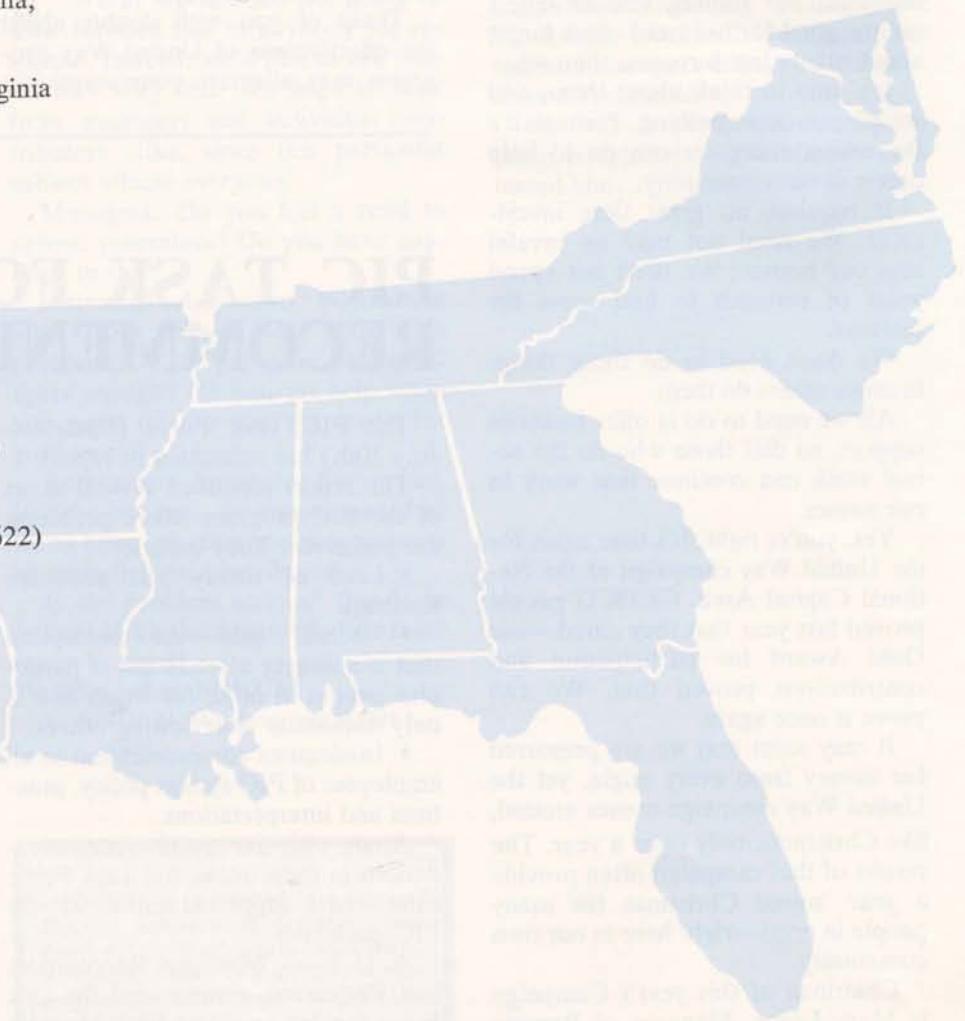
Capital: Bill Booth, District Manager
(8*272-4018)

Carolinas: Ken Conroy, District Manager
(8*287-3421)

Dallas: Ron Simon, District Manager
(8*351-3370)

Houston: Lee Schwieger, District Manager
(8*351-3214)

Florida: Tom LaSalle, District Manager
(8*289-1236)





A Message From... Jim Spencer

The Southern Region, headquartered in Atlanta, Georgia, is responsible for sales and services to GEISCO customers and prospects in a geographical area that stretches across 15 states and the District of Columbia. This widely dispersed and highly diversified territory presents continuous challenges, which Southern Region employees have traditionally turned into opportunities. Our people have an outstanding record of successful performance—in both revenue growth and customer acceptance.

This outstanding performance is the result of a team of professional, dedicated, and highly competent employees working toward common goals defined in the Region's Sales Plan.

The Region's Sales Plan was formulated and developed to meet the National Sales Department's guidelines. Hence, the Southern Region's Sales Plan (like those of all Regions) is in complete unity with Company-wide strategies and objectives. We feel that this Company-wide planning process has strengthened our ability to compete in the marketplace, since all components of the Sales Department are knowledgeable of and are pursuing the same overall Plan of programs, strategies, clearly defined objectives and measurements.

In April of 1978, the former Southern and Southwest Zones were merged

to form the Southern Region. Our first priority at that time was to initiate an effective communication and assimilation program which would help this new and larger organization become a well informed, cohesive and successful operation without diminishing our sales efforts! This communication and assimilation program included:

1. Meetings with all employees (in branches and districts) by Region Management to explain the new organization structure, business goals and provide answers to employees' questions.
2. A training session for all new branch managers that outlined Company and Region policies and procedures and defined responsibilities of each Region Staff employee.
3. A special workshop for all branch, district, and CA administrators conducted by Region Staff members.
4. Workshop for all district and branch managers with Region Staff and Rockville personnel.
5. Timely crossfiles and memoranda to all employees on new or changed policies, procedures, plans or requirements.

This program, we believe, was very effective in bringing about the basic solidity in the Southern Region.

This brief summary, though not dealing directly with revenue quota achievements, indicates some of the activities that have enhanced our ability to continuously meet or exceed our revenue quotas thus far in 1979.

As 1980 approaches, the Southern Region, as a large segment of the GEISCO team, is committed to:

1. Continued aggressive sales to achieve revenue quotas.
2. Internal training of all employees to provide job satisfaction for the individual; the most competent professionals in the marketplace; and qualified candidates for promotion within GEISCO.
3. Strengthening and reinforcing business relationships with customers and prospects by aggressively providing the best service, response and general assistance available.
4. Continued utilization and support of CA personnel to fully utilize this unique resource.

Our 1980 Sales Plan is our road map, GEISCO is the reservoir of resources, and the Southern Region team is the vehicle for success.

We, of the Southern Region, look forward to the challenges of the 80's and are confident that all of us in GEISCO, combining our talents and commitment, will achieve even greater successes!

NATIONAL SALES

THE CENTRAL REGION ... AT A GLANCE

GEISCO EMPLOYEES: 155

GEOGRAPHICAL COVERAGE: Central United States, specifically Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, North and South Dakota, Iowa, Missouri, Nebraska and part of West Virginia, Kentucky, and Kansas.

REGION MANAGER: Mike Emmi
(8*383-3420)

Region Staff:

Employee Relations: OPEN (Wiley Harris, acting
8*273-5994)

Finance: John Welch (8*383-3423)

Sales Planning: John Kornfeind (8*383-3444)

Technical Services: OPEN

DISTRICTS:

Chicago: Al Boynton, District Manager
(8*384-7840)

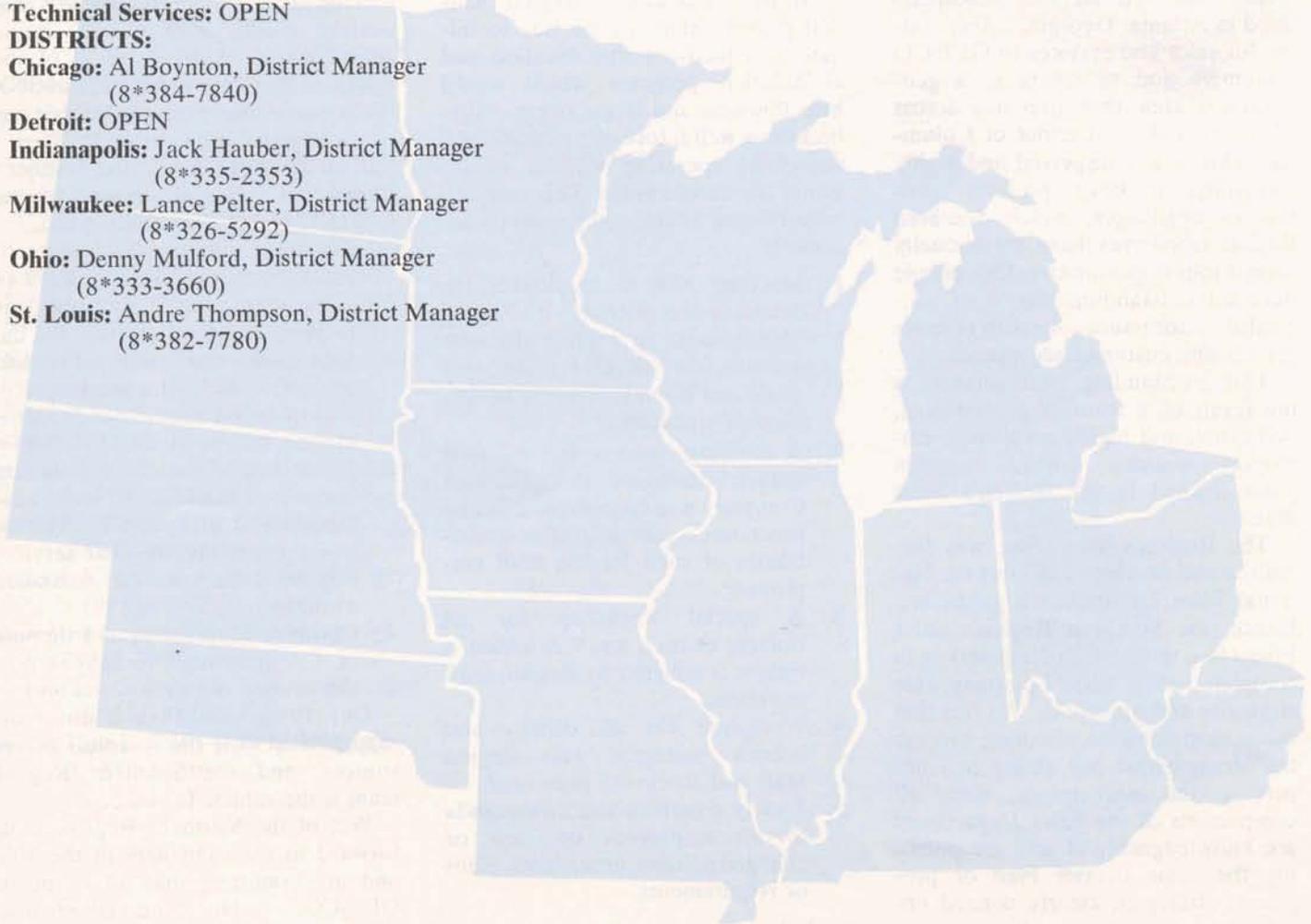
Detroit: OPEN

Indianapolis: Jack Hauber, District Manager
(8*335-2353)

Milwaukee: Lance Pelter, District Manager
(8*326-5292)

Ohio: Denny Mulford, District Manager
(8*333-3660)

St. Louis: Andre Thompson, District Manager
(8*382-7780)



A Message From... **Mike Emmi**



I've been asked to tell you a little bit about the Central Region. Let's begin with a quick overview of our markets.

Chicago is second only to New York in size and potential market. The metropolitan Chicago market has 157 Fortune 1300 Headquarters locations, as well as operating as Regional Headquarters for all the Fortune 500. Chicago is also a major financial, banking and manufacturing center. Four of the nation's largest retailers headquarter themselves in Chicago, as do dozens of major service companies. To serve and grow the Chicago market, we have four Branches.

The Ohio District is comprised of four Branches serving three major metropolitan areas.

Cleveland is the ninth largest city in the United States but is the *third* largest concentration of F1300 Headquarters. Columbus, Ohio, with a strong diversified economy, is the nation's 20th largest city, and one of the fastest growing cities in the midwest. Cincinnati is the 28th largest city and is headquarters to such organizations as Procter & Gamble, General Electric's Aircraft Engine Group and SDRC.

Detroit is the fifth largest U.S. city and the home of 75 Fortune 1300 companies. Most of you would associate Detroit with automotive manufacturing, but it is also a major financial center. To serve the Michigan market we currently have three Branches, two located in Detroit, and one in Western Michigan.

The St. Louis District serves three markets; St. Louis, Kansas City and Omaha/Des Moines. St. Louis is the 17th largest city but is the *fifth* largest concentration of Fortune 1300 companies. Kansas City is the 25th largest city and growing nicely on a diverse economic base. The District is currently made up of two Branches.

The Milwaukee District is composed of two Branches, one in Milwaukee, one in Minneapolis. Minneapolis is the 10th largest city and a high technology center. There are 38 F1300 companies headquartered there. Milwaukee is the 12th largest city, also a manufacturing center, with 38 F1300 headquarters.

Indianapolis District has offices in Fort Wayne, Louisville and Indianapolis. These offices serve predomi-

nately manufacturing customers but also do a fair amount of business in the Federal area.

As you can see, the Central Region is diverse in both geography and customer base. Our people are dealing with many of this country's premier corporations — companies that are sophisticated and demanding.

I'm sure that the message all of our people want me to pass on is that **we can't do it alone**. We need all parts of the organization to serve and grow our markets. Your professionalism and expertise help make the critical difference.

What about our future? With your help, I'm convinced we can become the undisputed market leader. Second, we can accelerate our growth by recognizing and creating new markets and new products. Third, we will challenge ourselves to manage this growth and still increase productivity.

Finally, in growing our markets, we will create the people opportunities so very important to all of us. Opportunities for growth and promotion summarize the Central Region.

SALES EXCHANGE MEETING HELD IN CHICAGO

The Central Region hosted a Communications Industry Sales Exchange Meeting in Chicago on July 18. Participants in the meeting were AR's and TR's responsible for selling to and supporting communications company accounts. The meeting was opened by Mike Emmi, Central Region Manager. Emmi pointed out that the communications industry accounts in the Central Region were on a fast growth track and would play an important role in contributing to future revenues.

Meeting coordinator Carl Fiorenza assembled an experienced industry team of presentors in Scott Hindley, Manager, Communications Industry, Ed Mazur, Manager Telco District, and Ron Thompson, Manager New

Jersey Bell Branch. The agenda for the meeting covered such subjects as the Communications Industry plans, operating company structure, the sales environment, and industry needs. Discussion centered around industry issues, sales approaches, and key application areas. The consensus of the participants was that the meeting was very informative and valuable, and this type of forum was an excellent vehicle for presenting and exchanging ideas and information.

by Carl Fiorenza



Central Region Manager, Mike Emmi, responds to a tough question at the Communications Industry Sales Exchange Meeting.



JIM KOEPKE

CHICAGO AR SELLS MAJOR OMNI APPLICATION

After nine months of intense selling effort in a targeted "A" account, Jim Koepke, AR, Chicago Suburban Branch, succeeded in selling a major OMNI opportunity in June.

Initial discussions with the client involved a system to process weekly sales and inventories of major customers. However, a new general manager decided to put inventory closer to customers and increase customer service by establishing Regional distribution centers. Because of the short time allowed for putting the distribution centers in place, in-house data processing could not respond to the order service requirement.

Through a concentrated effort by Koepke, along with support by Mike Emmi, Regional Manager; Peter Curtin, Branch Manager, Lee Denny, CA Manager; Silvio Anichini, and Bob Hader of OMNI CA; an OMNI proposal was developed and presented to the customer in less than two weeks.

The customer accepted the proposal under the condition that the system be up and running in 13 weeks. CA met the target date and the customer was so impressed with GEISCO's response that they are looking to significantly expand the original system. Such expansion could generate four times the original estimated revenue.

by Jim Koepke

—Provided by Central Region
Update Reporter—Pat Cook

THE WESTERN REGION ... AT A GLANCE

GEISCO EMPLOYEES: 122

GEOGRAPHICAL COVERAGE: Western United States, specifically California, Washington, Oregon, Nevada, Idaho, Montana, Wyoming, Utah, Colorado, Arizona, New Mexico, Alaska, Hawaii, and Northwestern Tip of Texas.

ORGANIZATION:

REGION MANAGER: Bruce Barnard,
(8*422-1491)

Region Staff:

Employee Relations: Tom Connors
(8*422-1416)

Finance: Pete Brennan (8*422-1375)

Sales Planning: Jim Carro (8*422-1465)

Technical Services: Clete Spehr (8*422-1494)

DISTRICTS:

Northwest: Randy Meyers, District Manager
(8*445-6851)

Orange County: John Gonzalez, District Manager
(8*431-1090)

Mountain States: Hank Struve, District Manager
(8*452-3189)

San Francisco: Mike Chan, District Manager
(8*422-1434)

Public Services: David Shepherd, District Manager
(8*422-1484)

Los Angeles: OPEN (8*431-1071)



A Message From... **Bruce Barnard**

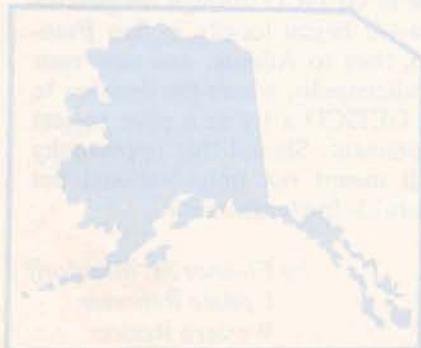
We in the Western Region take pride in what we have accomplished over the relatively short period of time that we have worked together. The successes enjoyed to date have come as a direct result of hard work by a group of dedicated professionals.

For success to be continued in the 80's, it will be important for each of us to develop better, more effective means to conquer the challenges ahead.

The primary challenge is the desire to achieve a number of important objectives simultaneously. Those objectives include:

- An accelerated growth rate in the face of stiffer in-house competition.
- Increased penetration in new and expanding markets, and higher levels of individual productivity.

continued on page 10



NATIONAL SALES

Western Region

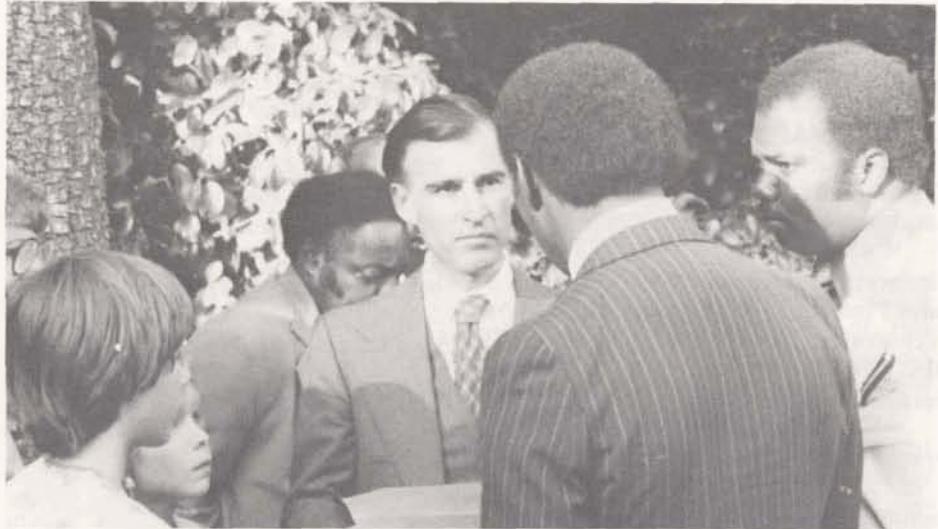
continued from page 9

- An improved level and quality of personal service to our major customers.
- The further development of a work environment in which each of us has the opportunity to achieve our individual career objectives while meeting established goals.

We can, and will, meet that challenge; but only through a high degree of teamwork, cooperation, and a sincere dedication to the task at hand.

The management team of the Western Region is committed to that success. I ask each of you, as professionals, to renew your commitment to the business, and to do your absolute best in your individual assignments. It is only if we collectively achieve our potential as individuals that the organization can be thought of as successful in the truest sense of the word.

SAN FRANCISCO AREA AIMS HIGH



Delano Morgan (back to camera) proves that he can "Call high, have a plan, and work that plan." Although you can't see Delano's face in this photo, you can certainly see what he means by "calling high".

A couple of years ago, Delano Morgan, Account Rep in San Francisco, was asked to spend a portion of his time calling on the government. Little did he realize, at that time, the monumental task that laid before him. He knew he was looking at a long sales cycle; second, it is known that the majority of government's data processing environment is just "good enough for government work", and lastly, San Francisco seemed remote and distant from our internal Federal offices where creative and innovative things happened for government and state accounts. He was aware of all of these handicaps and yet, a year ago, when given the opportunity to work solely on "these" accounts, he accepted. This was a challenge he undertook with vigor and self-confidence.

A key point emphasized in the various sales courses he'd been exposed to kept coming back, especially in making initial sales calls—"Call high, have a plan, and work that plan".

His objective has always been to introduce GEISCO to the Western Region's U.S. and State government agencies. After umpteen calls, presentations, and involvements in internal governmental activities; a few projects (some thought "dead" by us) are now surfacing and coming to fruition.

Tenacity and patience, not only on the part of yourself, manager, family, and co-workers, seem to be the key words for getting the business. Currently, our Region is involved in one of the biggest opportunities to ever come to GEISCO through the government—it began locally in San Francisco, then to Atlanta, and now rests in Indianapolis, where the decision to give GEISCO a try at a pilot project is imminent. Should this opportunity fly, it means not only National but worldwide implementation.

*by Eleanor M. Mundorff
Update Reporter,
Western Region*

ANSWERING SERVICE

Q. I've just received my first notice of an upcoming S&SP payout. What exactly should I do with the form?

A. For starters, read it, especially part II. The form itself tells you precisely what to do. Basically, you have three options for the bonds, stock and mutual funds that have been held for you in the S&SP Program.

1. You may have everything in your S&S account delivered to you—rather like withdrawing money from a bank. That option is listed on form as “deliver all securities and cash.”

2. You may leave the matching payments (the ones put in by the company) in your account, and withdraw only the amount of your contributions. That is the second option in the upper right-hand corner of the form.

3. You may leave everything in and have it put into your retirement option account. That means that the entire amount will be available to you when you retire or leave the company. That is the third option.

After you have made your choice, be sure to indicate to whom the bonds, stocks, or fund units should be registered.

- **Savings Bonds**—may be registered to you alone, or to you and a co-owner. If you wish to name someone as a co-owner, (i.e., your spouse) check that box and fill in his or her name. If you do not name a co-owner and wish to designate someone as a beneficiary in case of your death, check **that** box and fill in appropriate information.

Bonds may also be registered to someone other than yourself as prime owner. If you choose to do that, you **must** provide the social security number of the person designated.

- **G.E. Stock**—may be registered to you alone, or to you and **any other adult** (“joint tenant”). That person would also become beneficiary.

- **Mutual Funds**—may be registered to **you alone; you and your spouse; or you and any one of your children over the age of 18.**

(If this is not your first payout, and you have no changes to make in previous registrations; and if your address has remained the same, you don't have to do anything with the form. If you just need to change your address, complete only the address line at the bottom of part II.)

The forms must be returned to Art Cleary, Personnel Accounting, **no later than October 31**. For further questions, contact Dick LeFebvre, 8*273-4756.

... FROM CORPORATE

AROUND THE COMPANY

BROCKPORT, NY

Translated, the Japanese characters on the four thousand portable mixers made here this summer read: "Made in U.S.A." The special batch of mixers destined for sale in Japan were modified to operate on 100 volts—the current used throughout Japan—rather than the usual 120 volts. With forecasts showing that many foreign markets will grow faster than U.S. markets in coming years, the Housewares Division is trying to increase its participation in these rapidly growing economies. Because of import regulations and the way Japanese products are distributed, the Brockport-built mixers will sell for several times their U.S. price when they are finally available at retail. Brockport Plant Manager Doug Smith, who spent two years in Japan with GE, says that the GE appliances already on sale in Japan—irons, toasters, griddles and stand mixers—are perceived as "premium priced products." Those small appliances and the recently-produced mixers compete against similar lines manufactured in Japan by Hitachi, National and Toshiba.

LOUISVILLE, KY.

Today you can see something here in building 5 that formerly existed only in futuristic thrillers like Star Wars and Moonraker. It's a laser beam. Instead of shooting down enemy ships or zapping errant satellites, Appliance Park's laser has the down-to-earth mission of welding refrigerator doors. Prisms that flip 90 degrees enable two lasers to weld all four corners of a door. The new process—which is faster and more accurate than the one it replaces—is one of many changes being made in the way GE appliances are designed and manufactured. The goal of these improvements is to keep GE competitive in the face of an expected slowdown in the economy and increasing competition from familiar firms like Sears and White Consolidated and newcomers that include Matsushita, Sharp and Toshiba.

OCTOBER SERVICE AWARDS

25 Years

Robert K. Choate	Schenectady
Donald L. Shell	Rockville

20 Years

David J. Clark	Rockville
Marvin F. Lewis	Rockville

15 Years

Harold R. Moore	Nashville
-----------------	-----------

10 Years

J. Patrick Lyons	Rockville
Alfred R. Oliver	Brook Park
William G. Aboud	Rockville
Elsie P. Tice	Dallas

5 Years

Per O. Saether	Rockville
Michele P. Stolzenberg	Rockville
Lucy Bremond	Houston
Radames Rodriguez	Baltimore
Carl N. Erickson	Rockville
Anthony Allen	Rockville
Gloria H. Chang	Rockville

UPDATE

ROCKVILLE, MARYLAND
NOVEMBER 9, 1979 305.107

INTERNATIONAL CONFERENCE HOSTS WORLDWIDE DISTRIBUTORS



Attendees at the International Product Requirements Conference pause for a moment. Bottom row, left to right: Celia Sanchez, Puerto Rico; Paul Tilley, Rockville; Dick Bower, Canada; Reggie Miller, Rockville; Oliver Vellacott, United Kingdom. Second Row: Julio Martinez, Venezuela; Liz Johnson, Rockville; T. Matsumori, Japan; Gwen Dumham, Rockville; Steve Mudrick, Rockville. Third Row: Bob Caton, Canada; Bob Cook, Canada; Tim Madison, Canada; Wayne Gowan, Rockville; S. Enbutsu, Japan; Alana DeLong, Canada; Rod Lemberg, Rockville; Chris Lippold, Australia; Marco Plasencia, Mexico.

Twenty-six representatives from around the world gathered for an International Product Requirements Conference, held in Rockville November 1 and 2. The Conference was hosted by the International Product Requirements group, a part of International Marketing Analysis, managed by Rod Lemberg. International Product Requirements is headed by Manager Steve Mudrick, and

includes Specialists Reggie Miller and Paul Tilley.

The purpose of the conference was to share GEISCO's product/service and marketing plans with our international distributors and affiliates, and also to open up a forum for discussing specific international market requirements. This is a part of GEISCO's efforts to ensure that international requirements are incorporated into all

phases of product/service development.

In attendance at the two-day conference were representatives from Australia, Japan, the European Marketing Organization, Canada, Mexico, Venezuela, Puerto Rico, and the International Marketing Department.

*Continued on page 16
(Back Cover)*

GEISCO Acquires One-Third Interest In Enercom

General Electric Information Services Company (GEISCO) announced on Wednesday, November 7, that it has acquired a one-third interest in the common stock of Enercom Inc., a rapidly-expanding, Arizona-based company offering a variety of engineering services and customized energy audit systems.

Roger T. Hobbs, GEISCO Vice President and General Manager, National Sales Department, made the announcement at a press conference in Washington, D.C., where the Enercom® System for computer-based residential energy audits was described as meeting expected federal

requirements for utilities to offer this service to customers. Financial details of the transaction were not announced.

The ENERCOM System of computer programs and databases, developed by Enercom, Inc., is available exclusively via GEISCO's MARK III® Computing Service and has been resident on its computers for the past two years.

According to Hobbs, GEISCO has begun providing sales and marketing support to Enercom, Inc. on a national basis, and will continue this support as the firm expands its markets. Hobbs emphasized that Ener-

com, Inc. will remain responsible for customized installation and on-going support of its energy audit program.

"The ENERCOM System provides an excellent growth opportunity for GEISCO in the utility industry," Hobbs said. He also expressed confidence in the combined strength of both organizations to maximize the impact of the ENERCOM System in the marketplace.

More on ENERCOM will be published in a future issue of *Update*.

FORUM

Our first letter for this FORUM column is a candid response, from a manager, to the letter on management practices, printed in the October 12 FORUM. This letter was signed, and obviously shows a manager very willing to be open. We are still open to other comments and opinions on this subject—anonymous or signed. Our address is printed below.

Our second two letters this issue both deal with the same subject: The United Way campaign, which ended at Headquarters on November 2. Both of these letters came in anonymously.

For reasons we hope the writer will understand, we had to edit out a short section of the second letter. UPDATE, like any other responsible publication, will not print unverified information about anyone, or anything.

Dear Forum:

Regarding the article appearing in the October issue of *Update*—to the anonymous writer who appears frustrated with the lack of open communication between an employee and his manager: as a manager, it is with regret that I agree this condition exists.

I am aware of several situations wherein, for whatever the reason—be it an abnormal workload, a preoccupation with “the numbers”, an inability to manage interpersonal relationships, or having more than enough problems to solve—an employee seeking solutions to work related problems is left in the dark, an employee having a “need to know” isn’t advised and an employee seeking counseling is put off, is given inadequate or incorrect advice, or is ignored. I’ve seen initiative and creative talent wasted for lack of attention. I’ve watched capable, highly motivated individuals leave the business as a result of management indifference. And, while it may be no consolation to you, the same occurs frequently at the manager to manager level.

And I suggest that insensitivity in human relations equates to injustice to the individual and to the company; for it is the individuals who *are* the company.

One would think that, if not by now, sometime in the next year or so, managers of people will begin to realize their true responsibilities and recognize the absolute necessity for open and informative communications with all levels of employees. Maybe we’ll soon realize that it takes 10 to 20 times as long to correct a problem we created by not being available or willing to offer timely advice. Maybe we’ll begin to see the productivity increases we seek when we learn to offer employees suggestions on making their jobs easier. Maybe further down the road we’ll realize we are responsible “to” the employee; but for now, I think employees would be quite satisfied knowing we are responsible *for* them.

Hopefully, with the full participation of all levels of management in the Management Workshop program, and by putting into practice the principles of effective management, we can begin to promote the open problem-solving climate and build the trust among individuals and groups that will result in a personal sense of ownership of the organization’s objectives and contribute to the growth and development of us all.

I sometimes get tired of trying too; but if I let past practices dictate future actions, I’d be doing *myself* an injustice.

Henry Eichfeld, Manager
Philadelphia Industrial Branch
P.S. Your manager may be more receptive when you discuss the next problem, if you’ll bring with it your proposed solution.

* * *

This letter is addressed to Upper Management:

As we all know, the United Way is currently underway. If anyone in GEISCO doesn’t know it by now then he’s probably on vacation. For almost two weeks straight, we have been bombarded with letters, movies, and speeches from representatives singing the praises of this “worthwhile” cause. Well, I for one, am fed up.

I have been giving to the United Way for approximately six years. The last two have been under protest. This year I feel it completely got out of hand. Not only did we have the usual pitch (which is fine), but we have posters (GO FOR PLATINUM), too many letters, and an arm-twisting technique that was overstepping the limits. If people do not want to give then that’s their prerogative; no one should be subjected to the harassment that some have experienced.

If I do not give, I feel I am jeopardizing my job and also the Campaign Representative’s. In fact, no matter what I decide to do, I *must* fill out an envelope indicating my decision (including not giving). I was under the impression that these contributions, or lack of, were supposed to be confidential. Why then do we have to fill out an envelope with our name clearly on top telling what we did?

. . . In the past two years, I have sent contributions directly to the charities of my choice and feel it has been “My Fair Share.” I do not need or want to give to other charities. But with the way I am being pushed, I’m

UPDATE is published by General Electric Information Services Company, 401 N. Washington Street (6NE), Rockville, Md., U.S.A., 20850, for employees. DialComm 8*273-4476. Crossfile: CLAR

Editor: Clare Aukofer

Editorial Assistant: Patricia Brown

Documentation: Dex Nilsson

GENERAL  ELECTRIC

afraid my career is going to be stifled if I don't participate in this program.

Next year, please let people give *if they want*—don't cram something down our throats that some do not believe in. No Platinum Award is worth it.

* * *

Dear Update,

Today I received the information for the United Way Campaign. On the letter from the Campaign Committee accompanying the literature they stress the personal-private nature of the commitment to contribute no less than three times.

If it is so personal and private why are we required to check off our choice on the front of an envelope with our name, pay number, and cost center neatly typewritten directly above our choice?

Tom McGinn, Vice President and Manager, Employee Relations Operation responds:

In one respect, I have to agree with you both. The decision not to donate should be as private as the amount donated.

While this can present a problem in tabulation, we will explore methods of changing the envelopes so that, next year, that decision can be private.

We will, however, continue to aggressively support the United Way, and to actively solicit donations from our people. The United Way is strongly supported by the General Electric Company as a whole and ISBD/GEISCO people have always willingly donated and done a great job in supporting the campaign.

We like to assume that people who work for General Electric support

the company's efforts; and it is important to the Company that we show unified support for the United Way. I'd like to think that, if for no other reason, you would contribute to show your support of a Corporate effort.

However, we will work to see that your choice, whatever it may be, will be kept completely private next year.

We will also continue to encourage you to contribute to this worthy cause.

Address *your* letters to:

**UPDATE FORUM
MC6NE
Rockville, Maryland 20850**

INTERNATIONAL MARKETING FEATURED

This issue of *Update* features all of the functions of headquarters International Marketing. The special section begins on page 5.

PLEASE NOTE: Instead of the two issues of *Update* originally planned for the remainder of this year, we will be publishing only one issue after this one. That issue, which will be dedicated to Strategic Planning and Finance, is scheduled for publication on December 14. Deadline for receipt of information is Noon, November 21—the day before Thanksgiving.

Look for the *Update* publication schedule for first quarter 1980 in that issue.



ANOTHER COUP FOR CUSTOMER SERVICE

Customer Service: Professionals in action, always eager to serve. Customer service people show their stuff on October 31 of this year. We'd identify the people for you, but, frankly, we don't know who they are . . . and we don't think we want to . . .

FIVE RECEIVE SPECIAL AWARDS

The quest for constantly improving quality has taken on a new dimension in Dave Foster's Processing Systems Section, in Engineering.

Foster, in an effort to motivate his people and reward quality improvements, has implemented a special award program for his section—the Quality Contributor Awards.

Five of those awards, based on stringent criteria, were presented in October. The awards consist of a cash award, and a framed award certificate.

The five cited in October were Migdas E. Soto, James H. Littrell, Dan Corenzwit, Ignacio Huerta, and Russel M. Haugen. Gary McIrvin is acting as Coordinator of the Processing Systems Quality Improvement Campaign.



Processing Systems' Quality Award winners: Left to Right, seated: Dan Corenzwit, Jim Littrell, Ignacio Huerta, Russ Haugen, Migdas Soto. Standing: Dave Foster, Manager, Processing Systems; and Gary McIrvin, Award coordinator.

South Carolina Still There

*South Carolina:
Alive and well and
living in the Southern Region.*

No, South Carolina has not seceded from the Southern Region. Contrary to what those of you knowledgeable in geography might have thought from our map of the Southern Region, (Update, Oct. 12), South Carolina is still where it always was. It has neither gone the way of Atlantis, nor been moved to another part of the country.

Because of what can most easily be termed a "technical mishap", South Carolina did not appear in our light blue map of the Southern Region.

Strangely enough, very few people noticed. We do, however, wish to apologize to our South Carolina people, to the Southern Region, and to all the people in that great state.

We'd also like to help everyone else brush up on geography. We have printed here a map of South Carolina. Quickly now, which states border it?

- A) Wyoming, California, and Delaware
- B) Wisconsin, New York, and Texas
- C) North Carolina, Georgia, Atlantic Ocean

INTERNATIONAL MARKETING

A Message From . . . **Paul Leadley**



Perhaps the International Marketing Department could be more aptly named, at this point in time, with the addition of an ampersand (&) between the two words. Our Department is a combination of International—that is International Sales and Marketing; and the traditional Marketing functions like Marketing Planning, Pricing, Advertising, etc. The Sales and Marketing operations outside the United States received some coverage in the Special International Update earlier this year. This issue focuses on the Rockville Headquarters functions of Marketing and International Support and, although these functions may be located in Rockville, they serve GEISCO people and their customers everywhere we provide MARK III Service.

As you will see from the pages that follow, Marketing has a variety of marketer and support and integrative responsibilities. I urge you to read these sections to get to know us better.

What I want to comment on, as a preface to these descriptions of the activities and functions of Marketing's

Sections, is our commitment to the business to provide stronger marketing leadership in several areas.

These areas are:

(1) **Marketing Planning** — where we need to obtain stronger direction from the outside world — from customers and prospects — on their current product and service needs and where the computer service industry should be headed to meet their future needs. This includes not just the U.S.A. market base, but also the international customer base from Europe and Australia to Japan and Canada and beyond. Only by doing a better job of listening, and understanding the marketplace, will we succeed in doing a better job on our short and long range marketing strategies and plans.

(2) **Marketing Communications** — where I believe that a lot of progress has been made with our sustained ad program and our new look in brochures and documentation, but so much more still needs to be done to let the world know GEISCO is here; and what we do; and that we have this

fantastic, economically attractive alternative to in-house computing which we call Information Services.

(3) **Merchandising** — where we need to learn how to sell better what we have — as well as to develop marketing strategies and sales plans for the new products like Distributed Data Processing or MARK 3000 Service. Marketing brochures and ads help—but we need to do even better with whole integrated programs for specific functional areas and industries—including application packages, sales aids, training, direct mail campaigns, and others.

We're trying to change our image. As we succeed, we'll change the external image of the business to match the change in the mix of what we're selling — from raw power dominance just a few years ago, to the value-added applications and total solutions to customer information services problems dominant today. When we do — we'll have taken a giant step forward in our commitment to provide marketing leadership for this business.

INTERNATIONAL Marketing Development and Support



The International Marketing Development and Support Managers: Working toward "increased sales penetration . . . into multinational customers and prospects in all territories." Left to right, seated: Warner Sinback, Section Manager Bob Streight, Tom Joehl. Standing: Rod Lemberg, Steve Mudrick.

What do those "International" People Do, Anyway?

As a worldwide service vendor, GEISCO and its affiliates and distributors work literally around the clock, to maximize market share and grow revenue from New York to New South Wales. As a subset of this worldwide organization, the Rockville component known as International Marketing Development and Support, headed by Bob Streight, contributes to the common goal by providing sales and marketing support on a day-to-day basis to all distributors and affiliates in locations where MARK III Service is now offered; and by taking the initial steps involved in extending our Service to new locations.

As part of the development function, Warner Sinback and his International Market Development group evaluate the market potential for MARK III Service in countries not currently served by the network. If sufficient potential is discerned in a given country, negotiations are undertaken with the government of that country for approval to offer service. A start up program is then devised. The program includes the selection of a distributor and negotiation of a distribution agreement.

In the final stages of the development phase, the new operation is guided and monitored as it establishes itself in the business community.

This year, we have witnessed the start-up service in Saudi Arabia, a project closely managed by Jim Smith with a dedication that earned him a management award; and in Venezu-

ela, where information services are being offered with the cooperation of General Electric de Venezuela. Markets currently being evaluated for possible MARK III Service are: Argentina, South Korea, Taiwan, and Greece, with Argentina receiving the most attention.

Established MARK III Service markets such as Canada, Mexico, and Puerto Rico receive marketing and, in the case of Puerto Rico, direct sales support from John Wood's America's and Mid-East Marketing subsection. The focus here is to provide a high degree of support, on a day-to-day basis, to these specific geographic locations, in order to positively impact the sale of MARK III Service through the respective distributor organizations. Venezuela has recently moved into the scope of John's area, and Saudi is expected to follow in 1980.

While Warner's group concentrates on the development function, and John's group provides intense support to a geographically defined clientele, Tom Joehl's organization, International Product and Sales Support, handles wide-ranging support activities of a sales, technical and administrative nature for all affiliates and distributors, and for the U.S. field sales organization in connection with multinational sales.

In the technical area, Brian Garnichaud's International Distributor Support group is currently involved in coordinating the introduction to our offshore affiliates of such major new service offerings as the MARKLINK

Terminal, MARK 3000 Service, and ADM.

In the administrative area, Jo Bulard answers field and offshore inquiries and acts, in many respects, as the "International Fast Fax". In the sales area, Saeho Chang has developed an International Executive Presentation to be used in all countries to help stimulate new business, and Paula Zak's International Accounts people are working with U.S. field sales in an effort to grow international business among 31 targeted accounts.

As shown in these activities, an important and growing focus in IMD&S is the multinational sale, a huge opportunity which seems to dovetail with MARK III Service capabilities and physical distribution. To realize that opportunity requires cooperation, coordination, and the commitment of multiple distributors and affiliates.

To facilitate the multinational sale, an International Access Agreement (IAA) is currently in progress, whereby only one contract need be signed for a multinational customer to use MARK III Service around the world. Similarly, an International Software Service (ISS) Agreement is being devised whereby an author will receive equitable royalties for usage of his software worldwide, and an affiliate or distributor may receive access to premiums from the sale of software to other affiliates/distributors, as compensation for marketing and support services.

IMD&S's work on these agreements has been concentrated in the

International Market Development and International Marketing Analysis organizations. Inputs and assistance have been provided by our affiliates and from various components within headquarters, and the end agreements, described by Bob Streight in his presentation to the International Distributor Conference in Nice this September, are being eagerly anticipated.

In addition to working on such agreements and on the establishment of international transfer prices, Rod Lemberg's International Marketing Analysis group moves the support cycle back into the development cycle as they look at international product requirements, market studies, and benchmarks. Steve Mudrick's unit, International Product Requirements, with a view toward the 1980 offshore representatives, held a Product Planning Conference with offshore representatives this Fall (see page 1).

The intended result of all these functions and activities is increased sales penetration, for GEISCO and its affiliates and distributors, into multinational customers and prospects in all territories. IMD&S believes the achievements of accurate market evaluation, improved support and cooperation, integrated contracts, a shorter sales cycle, and better customer service will contribute significantly to this goal. From New York to New South Wales.

by Ann T. Specht

INTERNATIONAL

Marketing Development and Support

MARKETING PLANNING



The Marketing Planning managers in action. Left to Right: Section Manager Jim Miller; subsection managers Mike Chamberlain, Ralph Specht, Po Mar, Jerry Paulsen.

Marketing Planning is the most recent name for a type of work and an organization that has always been fundamental to carrying out the mission of the Marketing Department. There are a lot of ways to describe what Marketing Planning is and what it does. One brief way that expresses my sentiments concisely is to say that Marketing Planning fills the role of navigator for a major part of our business.

By this I mean we take the lead in developing service offerings. For functional uses, such as Finance or Marketing. Enhanced language capabilities, like TABOL III and DMS III. And other major system enhancements. All of these, of course, are means of implementing the thrusts of GEISCO's strategic plan. In this role it is a bridge to future business opportunities.

Marketing Planning work, in general, encompasses several areas. The first of these is concerned principally with charting our course in the marketplace—identifying what markets to participate in, to what extent, and with what service offerings.

Another primary activity is translating market needs into service offering requirements, and this requires technical expertise. We also use this expertise to back-up field sales with service offering knowledge, especially when they are new.

Further downstream, we are concerned with implementing service offering and marketing plans through our worldwide sales force, not only introducing new service offerings, but also taking maximum advantage of what we already have by merchandising our capabilities. This involves

equipping field sales people with guidelines for going after targeted markets with a full range of selling and promotional tools; and providing sales training to maximize their effectiveness.

To round out the picture, Marketing Planning is committed to expanding the role that third-party software has traditionally played in our business by making a broader selection available for customer use.

When I left Strategic Planning several months ago to become the Manager of Marketing Planning, it seemed logical to have our organization structure parallel the primary function I just mentioned. So with some restructuring last August, that's the way we are now set up. Let me elaborate with a few details.

Considering the navigational aspect first, we have a new man at the helm . . . Mike Chamberlain, who recently moved over from field sales to take charge of Product Marketing Plans. This component is the one that leads the way in identifying and selecting new marketing opportunities. Mike and his people use accepted techniques of marketing research and analysis to chart various courses of action which we call Business Plans. These plans serve as a roadmap for achieving desired business objectives.

After management scrutiny and approval, the Business Plans provide the basis for us to prepare functional requirements to guide Engineering in developing products to serve market needs. The component that accomplishes this work is called Technical Marketing Support, and is headed up by Ralph Specht. Ralph's people work closely with Engineering

throughout the product development cycle; and also assure that proper follow-on activities such as quality assurance and documentation are addressed. In the early stages of a new product these same people supply technical product knowledge until components such as Training and Customer Service are fully up to speed.

Another component in Marketing Planning is Product Sales Integration, managed by Jerry Paulsen. As its name implies, Jerry's group is responsible for implementing product and marketing plans and "integrating" our efforts with the National Sales Department, International Operations and Custom Applications. This involves everything from field tests to sales training. And what we do must be consistent in all respects—integrated—with sales plans and activities. This is especially important when introducing new service offerings, but it applied equally well to on-going merchandising. In both respects our main concern is seeing that field representatives are equipped with the proper sales knowledge and sales tools so they can sell most effectively. In our merchandising activities we rely heavily on the talents of Marketing Support, competitive and pricing analysis, documentation and marketing communications. Our work is very closely related, and together we "make it happen".

The Author Software subsection, under the direction of Po Mar, completes the roster of Marketing Planning. Po has been given an expanded charter to move aggressively in making third-party author software available for GEISCO customers to use

on MARK III Service. Most people are probably familiar with Network Software Service (NSS), which has produced a lot of business for us in the past. But successful as it is, NSS is only a start—there are new challenges facing us: an abundance of software to choose from; new contractual arrangements to explore; and creative marketing of author software in concert with GEISCO sales thrusts. So Po has his work cut out for him, addressing opportunities that are arising with increasing frequency. His job is to help consummate the more promising ones wherever they arise, arrange for resources to exploit them in the marketplace, and assure that we, and the authors, reap the benefits.

As you can see, throughout Marketing Planning, we are continually dealing with a wide range of GEISCO components and people, in headquarters and the field. A good deal of the time we work through others to get the job done. This requires program management skills of the most challenging kind. I feel we have the people who can meet these challenges—they've proven it with many successful product introductions, such as TABOL III recently. And they have accomplished much through focused marketing thrusts, such as Financial Management, which has achieved high visibility with field sales and especially with customers.

But the past is only a prelude. Our name, Marketing Planning, indicates we are anticipating the future, and we are; by continually evolving plans to capitalize on marketplace opportunities.

by Jim Miller

MARKETING SUPPORT

"Marketing support is an organization of 53 resourceful professionals dedicated to the effective presentation of our products to our customers," says Sally A. Smith, Manager. "Our efforts are fruitful only if we succeed in arming our field representatives with the materials that will make their jobs easier — competitive awareness, brochures, presentations, advertising and press relations, validated terminals, a well-documented service and a fair price."

DOCUMENTATION

The best engineering, most reliable system operation, and greatest sales efforts pay off if the customer can understand how to use the finished product or service. Perhaps the organization in which this problem is addressed most directly is DOCUMENTATION, headed by Manager Dex Nilsson.

Two units of professional writers concentrate on documentation for customers. Roy Gamer's group addresses system and language documentation, while Wayne Hagood's applications and data management group's main thrust is explanation of the most complex technical products in terms both novice users and sophisticated programmers can understand.

To assure thoroughly checked documents, these writers can be found working with product developers in Engineering, with QA specialists, International Support personnel, Market Planners, course developers and trainers, Customer Service specialists, Legal and Security people, and, when appropriate, directly with field test and important customers. Over 50 books (a typical workload) are now in preparation by these five-person groups.

A third group of writers is attached to Quality Assurance and works closely with Systems in documenting operations for various systems and network components. This group of



Marketing Support managers, ready to serve: Left to right, seated, Russ Ryan, Dex Nilsson, John Hopkins. Standing, Marianne Millett, Section Manager Sally Smith.

three, headed by Al Sledge, concentrates on internal software documentation. Projects range from maintenance of hundreds of operations processing guides, to compilation of over 1,000 console operator messages and their required actions.

A fourth, key organization in DOCUMENTATION is Norm Otis's Documentation Services Unit, which is responsible for editing, publishing, warehousing, and distribution of documents. With an average of 50 documents in production at once, production, procurement, and related services can involve up to 30 different vendors.

750,000 pieces of printed matter, representing about 800 different titles, are sorted in the Document Center in Virginia. An order for about 100 books is fulfilled every 10 minutes on OLOS, GEISCO's order entry system. Additional special distributions average one a day, and range from a mailing of 15,000 copies of International LEADER magazine to customers, to

assuring that you have this copy of UPDATE to read.

COMPETITIVE PRICING & ANALYSIS

Once assured of a well documented service, GEISCO marketeers look to another group of MARKETING SUPPORT specialists to effectively address the competitive environment.

"In COMPETITIVE PRICING & ANALYSIS, we provide the field with up-to-date information on our competition and make certain they have products priced to reflect their value in the marketplace," says Manager, Marianne Millett.

Market Analysis & Competitive Programs (MA&CP), a major area of responsibility within COMPETITIVE PRICING & ANALYSIS, is in the business of continually monitoring the pulse of GEISCO competition. "We determine the needs for competitive information and design an effective

study approach to fulfill those needs," says Howard Lovejoy, MA&CP Manager. Specialists then coordinate the activities of outside consultants to gather data on cost competitiveness and product positioning before developing an analysis of product strengths and weaknesses. MA&CP specialists also handle requests for competitive information from headquarters personnel and field sales via the competitive HOT LINE (8*273-4108).

Responsibility for the pricing of software and applications such as TABOL III and the new Teller Management System is given to Applications & Industry Pricing specialists. Manager John R. Southan comments on the increasing importance of this unit as "TABOL III, MIMS®, and service offerings such as these are becoming more and more important to our customers."

Our Federal Support Project Manager, Charles Hasert, oversees pricing efforts associated with various levels of government. "Government business is growing in importance to GEISCO," says Hasert, "and we see a correlation between Federal's current booming success and the support supplied by Headquarters components."

The Special Pricing Unit is involved in developing transaction pricing of MARK III Services. According to Manager Dr. Francis X. (Pat) Splane, "Pricing MARK III Services in terms the customer can understand is the major useful aid we can offer both our customers and our Account Representatives."

Specialists in the Systems and International Pricing Unit develop pricing schedules, plans for network access, and computer resource and storage units for U.S. customers and GEISCO distributors. The review of special pricing proposals to meet competitive situations is as important as developing and explaining our various standard plans," says Manager, Felix Y. Dupont.

MARKETING COMMUNICATIONS

"Ours is often the first interface between GEISCO and the prospective customer," says MARKETING COMMUNICATIONS Manager, Russ Ryan. "Advertising, brochures, and the other promotional materials generated in MARKETING COMMUNICATIONS play an important role in shaping a prospect's reaction to GEISCO products, and the company as a whole. Consequently, those contributing to the communications function must have a thorough understanding of our product and know the most efficient ways to present them to GEISCO audiences."

Under the direction of Joanne Thyken, Manager, Industry Marketing Communications, specialists target communications programs directly to prospects in the manufacturing, energy, communications, financial and management services industries. According to Thyken, "Ours is a joint thrust with Industry Marketing people to develop communications plans that meet industry sales and marketing objectives."

When this strategic planning is completed, specialists direct various agencies in the execution of promotional materials that respond directly to industry prospects specialized needs. An example of a total industry communications program is the recent American Bankers Association meeting in New Orleans, where four-color brochures on the Teller Management System and CAPLOAN were presented, along with corresponding trade press releases and special banking edition of International LEADER magazine. A similar thrust has been made in the manufacturing industry with brochures, profiles and show support for trade meetings like the Society of Manufacturing Engineers in Detroit.

Headquarters & Functional Communications, managed by John Dudas, works with functional marketing specialists in MARKETING PLANNING to support the expansion of

functional service areas such as finance, human resources, and order service.

Here, programs such as quarterly issues of International LEADER magazine and new brochures on our Order Service applications and the MARKLINK Terminal are developed. Special promotion includes direct mail campaigns such as that tailored to financial managers, and audio-visual programs such as that presented at the MARK III Service International Distributors meeting. Specialists in this area also offer International communications support, including local language editions of brochures for overseas affiliates and distributors, and are planning expanded advertising coverage in selected European markets for 1980.

New Product Promotion is coordinated by Project Manager Craig Bryars. Even before GEISCO went commercial with MARK 3000 Service, Bryars supplied the sales force with communications tools such as a brochure, sales guide and a direct mail effort. Special promotion including that prepared for the MARK-MAKERS sales incentive contest, and trade show promotion like that offered functional and DP managers at the recent INFO 79 show, are charged to Bryars as part of Marketing Communications' role in supporting the company's expanding marketing function.

"While the traditional role of Marketing Communications has been to serve as the promotion arm of the Marketing Department, we are slowly expanding that role to recognize another important internal customer—the field sales force," Ryan says. The financial direct mail program, customized to each region, was a first step in this direction. 1980 will see more promotional support developed to assist field sales at the region and district level. One example will be localized press relations programs that can generate more 'immediate' publicity for MARK III® Service in

continued on page 12

INTERNATIONAL MARKETING

continued from page 11

local metropolitan newspapers and magazines.

"We can support GEISCO marketers with a multitude of communications elements, but the trick is to employ the right measures at the right time to best speak to our audiences," Ryan says. As a result, Marketing Communications function has become more 'program' versus 'project' oriented. "For Marketing Communications to really contribute to GEISCO's success," Ryan says, "we must be able to understand the customers needs, communicate GEISCO solutions to those needs, and package the communications so that they also support sales activities at the regional level."

TERMINAL PROGRAMS

Questions concerning terminals, modems or any input/output devices may be directed to John Hopkins, Sr. Specialist Terminals & Communications, or Rodney Walker, Terminal Program Specialist in TERMINAL PROGRAMS. In addition to providing as-needed information on the purchase of terminals and installation of TermiNets® TERMINAL PROGRAMS supports the field and GEISCO's overall marketing effort by testing, qualifying, and demonstrating MARKLINK Terminals.

Specialists operate the Terminal Demonstration room at Headquarters for prospects interested in MARKLINK Terminals. Here, they interact with customers and supply information on terminal compatibility with MARK III Service. These demonstrations often include international groups and can range from single customer showings to exhibitions at major trade shows.

Walker, who is primarily involved with show support, coordinate terminal equipment and data communications during trade shows where MARKLINK Terminals are exhibited. In this role, he is responsible for the organization of terminal transportation, installation, and service for the duration of the shows.

Although terminal assistance and demonstration are Terminal Programs specialists' key responsibilities, they are also involved in documenting the use of MARK III Service in User Guides and assisting in data-communications oriented projects.

Internal field testing and manning of the Terminal & Data Communications HOT LINE (8*273-4384) are also an important part of TERMINAL PROGRAMS support of the GEISCO Marketing Support effort.

by Pamela Boyer

Schubert Cited For Extra Effort

George R. Schubert, Senior Specialist, Pricing, was presented with a substantial Management Award in September.

According to Competitive Analysis and Pricing Manager Marianne Millett, George earned the award for his "exceptional contributions and dedication on the pricing of MARK 3000 Service".

Marianne, when recommending George for the award, added "After the MARK 3000 Service schedule of significant milestones had been set, including the Commercial Release date of June 1, 1979 . . . the start date to begin pricing continually slipped due to other project delays. . . . How-

ever, the Commercial Release date was not slipped to still allow ample time to price this major new service line. In order to meet the scheduled release date, and perform the significant analysis required, George willingly put in incredible overtime, not only working very late hours but also in the middle of the night, when system time was available, and on weekends.

"This exceptional dedication and effort lasted for many continuous weeks, and made the planned June 1 Commercial Release date possible."

Congratulations, George. We hope you're getting enough sleep now that the project is finished!



George Schubert, (2nd from L) is obviously pleased with his Management Award—and his managers are obviously pleased with George. L to R: Marianne Millett, Schubert, Marketing Support Manager Sally Smith; and Paul Leadley, Vice President and Manager, International Marketing Department.

DISTRIBUTED SYSTEMS PROGRAMS

If you were to ask yourself the question "what is the buzz word in the EDP industry today", distributed data processing would most likely come to mind. Customers and the EDP industry alike are thinking and talking "distributed data processing", and Marketing's Distributed Systems Programs is the organization that is managing GEISCO's entry into this exciting environment.

"After reviewing the vast number of publications on DDP, it soon becomes obvious that DDP can mean almost anything to anyone," says Lee Beyer, Manager, Distributed Systems Programs. "Simply, DDP involves moving some of the processing and storage from the central computer through some type of communications network. However, it's not the technology that's important but rather the benefits which DDP can deliver in solving customer problems. By moving some of the processing and storage to the user sites, the benefits are substantial for many applications:

- Response to local user demands is improved.
- The higher cost of processing and communication with a central main-frame might be reduced.
- The user perceives that he has better control over his application.
- The user interfaces with his applications are greatly improved, for example through CRT screens where forms can be processed locally by the mini or intelligent terminal.

Conrad Persels, Manager, Business Development for the Distributed Systems Programs, indicates that "MARK III Distributed Data Processing and the MARKLINK™ Terminal is a state-of-the-art DDP offering which can deliver the expected benefits today . . . it's amusing to see the surprise expressed by customers to whom we give live demonstrations where they, and their in-



The MARK III Distributed Data Processing team: Clockwise: Conrad Persels, Harold Stover, Raj Chopra, Section Manager Lee Beyer, Jim Rossini. Center: None other than the famous MARKLINK Terminal.

house DP organizations, are merely at the stage of planning for DDP applications sometime in the future. These customers admit their planned implementation task will be very large, yet we have it available now. This fact has immediately generated many new opportunities."

Peter Bloomfield, Project Manager, Sales Development, and part of the Business Development component, spends much of his time working with Field Sales on their DDP opportunities, and in Peter's words "The momentum is really building. Orders are accelerating and there are significant opportunities which are about to close. We have an excellent competitive edge, and the benefits to our customers are substantial. However, the time to strike is now!"

Another part of Conrad's Business Development component is Market Segment Development, headed by Hank Genthner. "We are looking at

developing transportable DDP applications for specific market segments, such as shipping, hotel chains, insurance, etc. Obviously the success of any product capability is the application to solve customer problems/needs."

As with any major new product, software enhancement and new software development is essential to assure the continued successful evolution of MARK III DDP. Jim Rossini, Manager, Software Systems, is responsible for defining software and product requirements. "Much of my time is spent with Conrad Persels (Business Development), CA, Field Sales and customers understanding their requirements to assure the product continues to address the needs of the market. Morris Patterson, who works with me, and I then use these requirements to establish priorities and development programs with Engineering."

continued on page 14

FINANCIAL PLANNING AND ANALYSIS

continued from page 13

According to Lou Van Dyck, Manager of International Marketing FP&A, "Our broad function is to provide financial services, guidance, and counseling to the International Marketing Department worldwide."

That may be a simple statement. The specifics of the FP&A function make it all sound a great deal more complex.

Reporting to Lou on a "dotted line" basis are approximately 60 people connected with European, Australian, and other affiliates. Those people, under the joint direction of Lou, and, depending on the country, Finn Meiland or Bob Simmons, "provide a full range of financial services — General Accounting, Credit & Collections, Financial Analysis, tax reporting, bookkeeping, etc". In Europe, the efforts of those people are coordinated through Paul Murphy. Paul reports to Meiland directly, and indirectly to Lou. His office serves as a focal point for the European financial projects and programs.

According to Lou, "These are services that, if we were doing them in the states, we'd go to corporate for. However, each country has its own currency and its own set of laws; and different reporting requirements". Lou adds that "we are all dealing with a complex environment with a great many factors. But, since the beginning of this year, I'd say the affiliates have a greater understanding of the job involved, and we have certainly learned a lot. All of our people have done a superior job".

In addition to his overseas people, Lou has two subsection managers reporting to him in Rockville.

Jim Richard's subsection, Financial

Analysis, handles a "myriad of activities," according to Lou.

They include budgeting, estimating, and long-range forecasting of financial resources for all affiliates and distributors, and for the headquarters International Marketing functions. In addition all non-standard customer contracts and agreements (ATQ's) receive a financial review for a consistent and accurate profitability analysis.

Part of that job also includes budgeting for new equipment anywhere within International Marketing. That can include budgeting for such things as terminals and other equipment not related to the supercenters for our overseas offices, as they open. All International Plan Appropriation Requests (PAR's) are either prepared or reviewed in Financial Analysis before cycling through Company Staff for approval.

Wayne Gowen's subsection handles Revenue Analysis, including revenue reporting, forecasting, and analysis for both the Rockville marketing functions and our affiliate companies. According to Lou, "this can be an extremely complex job, because of the variety of exchange rates and growth patterns in different countries." Other important activities in Wayne's area include providing systems support and consultation, as well as liaison and coordination in special projects involving the many functions within International Marketing.

This, of course, presents only a general overview of the functions of Financial Planning and Analysis. We're sure that Lou will be glad to fill you in on details—when he has time!

The Manager, Hardware and Support Systems, is currently an open position which was recently held by Harold Stover until his promotion to Manager of the Los Angeles District in the Western Region. (Word has it that Bruce Barnard committed to 50 MARKLINK Terminals in 1980 to get Harold.) This function is responsible for the hardware, maintenance and customer support aspects of MARK III DDP. "This involves working closely with Systems, Finance and Customer Service, who are doing an outstanding job in helping make MARK III DDP a real success," says Harold.

The Distributed Systems Programs is a "program office", which works with and obtains commitments from many other GEISCO components for implementing the many tasks associated with evolving MARK III Distributed Data Processing. "Effective cross functional coordination is essential to the success of any new product or service capability, especially one as complex and far reaching as MARK III Distributed Data Processing," claims Raj Chopra, Manager, Program Control and Support, who is responsible for integrating, controlling and monitoring the many programs and tasks established by DSP.

The secretary for Distributed Systems Programs is Karen Gonzalez, who is god.

by Lee Beyer

Nominees Sought For Public Service Awards

In 1970, a continuing program was established in memory of a former GE Board Chairman, Gerald L. Phillippe. The program was designed to encourage other Company employees to follow his example as a national leader in the field of public service. This year, as in previous years, five Gerald L. Phillippe Awards for Distinguished Public Service will be presented by the General Electric Foundation.

According to award guidelines, the basis for each award will be "outstanding personal leadership and accomplishment in the area of voluntary public service, requiring achievement in serving mankind, as evidenced by efforts and results, and testimony to this effectiveness from public sources."

A Phillippe Award is intended to recognize public service beyond an employee's normal work assignment and performed at either the national, state, or community level.

Each of the five award-winners will receive a Phillippe Medallion and the opportunity to select either a charity or an educational institution for receipt of a \$1,000 grant from the General Electric Foundation in his or her name.

All foundation accepted nominees will receive appropriate certificates of recognition for public service. Presentation of awards will take place early next year.

If you are aware of any GEISCO (domestic) employees who you believe would be good candidates for this award, please submit their names (by phone if its more convenient) to Ted Edwards, 6NE, by Friday, November 16 (headquarters); or Friday, November 23 (field). The dual deadlines are designed to allow ample time between receipt of this *Update* and deadline date.

ISBD/GEISCO has never had a foundation accepted nominee, but our gut feel tells us that there is at least

one person out there deserving of corporate-wide recognition. Over the past nine years, practically every other GE business location has had an accepted nominee. Let's make this year a first for GEISCO.

All you need do is give us a name and a dialcomm. We'll do the rest. Do it *now*—no names will be accepted after the deadline dates.

Call 8*273-5655

or write:

Phillippe - GEISCO

6NE

401 N. Washington Street

Rockville, Maryland 20850

or crossfile: SYER

by Ted Edwards

1980

HOLIDAYS SET—EXCEPT FOR TWO

Eight holidays have been scheduled for GEISCO people during 1980. Fear not, however. We are all still entitled to *ten* holidays. For the second year in a row, GEISCO people may declare two holidays of their very own. All you need do to declare *your* holidays is inform your manager at least a week in advance (more if

your section requires) and take your holidays. In some field locations, where certain days are state holidays (such as Patriot's day in Massachusetts), GEISCO people may have to take that day as one of their electives. Contact your Regional Employee Relations Manager if you have any questions.

The eight holidays scheduled for 1980 are:

New Year's Day
Memorial Day
Independence Day
Labor Day
Thanksgiving Day
Day after Thanksgiving
Christmas Day
Day after Christmas

Tuesday	January 1
Monday	May 26
Friday	July 4
Monday	September 1
Thursday	November 27
Friday	November 28
Thursday	December 25
Friday	December 26

NOVEMBER SERVICE AWARDS

25 Years

Doreen T. Hilts Rockville

20 Years

John P. Wallis Rockville
 Leslie N. Martin, Jr. Lynchburg
 Larry Singleton Atlanta

15 Years

Louis B. VanDyck Rockville

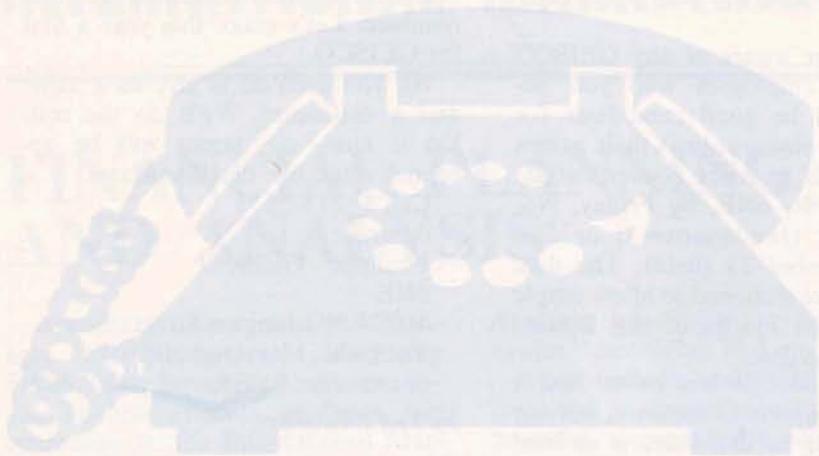
10 Years

Dennis G. Thompson Rockville
 John W. Wilson Philadelphia
 Anthony B. Crisafulli Rockville
 Albert D. Levy Rockville

5 Years

William R. Bates Rockville
 Patricia Brown Rockville
 William J. Conroy Philadelphia
 Matthew D. Herman Palo Alto
 Jerry D. Demerly Rockville
 Rebecca H. Cook Rockville
 Susan L. Thawley Dallas
 Bryan C. Wall Stamford

TO: MANAGER—FACILITIES PLANNING
GEISCO
401 N. WASHINGTON STREET
ROCKVILLE, MD. 20850



WE'VE GOT YOUR NUMBER!!

The question is, do we have the *right* number? Or the right address? Or the right Department?

You guessed it. It's time for a new phone book, from the friendly folks at Facilities Projects.

We are told that solicitations for corrections don't receive a great deal of response. Shame on you!!

Remember, even the people in Facilities aren't psychic. If your telephone number, address, or anything else in any of the telephone sections (including yellow pages) is incorrect, it is *your* responsibility to let Facilities Projects know.

The new phone book is scheduled for publication in January, 1980. Changes must be in by December 7th. So before you forget, grab your book *now* and check your listing. If it's wrong, we've provided an addressed correction card *right here* so that you can jot down the correct information and send it directly to Facilities.

If you prefer to keep your *Update* intact, there are also cards in back of the telephone book.

You've been warned. If your listing in the January, 1980 telephone book is wrong, you'll have no one to blame but yourself.

NAME: _____
(Last) (First) (Initial)

TITLE: _____

COMPONENT: _____

DEPT/OPER: _____

LOCATION/POUCH NO.: _____

TELE. # _____ ALT. # _____

CHECK APPROPRIATE CORRECTION

	ADDITION	DELETION	CHANGE
Hq. Directory	_____	_____	_____
Field Directory	_____	_____	_____
Who, What, Where & How Sec.	_____	_____	_____

continued from page 1

The featured topics and speakers at the conference were:

- Manufacturing Industry in 1980 presented by Mac McCleary, Manager, Manufacturing Industry
- Data Management in 1980 presented by Hal Moore, Manager, Data Systems
- MARK 3000SM Service in 1980 presented by Zigi Quastler, Manager, IBM Systems Programs
- Distributed Data Processing in 1980, presented by Art Hyder, Market Plans Manager—and Oliver Vellacott, Author of TABOL and President of OLBSS in the UK
- Foreground Systems Enhancements in 1980 presented by Dave Foster, Manager, Processing Systems
- Keynote Speaker was Bob Streight, Manager, International Marketing Development and Support

This was the second of two annual International Product Requirements Conferences planned for each spring and fall, and designed to serve two major functions.

The primary function of the upcoming Spring conference will be to obtain inputs from our International distributors as to their specific marketing needs. To help our distributors with their marketing plans, next Fall's conference will concentrate on future programs planned by GEISCO. Similar activities (receiving inputs and defining requirements) are also planned for Europe, under the auspices of the European Marketing Organization, in their bi-monthly Product/Service Requirements Taskforce meetings.

International Product Requirements' objective is to assure that MARK III[®] Service products and services offer significant added value to our International customers. Steve Mudrick and his staff feel that the improved communications provided by this conference and all future conferences are vital to achieving this objective.

by Steve Mudrick and Reggie Miller

UPDATE

December 14, 1979
Rockville, Maryland 305.108

BATES NAMED GROUP EXEC

Effective January 1, 1980, GEISCO President and Chairman of the Board Donald S. Bates will become Group Executive for a new Group within the Technical Systems and Materials Sector of the General Electric Company.

The new Group, Information and Communication Systems, will consist of GEISCO, the Mobile Radio Communications Business Division, and Data Communications Products Business Department.

Bates will continue to act as chief executive officer for GEISCO until a replacement is designated.

Further information will appear in a future issue of UPDATE.



Donald S. Bates

IT TAKES A BANKER

There is an old axiom that says "It takes a thief to catch a thief," and the theme of the second Bank Management Workshop, held in Bethesda, Maryland on October 21-25, might well have been "It takes a banker to sell to a banker."

28 field people involved in selling to and servicing the banking industry were provided with a crash course in banking that included presentations by expert outside speakers; bank management simulation games; and other presentations designed to make bankers out of sales and technical people.

According to Vincent Trost, Financial Services Industry Manager, "Our objective this year, was, like last year, to see that each attendee went away

with a better understanding of the banking industry—its current concerns and the issues in which bankers become deeply involved; and to provide the people with a better overall knowledge of the industry."

Speakers included experts from both the academic and commercial worlds, and included three professors from the University of Maryland, and several high-level private bankers.

This year, just as last year, participants went away tired, but with a stronger working knowledge of the banking industry—and thus an edge in dealing with banking customers.

The workshop was coordinated by Vincent Trost and Andrew Gaul of Industry Marketing.



William E. O'Connell, Jr., a professor at the William and Mary School of Business, takes questions from participants in the Bank Management Workshop.

FINANCE FEATURED THIS ISSUE

It seems only appropriate to feature the Finance Operation as 1979 draws to a close—and we all take good looks at our budgets. That special section begins on page 10.

Strategic Planning will be featured in our next Update. You'll find a publication and deadline schedule for the first quarter of 1980 on the back cover of this issue.

FEDERAL SALES AWARDED MULTI-MILLION DOLLAR CONTRACT

Kenneth F. Santucci, Manager of Federal Sales, has announced the award of the Multiple Award Schedules Contract (MASC) by the General Services Administration. The contract is effective as of 1 October 1979 for Fiscal Year 1980 and has optional

renewals for the next three years.

The contract is part of the General Services Administration's Teleprocessing Services Program (TPS), a program that provides two methods of acquiring

Continued on next page

TOM CHOATE RECEIVES MANAGEMENT AWARD

Recognition can be acquired in numerous ways for a job well done. Perhaps one of the most rewarding of these is to be the recipient of a Management Award. Because of his outstanding contributions to GEISCO, Tom Choate, Engineering Custom Applications Project Manager, was recently nominated for and presented with a substantial award.

In recommending Tom for the award, John Chadderdon, Manager, Manufacturing Services emphasized that while initially Tom was faced with "a difficult customer and a complex application . . . he completely turned the customer situation into a very positive position where GEISCO credibility is unchallenged. His involvement

through project management and development . . . kept the project within budgeted cost amounts and ahead of schedule." Tom gave generously of his time to go the extra mile as, "The customer . . . required full time on-site attendance throughout all phases of the project. Tom readily accepted these conditions despite the fact this added several hours per day of commute time . . ."

This project is anticipated to provide substantial revenue for the company.

Additionally, "The development

effort of the system has generated . . . external revenue."

If that wasn't enough to keep him hopping—at the same time Tom ". . . assisted Sales in several Maritime (shipping) opportunities by his functional knowledge of this area."

According to John, ". . . Tom has, and will continue to be, an outstanding contributor to GEISCO business opportunities through his total dedication and skills that he fully applies to assure success."

Nice going, Tom!

CONTRACT

Continued

teleprocessing services from commercial sources to agencies of the Federal Government—the Multiple Award Schedule Contract, and the Basic Agreement (BA).

A third method GEISCO uses to sell MARK III® Service to the Government is through the Government Pricing Plan, formerly known as FEDNET. This plan provides a method for agencies to order directly from GEISCO, if a waiver has been granted by GSA, or the agency does not come within GSA's Teleprocessing Services Program. In addition, the Government Pricing Plan is open to contractors of the Federal Government.

The TSP schedule with GEISCO offers a quantity of services with fixed unit prices and volume discounts. Agencies, with GSA authorization, will be able to place a purchase order for the desired services. The services are listed in the TSP Schedule Price List, a GEISCO publication.

The advantages to Federal Agencies of using TSP schedule are reduced procurement lead time, provision for volume discounts, and reduced administrative costs.

Federal Sales is just completing another outstanding year, with substantial revenue increases over FY 1978.



All for me? Tom Choate (center) looks very pleased with his Management Award in a surprise presentation by John Chadderdon (left) and Will Gilly.

DOCUMENTATION

NEW DMS, BASIC II, SECURITY DOCUMENTS AVAILABLE

The October 26 issue described over 30 new and revised books. Here is a baker's dozen of additional important ones:

In April, GEISCO's interactive Data Management System, DMS (Level 3), was documented in **DMS-HISAM Enhancements** (5610.38). The manual described DMS file inversion capability, new HISAM subroutines, new utility commands, and examples that demon-

strated conversion from DMS II to the new product. Now, DMS (Level 3) and its corresponding HISAM2 are documented in a full line of publications: The **Data Management System** reference manual (5610.47) contains syntax and description of each statement and feature. It has been expanded to over 450 pages, with many added examples over its counterpart DMS II docu-

Continued on next page

DOCUMENTATION

Continued

ment. **Retrieval and Reporting** user's guide (5610.48) gives usage and application techniques for users who want to report from a data base. **The Data Base Administration** user's guide (5610.49) presents guidelines for design, building, and maintenance of a DMS data base. The new HISAM - hierarchical indexed sequential access method - for efficiently processing a data base is documented in the **HISAM** reference manual (5605.09).

New DMS course materials were published at the start of the fourth quarter, but contained some errors and are being revised. For a **DMS Level 3 Enhancements** course, you should use the new instructor's guide (5610.52B), viewgraphs (5610.53B), and student's guides (5610.40B). Note that all are Revision B. For a new **Introduction to DMS** course, you should use the instructor's guide (5610.63C), viewgraphs (5610.65C), and student's guides (5610.64C). Note that all are Revision C.

The **BASIC II Language** reference manual (3200.07A, revised October) describes this new language which is superior in capabilities to BASIC. Leading features of BASIC II include external subroutine capability, enhanced file processing, structured programming statements, and improved execution efficiency. Under preparation to be issued this month is **BASIC II System Routines** (3200.11), which documents subroutines and utilities available with BASIC II.

The book is in two major portions, the first containing examples and expanded descriptions of mathematical, string, and system functions. (These functions are summarized in the BASIC II reference manual.) The second portion of the manual contains descriptions of several routines from FORTRAN that are now available for BASIC II users.

The **Security** reference manual (3503.01D) has been extensively revised. Included are two new sections describing the security features of MARK 3000 Service and MARK III Distributed Data Processing. The section on ADM security was rewritten to reflect the many new capabilities of that product. Plans are to distribute copies to all employees and customers by end of the year.

FORUM

In keeping with the spirit of the season, our first Forum letter this issue is a public letter of thanks. Our second is from a Field Administrator who feels that our PATHMARK program could be of benefit outside of headquarters—and we think she'll like the response.

Read on—and best wishes for happy holidays and a happy and healthy new year!

CREDIT UNION

A public thank you to the members of the Ad-Hoc Committee for the formation of a Credit Union. You all deserve a pat on the back from your fellow employees! We have "officially" affiliated with Park Federal Credit Union. We will be actively seeking membership during the month of December. At last you all can have at least one task this year that has been successfully completed and that you can be proud of!

It's been a pleasure working with all of you during these past months.

Respectfully,

Hersh Cousin

Chairman for the now defunct Ad-Hoc Committee for the formation of a Credit Union

PATHMARK

I'm glad to hear your PATHMARK program is such a success. Programs like this have been needed for many years, and it's nice to see we're finally heading in the right direction.

The issues PATHMARK addresses regarding knowing what our business is and does, how the company operates, and what resources are available to us are of vital concern to everyone in the company; not just headquarters personnel.

I think someone should take another look at the program to see what can be done to expand it to include field personnel. For some reason, the way the program is currently set up leaves me with the impression that headquarters operations is not concerned with whether or not field personnel are knowledgeable about these issues, yet we are still expected to do our jobs

without the advantage of knowing any of these basic operating procedures. Is this an indication that the company has no concern for field personnel? I certainly hope this isn't the case.

Randey Hardick
Sales Administrator
Detroit

Ed Scully, Manager, Entry Level Training Programs, responds.

Your point is well made. It was not our intention to exclude anyone who would benefit from the experience from PATHMARK. And you're correct—field administrative personnel could benefit from most of the modules in PATHMARK, as well as have the opportunity to meet some of the key people in Rockville.

The comments in *Update* were intended to show our responsiveness to the many requests to offer such a program here. Headquarters people, too, can feel neglected. Many have said that we have NETS, STEP, and many other programs for "the field" and nothing for headquarters.

The need for training of new (and experienced) field administrators remains unanswered. We have had a program which specifically addresses this need defined for several months. It is patterned after the program that was conducted in 1978. We hope to implement this program in 1980. I say hope because, at present, it is not budgeted.

In the interim, all field managers should consider PATHMARK open to their administrators. To register, call Karen Toms at 8*273-5742.

SPECIAL REQUEST:

Tom McGinn recently received a communication from someone within GEISCO. The note was in regard to the new exempt salary structure, was addressed to Tom personally, and was written in green ink. Tom would like to hear what else that person has to say, and to offer assistance if needed. Since the note was unsigned, Tom asks the person who sent it to give him a call at 8*273-4755. The communication will be kept in strictest confidence.

NOTES OF HOLIDAY CHEER

Greetings and felicitations of the season! Even though the temperature in Rockville has been in the sixties, *Update* is in a holiday mood and we would certainly be remiss if we did not offer you a bit of holiday cheer.

Our thanks for this cheer go to Larry Mauceri, Manager, Communications Network Support; Gabe Battista, New Products and Services Program Manager; John Kupik, Systems Consultant; and June Keene, Accounts Payable Clerk, who concocted and "performed" the musical masterpiece "The Twelve Days of Employment," at their recent Management Workshop.

Update was glad to learn that Steve Dolny, Consultant for Corporate Employee Relations in Fairfield, Conn., plans to use ("perform" and hand out song sheets for a sing-a-long) "The Twelve Days of Employment" at a Management Workshop Leadership Conference, December 17-20 in Afton, Va.

Without further ado, we are pleased to present "The Twelve Days of Employment" sung to the tune of "The Twelve Days of Christmas." We're sure you'll walk away humming.

On the first day of employment my manager gave to me:

- Expectation and a self-fulfilling prophecy

On the second day of employment my manager gave to me:

- Two management theories, expectation and SFP.

On the third day of employment my manager gave to me:

- Three stale climates, two management theories, expectation and SFP.

On the fourth day of employment my manager gave to me:

- Four Johari windows, three stale climates, two management theories, expectation and SFP.

On the fifth day of employment my manager gave to me:

- Five Maslow needs, four Johari windows, three stale climates, two management theories, expectation and SFP.

On the sixth day of employment my manager gave to me:

- Six paraphrasings, five Maslow needs, four Johari windows,

three stale climates, two management theories, expectation and SFP.

On the seventh day of employment my manager gave to me:

- Seven tasks of learning, six paraphrasings, five Maslow needs, four Johari windows, three stale climates, two management theories, expectation and SFP.

On the eighth day of employment my manager gave to me:

- Eight company goals, seven tasks of learning, six etc.

On the ninth day of employment my manager gave to me:

- Nine individual differences, eight company goals, seven etc.

On the tenth day of employment my manager gave to me:

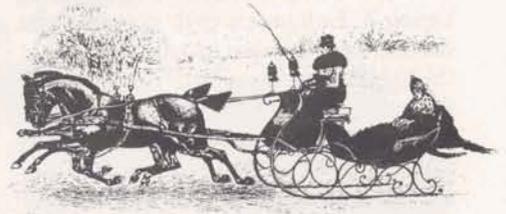
- Ten value systems, nine individual differences, eight etc.

On the eleventh day of employment my manager gave to me:

- Eleven empathy lessons, ten value systems, nine etc.

On the twelfth day of employment my manager gave to me:

- Twelve non-motivated employees, eleven empathy lessons, ten value systems, nine individual differences, eight company goals, seven tasks of learning, six paraphrasings, five Maslow needs, four Johari windows, three stale climates, two management theories, expectation and SFP.



SINTERKLAAS VISITS AMSTELVEEN



Sinterklaas (known in the U.S. as Santa Claus) made a personal visit to the European Supercenter in Amstelveen in early December. Here, he checks little Petro De Bruin's (far right) "record," while Daddy Jack De Bruin, Manager of Finance and Administration for the European Center, offers moral support. Big brother Paul, left, waits his turn. Jorine Wijmans, Employee Relations Administrator (upper left), arranged the Sinterklaas visit. Photo by John Pryor.

TWO NEW BENEFIT FEATURES REQUIRE IMMEDIATE REGISTRATION

Two new benefit features of the Savings and Security Program and the Dependent Life Insurance Plan are available to GEISCO employees as of January 1.

Interest Rate for HP Fund Announced

The trustees of the Savings and Security Program Trust have announced that the expected annual rate of interest for money allocated to the new Holding Period Interest Fund (HP Fund) for the 1980 savings year—and its related holding period—will be 10.75%.

According to Sam Dolfi, manager of GE's employee benefits program, the "announced rate" is based upon the expected combined rates of various portfolio securities in which the HP Fund Trustees will invest 1980 savings year money allocated to the HP Fund. A new expected rate applying to 1981 savings will be announced late in 1980 when the trustees have concluded investing arrangements for 1981 savings.

HP Fund Units, and other investment options under the Savings and Security Program, are offered only through a new Prospectus. It describes the Program, including the changes effective January 1, 1980. The Prospectus, as well as a new folder on the Program changes, is now being distributed to participating employees. The information in them should be considered carefully.

Forms for enrolling in the S&SP, or for changing investments under the Program, together with the new Prospectus and folder, are available at Personnel Accounting offices.

Dolfi emphasized that to take advantage of the new HP Fund on January 1, eligible employees must complete required forms and turn them in by January 15.

Dependent Life Insurance

Open enrollment for coverage of your dependents under one of the GE Dependent Life Insurance Plans is now under way. Non-exempt and exempt employees have new options which go into effect January 1.

The former—and continuing—option provided \$5000 of life insurance on one's spouse and \$1000 on each

covered child. The new option will allow you to double the former coverage if you desire. It offers \$10,000 in spouse coverage and \$2000 in coverage for each child.

"In the open enrollment period—which lasts until January 31, 1980—you can sign up for either option without proof of good health or a medical exam for those to be covered," according to Dick LeFebvre, Manager of Employee Benefits here in Rockville.

"Those already participating in the plans will have their participation automatically renewed," Dick said. "However, current participants who wish to increase coverage for their dependents to the new higher level will have to enroll for the higher coverage."

Dick said that those who have not participated, and who wish to use either the former coverage or the new higher coverage, will have to enroll during the open enrollment period to escape meeting the medical require-

ments which will be in effect later.

"Even those who have been turned down for coverage in the past can take advantage of the new open enrollment period," he explained.

Enrollment cards are now being distributed. Cost of the coverage is low. The combination of \$5000 in insurance for a spouse and \$1000 for each child requires a contribution of \$1.35 monthly for those under the exempt plan and 50 cents weekly for those under the non-exempt plan. The \$10,000-\$2000 combination has a cost of \$2.70 monthly for exempt employees and \$1.00 weekly for non-exempt employees.

Dick said that enrollment cards for increased or new participation must be turned in by Dec. 31 in order for the insurance to go into effect on January 1, 1980. First deductions will be made for the pay period following receipt of a completed enrollment form.

Questions on either of these options should be directed to Dick LeFebvre, Dial Comm 8*273-4756.

DECEMBER SERVICE AWARDS

Years	Name	Location
20	Bonnabelle T. Galbraith	Rockville
	Lee E. Anderson	Rockville
15	Peter L. Maracci	Erie, PA
	Philip B. Berns	Rockville
	Robert J. Lennon	New York, NY
	Frank C. Beal, Jr.	Rockville
10	David M. Votta	Denver
5	Donald M. McGrath	E. Orange, NJ
	Tahia Herd	Brook Park
	Frank L. Price	Rockville
	James R. Clement	Rockville
	Anthony D. Marcin	Brook Park
	Joyce A. Rose	Brook Park
	Howard T. Bische	Louisville
	Leslie J. Rice	Brook Park
	David M. Pushee	Newton, MA
	Joseph L. Stubbs	New York, NY
John R. Yost	Rockville	
Richard M. Osten	Oak Brook	

FOCUS ON... FINANCE

a message from LEO RAMER

In this series of *Update* articles describing our Company's organization and personnel, the activities of the finance people have already appeared in several issues and will come up again. This is because finance work and finance people are distributed across many components, in the field and at headquarters, in the U.S. and in other countries. This dispersion was evident when key financial managers from GEISCO and its affiliates gathered in Rockville last month (see photo) for their first worldwide meeting, and greeted associates not only from departments in Rockville but from all five Sales Regions in the U.S.; from Mitrol, Inc. in Boston; from the Supercenter in Amstelveen; and from most of our sales affiliates in Europe and Australia.

In this overview and introduction to the Finance Operation, featured on the following pages, I would like to summarize the broad responsibilities of the finance function and explain briefly how we are organized throughout GEISCO to do the work.

Our responsibilities can be summarized generally as follows:

- Maintaining accounts and records in conformance with generally accepted principles and legal requirements, and providing essential financial or money-related services such as paying employees and suppliers. In GEISCO, these services are provided by the Accounting Operations Section, headed by Max Harris.
- Controlling and managing investment in accounts receivable. This responsibility, which involves approving credit and collecting from customers, is handled by Jack Hanson's Credit and Collection Section for all U.S. customers.
- Designing, programming and

implementing information systems for finance activities. In GEISCO, Bob Niemann's Information Systems Section provides this service not only for finance functions but also for other functional needs.

- Establishing accountability for assets, ensuring their protection, and periodically confirming the effectiveness of control procedures. These audit responsibilities are assigned to John Meyer, Manager of the Auditing Section. Meyer also administers the Financial Management Program for the Washington metropolitan area (see box).
- Analyzing operating results and financial conditions, coordinating the preparation of estimates, budgets and long-range forecasts, and helping management measure and evaluate past results and future plans. Bill Kerr manages the Operations Analysis Section, which provides these services for a number of GEISCO components.



In our affiliated companies in the U.S. and abroad, essentially all of the financial functions are handled by the chief financial officer of the affiliate, whether he or she be called the Comptroller or the Treasurer, and his or her staff. In our parent company, General Electric Information Services Company, the work is divided among eight finance sections, three in the operating departments and five in the Finance Operation. In each of the three operating departments (National Sales, International Marketing and Systems Operations) there is a Financial Planning and Analysis Section which, because of the size, complexity and needs of the Department, provides dedicated financial support, consisting mainly of the analytical work men-

FMP AGES GRACEFULLY

This year marks the sixtieth anniversary of the General Electric Financial Management Program (FMP) which is administered by the Finance Operation for GEISCO and all other General Electric businesses in the Washington metropolitan area. While this program is designed principally to train individuals for financial positions throughout the Company, many top officers in GE and other companies began their careers on the program. As a prime example, some would cite R.H. Jones, GE's Chairman of the Board and Chief Executive Officer.

However, we can point with equal pride to FMP graduates in GEISCO including, to name only a few, Don Bates, President and Chairman of the Board; Paul Leadley, Vice President and General Manager, International Marketing Department; Jack Griffin, Manager, International Training Center; and Frank Gibbins, Manager, Employee Relations-International Marketing Department. (Needless to say, all GEISCO finance managers are also graduates of the program.)

by Leo Ramer

tioned above. The activities of these sections are being covered in the *Update* articles discussing the Operating Departments. The other five finance sections, comprising the Finance Operation, provide the financial work that must be performed on a total Company basis; for example, paying dividends, preparing consolidated state-

ments, budgets, tax returns, etc., and also the financial work that can be handled more economically on a pooled basis rather than on a fragmented or decentralized basis—for example, payroll preparation and management of cash. The following pages will provide a glimpse into these activities and the people involved.

ACCOUNTING OPERATIONS

Most of us, at one time or another, within days of receiving our paychecks, have wondered "What happened to all that money?" Management of GEISCO also wants to know how much money is coming in—and where it is being spent. But their concern is on a much larger scale, since the inflows and outflows amount to millions of dollars a week. Keeping track of a myriad of financial transactions and exercising the controllership function is the work of Accounting Operations, headed by Max Harris.

On the input side, the process begins with customers, the lifeblood of any business. Ever since GEISCO was formed as an affiliate company, all cash received from domestic customers has gone into our own bank account. Payments are received in a "lock box" account in Baltimore. The bank there makes copies of checks and vouchers for Revenue Accounting's use and deposits the checks in our account. Each day at noon, Max and his associates estimate that day's cash receipts and expenditures, and send any excess to GE Corporate headquarters to be invested in income-producing sources. On days of shortages, of course, they withdraw funds from headquarters. As an example of the close timing, necessary money to cover paychecks issued to employees on Friday is not deposited until that Friday. The balance in GEISCO's checking account, therefore, is always zero, but there is currently a positive balance in the corporate "savings" account.

On the expenditure side, about one-half goes to employees or for employee-related benefits. Another one-quarter is for costs of data processing and communication equipment, both owned and rented, and for lines and circuit costs of the data communication

Continued on next page



James J. Costello, General Electric Company Comptroller, speaks to GEISCO and affiliate finance people at the GEISCO finance meeting in November.

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network. The remaining one-fourth is distributed about evenly between facility costs and all other expenses.

Revenue Accounting

Bob Kellar's subsection is responsible for recording and reporting all GEISCO sales, and maintaining records of customers accounts receivable. In addition to accounting for revenue, Roger Marcus's unit also issues special billing and credits, schedules inter-company billing, and prepares Network Software Service (NSS) reports and payments.

The Customer Accounting Unit, with manager Bob Cage, is responsible for control and application of cash received from customers, and investigation of related customer complaints and disputes. The group also issues billing in accordance with non-standard contracts and distributor agreements, and maintains the customer name and address file.

Personnel Accounting

"Some accounting components are visited every year or two by corporate or public auditors," says manager Art Cleary, "but we in Personnel Accounting have more than 2,500 'auditors' looking over our shoulders at least every two weeks." Every employee is naturally interested in his or her own salary and benefits.

The biweekly payroll is processed by Cheryl Hicks and her crew, consisting of Bonnie Galbraith, Lily Tan, Faye Branison and Lorraine Stover. Each Payroll administrator is responsible for all aspects of an employee's paycheck.

Vicki Steiner works with employee benefits, including the Pension Plan, the Savings and Security Program, insurance claims other than medical coverage, and various other plans that make up the entire GEISCO benefit package. Minnie Glenn and Diane Ostrow serve as interfaces between employees submitting medical claims and the insurance companies. They



Accounting Operation Managers: Bottom row, left to right: Jim O'Brien, Max Harris, Dick Gray. Top Row: Bob Kellar, Mike Saffell, Art Cleary.

are involved in transactions with three insurance companies (Metropolitan, Aetna, and Blue Cross) and three health maintenance organizations.

For most of us, there is a considerable difference between gross salary and take-home pay; and Nancy Rizzi's job is to make sure that all deductions from paychecks are properly accounted for and turned over to the proper parties. Deductions include Social Security, Federal Withholding, state and local taxes, benefit plans, charitable contributions, tuition loans, and many others.

Investment Accounting

As previously noted, expenditures for equipment, communication, and facility costs make up a large portion of our outlays. These require specialized accounting treatment, which is the function of Mike Saffell's Investment Accounting subsection.

If funds required for projects covering equipment and facilities amount to \$50,000 or more, Plant Appropriation Requests (PAR) must be prepared. Each PAR is reviewed and accounted for by Frank Ittner or Andy Pecus.

A great deal of GEISCO's equipment is rented, and Leased Equipment Accounting, headed by Wally Bailey, accrues and records the costs of renting and maintaining computer and communications equipment. Mickey Buscher, also in Wally's unit, tracks the costs of over 4,600 telephone lines. Records of owned fixed assets are kept by Hal Santucci and Agnes O'Connell. Although some equipment has been sold to our new overseas affiliates, the ledgers still contain about 9,000 items in 260 locations stretching throughout the United States, and from Saudi Arabia to Hong Kong.

Disbursements Accounting

Asked about the principal function of Disbursements Accounting, manager Dick Gray replies, "That's easy—we pay the bills." The Accounts Payable Unit will probably pay over 80,000 invoices in 1979. Russ Long, Manager - Accounts Payable, points out that even statistics can be misleading. A single invoice from a travel agency, for example, could include billing for airline tickets for 100 or so employees, and each amount has to be charged

individually to the proper cash advance account.

The travel and Relocation Unit, headed by George Ovigian, processes expense accounts and field cash advances. Here again the volume numbers are impressive—George expects his people to handle over 30,000 expense accounts this year.

General and Tax Accounting

Jim O'Brien's subsection is what we usually think of when referring to the "bookkeepers" or the "bean-counters". They literally keep the books of the GEISCO parent company. They receive and prepare journal entries and post them to the general ledger.

This is now done, as might be expected, through computer processing, rather than by hand as was done in days gone by. From these records, General Accounting personnel prepare a number of reports. This activity has been complicated this year by the formation of our new company, since the financial results of GEISCO must often be consolidated with those of one domestic and 12 foreign affiliates. Monthly, quarterly, and annual reports are required by GEISCO, Sector, GE Company and several other organizations. Another area the subsection is concerned with is taxes and insurance. GEISCO operates in numerous locations throughout the country and the

assets in each location should be covered by insurance. Taxing authorities abound: Stu Morehouse and Lloyd Ramson prepare information for tax returns and reports to over 400 state and local jurisdictions. Addition of the overseas affiliates has led to a number of tax-related questions and Art Corbin has recently come aboard as specialist in Federal and foreign taxes.

Summing up Accounting Operations, Max Harris says, "We are a service organization. We serve management, customers, employees, suppliers, government, other Company components; and finally we serve the stockholders by safeguarding the assets of GEISCO."

by Frank Ittner

INFORMATION SYSTEMS

While Bob Niemann, Manager, Information Systems, tends to be modest about the significant contributions made by him and members of his group, another Finance Section Manager can't offer enough praise for Information Systems. Jack Hanson, Manager of Credit & Collections, says, "I think we have one of the best Information Systems in the General Electric Company, if not in the country."

According to Niemann, "Information

Systems is primarily a service function, with responsibility for designing, programming, and implementing management information systems to serve the needs of GEISCO." He continues, "while most of the systems are responsible for serving the Financial community of GEISCO, data bases maintained by these systems serve as a major source of information for functions such as Systems Planning, Quality Assurance, Employee Relations, Field Sales, Headquarters Sales and Com-

petitive Analysis and Pricing. Extracts of our customer usage data base are also made available to our affiliates and other distributors for forecasting and billing purposes."

Information Systems, Niemann adds, also carries the responsibility of administering the Company's Organization and Policy Guide manual. Cathy Demerly (8*277-2732) can provide information regarding distribution, contents, status of new policies, etc.

Questions regarding customer billing may also occasionally arise, usually as a result of questions from customers to people in the Field. Winnie DuVall (8*277-2745) can assist in providing information and explanations when such questions arise.

Information Systems has a total staff of 17 people (there are also currently three openings). Cathy Demerly serves as Section secretary; and direct reports are Larry Capriotti (Systems Operations Systems); Al Ertel (Order Entry & Receivables Systems); Ade Graham (Billing Systems); Bob Hamilton (Revenue Systems); Bill Johnston (Financial Systems); and Din Kurawadwala (Internal Use).



Information Systems Managers: Bottom Row, left to right: Larry Capriotti, Al Ertel, Ade Graham. Top Row: Bob Hamilton, Bob Niemann, Bill Johnston.

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CREDIT & COLLECTION



The People of Credit and Collections: Bottom Row, left to right: Judy Luddington, Carol Moriarity, Charlie Harp, Paula Shegda. Top row: Jack Hanson, Eva Depa, Eliot Sutherland, Theo Tuggle, Gary Clark, Michael Harrington, Seymour Witcoff.

According to Jack Hanson, Manager, Credit and Collection, "I guess you could say we serve as the Master Charge of GEISCO . . ." The group does, indeed, function for our customers much like a major credit card company might function for an individual.

The group works with field sales personnel to obtain and analyze financial information of present and prospective customers—that is, when a new customer signs an agreement with GEISCO, C&C, after receipt from the field of a credit application, investigates and verifies the customer's credit ratings and financial stability before approving credit for that customer. Wherever appropriate, members of the group will discuss a customer credit application with the field personnel involved.

On the other side of the spectrum—collections—C&C again acts much like a charge-card company, including the collection of customer accounts. This can obviously be a delicate matter, especially when a major customer is past due in paying on an account. To

make sure that field people are always aware of collection activities involving our customers, Credit and Collection personnel do a variety of things: they send copies of all letters to their customers (other than form letters) to

the branch involved; they notify the branch in advance when termination of service to a customer is deemed necessary; they notify the branch in advance when any Credit & Collection person plans to visit a customer; and, each month, they mail a copy of the "Detailed Branch Aging" to all Branches. The aging contains listings only of customers that are more than two months past due.

When a customer disputes our billing, the findings of Credit & Collection personnel are forwarded to the appropriate branch for resolution of the dispute.

Because of its extensive involvement in the field, individuals within Credit and Collection are assigned geographic areas of responsibility, just as people are within Headquarters Sales.

To help you contact the right individual within Credit and Collection, we offer this list of people and responsibilities, along with appropriate dial-comm numbers. Crossfile address for Credit and Collection is "CRED".

SOUTHERN & WESTERN REGIONS & FEDERAL SALES

CHARLES M. HARP, Manager
C&C Customer Accounts
8*277-2722

CENTRAL, EASTERN & NORTHERN REGIONS

ELIOT G. SUTHERLAND, Manager
C&C Customer Accounts
8*277-2717

Mountain States District Distributors

SEYMOUR L. WITCOFF
Senior Specialist
8*277-2716

Northwest District
Los Angeles District
Orange County District
Northern California Public Service District
San Francisco District

PAULA A. SHEGDA

Specialist
8*277-2724

Dallas District
Houston District
Federal Sales

THEO TUGGLE, JR.

Specialist
8*277-2715

Southeast District
Carolinas District
Florida District
Capital District
St. Louis District
Communications District
Doubtful (Legal) Accounts

CHARLES A. BLEDSOE
Senior Specialist
8*277-2725

New York Commercial District
New York Financial District
New York Banking District
Chicago District
Milwaukee District

EVA D. DEPA

Specialist
8*277-2726

Philadelphia District
Pittsburgh District
Ohio District
Detroit District
Indianapolis District

GARY A. CLARK
Specialist
8*277-2718

Boston District
Western New York District
Hartford District
Schenectady District
Stamford District
New Jersey District

TWO IN C&C GET CORPORATE RECOGNITION

Do the members of GEISCOS's Credit and Collection group do their jobs well? General Electric Company Vice President and Treasurer Russ Whitmyer seems to think so. As a matter of fact, he sent special letters of recognition, along with desk top pens/flip calendar combinations, to two of them. The award is new within Corporate, and is known, appropriately enough, as the Treasurer's Award.

Paula Shegda and Gary Clark, both Credit & Collection Specialists, were the first in GEISCO to receive the Treasurer's Award. Rather than tell you what they did, we are reprinting Mr. Whitmyer's letters to them. In Gary's case, we've had to delete the name of the specific customer involved—but the rest of the letter tells enough!

Mr. G.A. Clark
Specialist-Credit & Collection
General Electric Information Services
Company

Dear Gary:

I want to congratulate you for your efforts in obtaining a secured credit agreement, in the form of a letter of credit. Your help in developing arrangements to contain the credit exposure and to provide special billing routines was instrumental in obtaining an order totaling over \$1 million from this customer.

I am pleased to present this "Treasurer's Award" in recognition of your accomplishment. Good luck in your future endeavors!

Miss P.A. Shegda
Specialist-Credit & Collection
General Electric Information Services
Company

Dear Paula:

I want to extend my congratulations to you for your outstanding design of a Data Management System data base for controlling receivables of government agencies. Using extensive programming skills, which were not part of your assigned responsibilities, and by working many hours on your own time, you developed a system to permit rapid access to details of government accounts which also greatly simplified the ability to issue billing against government contracts before expiration date, thus avoiding needless collection delays.

I am pleased to present this "Treasurer's Award" in recognition of your significant contribution. Good luck in your future endeavors!

Congratulations to both Paula and Gary!



Gary Clark (standing) and Paula Shegda—at work after receiving the first Treasurer's Awards presented within GEISCO.

AUDITING

Auditing is the smallest section in the Finance Operation and reports directly to Leo Ramer. The section contains three positions: the Manager of Auditing—John Meyer; a Senior Specialist—Auditing - (position soon to be filled by Tom Neubert, who is coming to GEISCO from GE—Bridgeport); and a Specialist—Auditing - Jerry Demerly.

Although it is one of the smallest sections in the business, Auditing has a substantial territory to cover. The audit work crosses all functions of GEISCO, and also provides assistance to the Company Staff for special reviews and projects.

The audit work is divided into five major areas of responsibility as follows:

- 1) Protection of the assets
- 2) Compliance with policies and procedures
- 3) Optimum use of GEISCO resources
- 4) Assistance to other auditors
- 5) FMP administration

Protection of Assets

This includes reviews of the safeguarding of all Company assets such as cash, plant and equipment, facilities, and so forth. Periodically, cash is verified through counts of local working funds at various Company locations. Confirmations of accounts receivable balances are sent to customers, and employees with outstanding cash advance balances are contacted to verify

Continued on next page

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their balances. Auditing can participate in inventories of plant and equipment assets, and also aids in investigation and reporting of thefts and disappearances of Company property.

Compliance with Policies and Procedures

The purpose here is to verify that the business operates and is conducted within the established policies and procedures of both GEISCO and the General Electric Company. Audits are conducted to ensure compliance across many areas of the business and include policies such as:

- the procurement process, including generation of Material Requests and Purchase Orders along with proper approval and obtaining of quotes
- billing to customers in accordance with approved pricing plans
- various bonus plans and variable compensation payouts
- medical insurance payments to employees
- payroll related payments to employees
- reviews of employee expense account statements;
- addition to payroll and salary change approval, and numerous other areas.

Optimum Use of GEISCO Resources

This area involves both operational and financial audits of the ways in which we spend cash and use other resources of the business. It often involves cost reduction and cost avoidance opportunities.

Audits in this area have included subjects such as:

- employee hires through employment agencies
- data communication and satellite line costs
- landlord charges for operating expenses of the Maryland Center



Jerry Demerly (standing) and John Meyer keep their eyes right on the money!

- marketing and communication costs
- GEISCO business meetings costs
- billing for goods and services received from vendors
- cafeteria subsidies

Continued on next page

FMP Administration

In addition to his other duties, John Meyer is also assigned responsibility for campus recruiting for the General Electric Company's Financial Management Program at Howard University and the University of Maryland. FMP is a program designed to attract college graduates for future financial management positions with the General Electric Company. John's efforts include setting up plant interviews for prospective trainees at Company locations around the country, as well as interviewing trainees sent to Rockville by other Company recruiters. His work includes making recommendations for the recruit trainees to move into rotational job assignments during their stay on the program. In addition, he has overall

administrative responsibility for the two and a half year class work study program of FMP.

Auditing has gotten involved for the first time this year in two new areas of auditing: foreign affiliates and acquisitions/joint ventures. With the addition of our twelve overseas affiliates on January 1st of this year, an expanded international scope will be added to Auditing's work load. In addition, the business philosophy which GEISCO projects as a way of growing the business will require Auditing to make examinations of firms which will be considered for acquisition and joint venture.

by John Meyer

- payments to NSS authors
- spare part purchases, and numerous other areas.

Assistance to Other Auditors

Assistance is normally provided both to the General Electric Company's public accounting firm, Peat, Marwick and Mitchell, and to the Corporate Audit Staff. Auditing has been working very closely with the Corporate Audit Staff in their conducting of the normal GEISCO financial audit. The Corporate Auditors have available to them all of the audit work papers of the components internal auditing function for review. The Corporate auditors use this to determine where to apply their resources to avoid (as much as possible) any duplication of effort. Therefore, the audit work performed by the internal audit function is used as part of the Corporate Audit Staff's work program. Peat, Marwick, Mitchell, in turn, rely very heavily upon the work performed by the Corporate Audit Staff for their independent report, which appears in the Company's annual report. They, again, will try to avoid any duplication of work already completed by the Corporate Audit Staff, thereby keeping their fee to a minimum while still satisfying themselves of the extensive reviews which they require for their annual certification.

The internal audit function also works very closely with Systems Security Operation and Peat, Marwick, Mitchell in the conduct of the annual third-party audit of GEISCO's security environment. This audit and its resultant report are made available to our customers' internal and public accounting firm auditors upon their request. This audit is concerned with the protection of customer data while in the hands of GEISCO.

OPERATIONS ANALYSIS



The Operations Analysis Group: Seated, left to right: John Gibbs, Pat Lyons, Rod Clark. Standing: Christy Gentile, Bill Kerr, J.C. Roman.

According to Bill Kerr, Manager, Operations Analysis, "Our major responsibilities include, first, the analysis of current operating results. This involves a detailed review of monthly revenue, direct costs, and other expense and income items, as well as the change in balance sheet accounts and resulting funds flow . . . our review covers individual departments and their components plus the domestic and foreign affiliates."

Each month Kerr and his staff prepare and consolidate an updated rolling three month and total year estimate for the Company. According to Kerr, "this facilitates internal tracking and planning, and serves as a basis for our official estimates to Sector and Corporate."

The group is also responsible for yearly operating and balance sheet budgets, and the long range forecast.

But there's more! The group of seven people also provides financial analysis support to the Engineering Department, Relations, Strategic Planning and Development, Finance, Legal and Administration; and assists in development of Operating and Strategic plans for individual components and the total GEISCO company and Division. Members of the group also,

according to Kerr, spend "a significant portion of their time on special projects and studies".

In 1979, Operations Analysis has been heavily involved in acquisition studies and evaluations. According to Kerr, "This evaluation work involves close coordination with Strategic Planning in gathering and analyzing financial and other data on potential acquisition candidates; determining future interface with GEISCO; developing revenue, net income and funds flow forecasts and preparing evaluations for the various alternatives we may want to consider."

Needless to say, the group was heavily involved earlier this year in the evaluation of Mitrol, Inc.: (see *Update*, July 20); and in GEISCO's acquisition of a one-third interest in Enercom (see *Update*, Nov. 9).

In addition to Kerr, the group includes Christy Gentile, Section secretary; Pat Lyons, Manager of Financial Analysis for Engineering; a now-open position formerly held by Bill Hayden; Rod Clark, Manager of Financial Analysis for Strategic Planning and Special Studies; J.C. Roman, Specialist, Financial Analysis; and John Q. Gibbs, Specialist in Financial Analysis—Consolidations.

QUARTER CENTURY CLUB CONVENES AT KENNEDY CENTER

If Jean Stapleton had known who 104 people seated in the audience of her November 27, 1979 performance of *Daisy Mayme* were, she probably would have said, "They're "All in the Family." All in the GEISCO family, that is!

104 Quarter Century Club members and guests enjoyed a tremendous evening when they held their second annual meeting at the John F. Kennedy Center for the Performing Arts in Washington, D.C. The evening commenced with cocktails and dinner in the Atrium Room - Roof Terrace. At the dinner new members were awarded certificates of membership. Following the dinner, members went downstairs to the Eisenhower Theater to enjoy a performance of the comedy *Daisy Mayme*, starring T.V. star Jean Stapleton of *All in the Family* fame.

Members and their guests traveled by bus from the Maryland Center to the Kennedy Center. "It was a well

organized and fun meeting with a lot of comradery," remarked new Quarter Century Clubber Doreen Hilts. "Being a working woman, it was nice to see wives there—and the wives were so pleased to be included! Going together on the bus eliminated all the bother of taking your own car—I loved it!" Doreen's family is certainly a GE one—Doreen, her husband, two daughters and their husbands, and her father have accumulated 111 years of GE service!

"One of the best things about the Quarter Century Club meetings is having the opportunity to learn more about each other; where people have worked, and what they've done," said Phil Fabrizio, Quarter Century Club President. In discussing the Kennedy Center meeting he said, "Margaret Joseph in the Training Center was a great help in planning the event—it was a tremendous success!"

"A superb evening—we had an

absolutely super time," remarked Jack Griffin, Quarter Century Club Vice President. "It provided a good chance to associate with old friends and renew acquaintances."

"Everyone had a great time and behaved themselves," joked Quarter Century Club Secretary, Frank Ittner, founder of the Rockville club. "It was terrific to have club members here from New York, Nashville, Brook Park, Philadelphia, and Erie," he added.

75 members comprise the Rockville club, including out-of-towners, with a total amount of service of 2172 years.

There are no initiation fees or membership dues for the club, and any active employee in Rockville who has completed 25 years of service automatically becomes a member on January 1 of the year in which he or she celebrates a service anniversary (field personnel also automatically become honorary members after 25 years of GE Service. If anyone from the field is in the area on business or vacation at the time of Rockville's Quarter Century Club meetings, he or she is welcome to attend).

ITC OFFERS COURSE CATALOG

The 1980 edition of the *Catalog of Internal Training Programs* will be distributed to GEISCO employees this month. The catalog contains descriptions of courses available through the International Training Center. In conjunction with their managers, employees can use this document to plan their training needs.

Many of the courses are designed to aid those who are selling and supporting customer applications. The catalog includes: New Employee Training, Product Training, Management Courses, Engineering Training Courses, and Self-Paced Learning.

The catalog explains eligibility requirements and prerequisites for courses, registration procedures, and what one can expect to gain from the particular training.



"The Kennedy Center is that-away!" Jim Driscoll tries to be of help as Quarter Century Club members head for an evening at the Kennedy Center.

\$5769.44 FOR BEING SUGGESTIVE

Have you ever thought—"If only GEISCO did . . . this way we could save lots of time and/or money"? This year many GEISCO employees harbored such thoughts, and by submitting their ideas through the Suggestion Plan, 46 of them received awards ranging from \$25.00 to \$1,150.00 and totaling \$5,769.44. Al West, then a Training Support Clerk, recently promoted to TR Trainee, won a substantial amount by suggesting that films be converted to the video tape medium and distributed to the field. Others suggested such things as the elimination of unused telephone lines and tighter security for the International Training Center. The Suggestion Plan is available to non-exempt employees (levels D-4).

We know that GEISCO people have some great ideas for cutting costs and improving products, procedures, and services. Management is always eager to learn ways in which GEISCO can progress—and you are one of the best sources of information.

Monetary awards are presented for suggestions the company adopts. However, proposed ideas for the Suggestion Plan must not be a part of one's regular



Suggestions can pay off! And Al West's paid off to the tune of more than a thousand dollars. Ed Scully (right) is either patting Al on the back or hitting him for a loan, while Ed Wetzel (left) looks on.

job responsibilities.

To submit ideas, fill out a Suggestion Plan form and send it to Penny Collins, Suggestion Plan Administrator, MCISW Rockville, Maryland.

Let's all "bring good things to life" for ourselves and GEISCO.

(Exempt and non-exempt employees may participate in the Cost Improvement Plan, which offers gift awards to employees who make suggestions that the company adopts concerning cost improvements—including those within their own job responsibilities).

SUGGESTION PLAN AWARD WINNERS—1979

NAME	DEPARTMENT	NAME	DEPARTMENT
WEST, AL	RELATIONS	REUSS, MARY	SYSTEMS
STOLZENBURG, MICHELE	SYSTEMS	JOHNSON, GLADYS	SYSTEMS
ALWES, MARY ANN	SALES	WOODS, JAY	SYSTEMS
ROWLEY, J. MICHAEL	SYSTEMS	LEIGHTON, CHUCK	SYSTEMS
STOLZENBURG, MICHELE	SYSTEMS	NAPIER, MARY	SYSTEMS
WOOD, HELEN	SALES	BRADY, RUTH	RELATIONS
EDWARDS, BARB	SYSTEMS	BRENT, ALICE	SYSTEMS
NAPOLILLO, RALPH	SYSTEMS	BROWN, SANDRA	SYSTEMS
CONNER, JOAN	SYSTEMS	CASTER, MONTEREY	SYSTEMS
KOCIOL, KATHY	RELATIONS	EBAUGH, HELEN	LEGAL
TATARA, SUSAN	SYSTEMS	HURT, GAIL	SYSTEMS
O'NEIL, BARB	SYSTEMS	JACKSON, TERESA	SYSTEMS
SEALE, BRYAN	SYSTEMS	LECOMIE, MIMI	FINANCE
HASH, JOANN	SYSTEMS	MALTA, J.	SYSTEMS
KITTINGER, HELEN	SYSTEMS	MC CARROHER, MARY	SYSTEMS
HONCHARSKI, ED	SYSTEMS	MURPHY, RICHARD	SYSTEMS
BUNCH, ELAINE	SALES	PARKINSON, EARL	SYSTEMS
EDWARDS, BARB	SYSTEMS	PELLOW, ALICE	SALES
OLIVERAL, MILTON	SYSTEMS	PRESGRAVES, RAEJEAN	SYSTEMS
GIBSON, CORNAL	SYSTEMS	THOMAS, CLARENCE	SYSTEMS
MOATS, KAREN	SYSTEMS	WADE, CHARLES	SYSTEMS
KITTINGER, HELEN	SYSTEMS	WOOD, JAY	SYSTEMS
O'DONNELL, JOSEPH	SYSTEMS		
TORRENCE, YVONNE	SYSTEMS		
		Total	\$5,769.44

NEW SALES AIDS From Marketing Communications

A new **MARKLINK™ Terminal Capabilities** brochure introduces "The Intelligent Terminal That's Smarter Than You Think." The brochure explains the benefits of distributed processing with the MARKLINK Terminal. Available early in December on OLOS, publication number is 1300.36.

An illustrated **MARKLINK Terminal** poster with feature/benefit copy will also be available in December for field sales support.

A new **MARK 3000SM Service** technical brochure offers an at-a-glance understanding of the system configuration, language, hardware, application software and potential usage of our new IBM-compatible service. Currently available on OLOS, publication number 2051.16.

The **MARK 3000 Service** sales presentation, which will provide a feature/benefit oriented overview of the service, along with customer usage stories, will be available to the field by year end.

The **MARK 3000 Service** direct mail campaign, targeted to recipients of International LEADER magazine, and featuring high application software packages available on **MARK 3000 Service**, will also be underway by late December.

The **Teller Management System** product profile offers a description of features and benefits of the system and identifies types of prospects with a need for the practical management tool. Available by late December on OLOS, publication number 5099.06.

The new **TABOL III** capabilities brochure aimed at sales and marketing managers, financial managers and other business executives, features the advantages of this powerful computer language for a variety of business applications. The brochure is currently available on OLOS, publication number 5112.14.

A package of four **TABOL III** sales presentations is also available to help field representatives understand **TABOL III's** powerful capabilities and present the language to GEISCO prospects and customers. An executive overview, a technical presentation, a

TABOL III and **DMS** presentation and **TABOL III vs. FAL** presentation are included in the package, which will be distributed to each field office.

A new **Copper Impact: Acquisition Systems** brochure, targeted to contracting officers, financial analysts, and cost and price analysts in the Federal Acquisition (Procurement) community, highlights the capabilities of a government owned Air Force contracted program of computer applications available on **MARK III[®] Service**. Available late December on OLOS, publication number 910.29.

UPDATE is published by General Electric Information Services Company, 401 N. Washington Street (6SE) Rockville, Md., 20850, for employees. Crossfile:

Editor: Clare Aukofer (8*273-4476)

Associate Editor: Bette Lee Karle (8*273-4930)

Editorial Assistant: Patricia Brown

Documentation: Dex Nilsson

New Sales Aids: Pamela Boyer

Contributors this issue: Penny Collins, Ed Wetzel, Frank Ittner

Quarter Century photo by Wally Bailey; finance meeting photo by Jim Medley

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INTERNATIONAL LEADER

The cover and lead story of the fall issue of **International LEADER** illustrates and describes the arrival of Mitrol, Inc. and its approach to manufacturing planning and control.

This issue also features stories on Time-Life-Amsterdam, Pentax, Combined Communications Corporation, and Coopers and Lybrand.

Articles on these customers describe applications such as a general ledger system, a financial planning system, a financial consolidation and budgeting system, and the benefits derived from NSS. Publication number 301.29.

WOOPS!

In the November 9th issue of *Update* (page 6), John Wood was incorrectly identified as Steve Mudrick.

We also had several typographical errors in spelling of names: Gwen Dunham is *not* Gwen Dumham (page 1); and we had Dan Corenzwit's name right in the story but not in the photo caption (page 4).

Also in that issue, in the story on Marketing Support, Competitive Analysis and Pricing was incorrectly identified as Competitive Pricing and Analysis.

We stand corrected, and offer apologies to all involved.

UPDATE: First Quarter Publication and Deadline Schedule

There will be five regular issues of *Update* in the first quarter of 1980. Material received by our deadline will be considered for the issue note. Material received after deadline will be held for the following issue.

PLEASE SAVE THIS SCHEDULE. Any changes made will be announced as far in advance as possible.

FOR THE ISSUE DATED:

January 25

(Featured: Strategic Planning)

February 8

(Featured: Systems, Part I)

February 22

(Featured: Systems, Part II)

March 7

(Featured: Engineering, Part II)

March 21

(General Information Issue)

DEADLINE IS:

January 8

January 22

February 5

February 19

March 4