

# UPDATE

August 22, 1980  
Rockville, Maryland 305.120

## IN CHICAGO: TWO'S COMPANY — THREE'S A TEAM

There's an old saying that "two heads are better than one." In the case of the Joint Systems Development Group, (JSDG), in Chicago, three "heads" helped please a major customer and substantially improved revenues from that customer.

JSDG is a National Account team composed of three members of the Chicago Management Services Branch: Bob Wallace, technical services specialist; Merle Shao, technical services representative; and Sari Hart, technical representative.

The team concept involves the use of three people providing dedicated technical and developmental support for one major account. According to Joan Burton, Headquarters Sales account manager, the team members can become more involved than an individual AR or TR who supports several accounts, and thus can acquire more sensitivity towards the customer "because they spend all of their time in the one company working on company projects."

Lowell Maitland, the Arthur Andersen & Co., national account manager, working with Branch and District managers, assigned the JSDG to AA & Co. in the fall of 1978. Lowell says, "I feel that . . . the efforts of the group have exceeded our best expectations because of its ability to generate revenue, enhance the GEISCO image, and foster good relations with this important customer."

According to Lowell, objectives of the JSDG are to "increase the market share, assist on major client-related systems, and produce earlier revenue." He points out that revenue and visibility of GEISCO are higher at AA & Co. since the group was started, and says that future projects also look very promising.

Lowell is very conscious of a need

to keep the team at least at its present high productivity level. "We are fighting a continuing battle to justify the team," he said, "and we must constantly be sure we have the revenue dollars there to see. So far, we have had them." With ten completed projects in a 21 month period, and a 50% increase in revenue from 1978 to 1979, the numbers are indeed there.

Joan Burton explained that GEISCO and Arthur Andersen, by mutual agreement, decide what projects JSDG will work on. JSDG then follows any one or a combination of three basic designs:

- joint participation with AA & Co. personnel

*Continued on page 3*

## "A NEW IMPETUS FOR INTERNATIONAL THINKING"



*Product Requirement Workshop attendees (l to r): Front row: John Perkins, Marketing Planning; Jim Miller, then manager, Marketing Planning; Pete Lovell, DBMS Group, Nashville; Chuck Hurd, European Marketing; Rafael Lobato, Mexico; Reggie Miller, chairman, IPR Workshop; Timo Airosmaa, Finland. Second Row: Mike Chamberlain, manager, Product Marketing Plans; Tulio Lopez, Puerto Rico; Peter Nielsen, Denmark; Tim Madison, Canada; Norbert Quinkert, Germany; John Taylor, U.K. Third Row: Paul Tilley, IPR; Giuliano Venturi, Italy; Dave McIntosh, Canada; Rod Lemberg, manager, International Marketing Analysis; Steve Mudrick, manager, IPR.*

On June 18-20, representatives of GEISCO affiliates and distributors from Europe, Canada, Denmark, Finland, Mexico, Venezuela, and Puerto Rico were hosted by the International Product Requirements Group (IPR)

at a special Product Requirements Workshop, held near Rockville.

According to IPR representatives, the purpose of the workshop was to provide an opportunity for non-U.S.

*Continued on page 8*

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# L.A. LAUNCHES SALES BLITZ

## “Blitz: Any Intense Campaign”



*In the midst of the LA Sales Blitz: seated, left to right: Calvin Andrews, Barbara Schafer, Iris Jystard, Jeannette Ford. Standing: Len Bullock, Ron Jackson, Harold Stover, Bob Sussan.*

In May, the people of the Los Angeles District decided that it was time to flex their muscles and let some key customers and prospects know that GEISCO planned to be a major factor in the Los Angeles information processing marketplace.

After considering a variety of alternatives, they decided on a “Call Blitz” approach.

The “blitz” began when personalized letters outlining GEISCO’s serv-

ices and offerings were sent to 385 executives at the Executive-vice president level or higher. After a relatively short wait (a week), a calling day was set aside, and eight account reps from the district telephoned all 385 addresses. The calling day included breakfast and lunch, so that there would be a minimum of interruptions. To make sure that the telephoning was effective, Sam Cohen, manager of the LA Commercial Branch, drafted

a script and conducted a training session for the ARs involved. As a result of the training (along with a lot of enthusiasm and hard work), the calls resulted in 105 appointments, which were scheduled over a two week time period.

The 105 sales calls were made by the appropriate account reps, accompanied by one of their managers. Because of the high level of calls and the concentrated timetable, the blitz was able to attract some excellent help from outside the District.

The assistance came from the Western Region Staff in the form of Harry Hearn, manager of the Western Region, and Jim Carro, manager of Sales Planning and Support. Bob Fohl, manager of Major Opportunity Sales, made the trip from Rockville to lend his experience and knowledge to the effort. These people were added to the Branch and District managers who accompanied the ARs on the sales calls.

The results of the blitz in terms of revenue will unfold over the coming months, but other benefits have already been realized.

ARs now have sharpened appointment making and sales call techniques; the people of the Los Angeles District now know that there are talented resources ready to assist them when needed; several major pipeline opportunities have been identified; and there are 385 high-level executives who now know that GEISCO wants their business, and has the people and services to compete effectively for that business.

Congratulations are in order for the LA contingent. Now we know what a “blitz” looks like in the city of Los Angeles.

*by Harold Stover*

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**GENERAL**  **ELECTRIC**

## DOCUMENTATION

### MARKLINK™ TERMINAL, COURSE QUARTERLY AMONG DOZEN AUGUST DOCUMENTS

The **MARKLINK Terminal** reference manual (1300.13A) revision is the first for this book since introduction of the product in 1978. It includes new information, up-to-date statistics about the operating system, and all new photos and drawings of the system components. Several sections were deleted because they are now documented in a separate guide, the **3780 Emulator** user's guide (1300.14A). That book is under revision now.

New is the **MARKLINK Terminal Cross Support System** user's guide

(1300.41A), which describes the upgraded Cross Support System, which will fully compile, link, and debug MARKLINK Terminal-generated TPL application software using MARK III® Service capabilities.

There are five new and revised publications about applications:

The **JOBS\*\*\*** reference manual (3501.18B) has been revised to describe five new user commands and three new special instructions. It contains all new listings and runs reflecting current status of this job scheduling system.

The revised **BI/DATA** user's guide (5900.64C) includes a new trend analysis and forecasting package.

For GCOS Background users, the **MPS Foreground Programs** user's guide (5500.11C) has been revised primarily to include new examples showing the use of MPS3, Honeywell's Mathematical Programming System 3. Two Honeywell MPS manuals have newly-assigned GEISCO publication numbers; these are the **MPS CFMS Implementation** guide (5500.21) and the **MPS** user's guide (5500.22).

For MARK 3000<sup>SM</sup> Service users, the **SyncSort™** programmer's guide

(2400.03B) has been revised to bring it up to date with Release 2.3 software.

The **MIMS® Request** reference manual (5310.04) has been revised to describe MIMS requests under MIMS Version 8. This book of over 700 pages is the major reference work for MIMS users, but is not for prospects or persons casually involved.

Over 50 product-oriented brochures, called feature profiles, are listed in the revised feature profile **Index** (304.13D), revised in July. Available profiles are listed, and a keyword index provides references to specific ones.

The **Course Quarterly** (4000.01V) for October-December is to be mailed the week of August 25 to the 6,000 people on the subscriber list, and shipped in bulk to field offices. A major addition is the inclusion of schedules for 25 cities in nine European countries, which may be of significance to customers running international applications and desiring their overseas employees to attend classes. Don't forget that card 401.05 is the self-mailer that customers can use to subscribe to (and change address or discontinue) the **Course Quarterly** or **Leader** magazine.

## CHICAGO

*Continued from page 1*

- sole participation, using system designs developed by AA & Co., where implementation is left to the JSDG
- participation in conjunction with CA and Regional technical support, with GEISCO people directly under AA & Co. supervision.

Besides the "numbers," there are other indications that the idea is working. Lowell says, "The group's prestige and visibility are increasing, and various departments within AA & Co. have been competing for JSDG services." Several interesting side effects are the increasing use of Custom Application services on AA & Co. projects, and more and more GEISCO revenue being generated by AA & Co. Practice Offices.

Lowell recommends the team concept, but cautions that several things should be considered before such a group is formed. An account team involves a high level of committed resources, since the team is completely

involved with one account. The first prerequisite for consideration of team use is the customer's interest and desire to employ such a group. Second, it is necessary to set up guidelines for the projects that the team will be working on, so that they are utilized only for high-leverage efforts. Third, the company must have a significant backlog of projects to reap the full benefit of those committed resources.

The JSDG team members are the key to much of GEISCO's success at Arthur Andersen and, thanks to them, Lowell hopes to see GEISCO win many new AA & Co. applications in the near future.

Donald Tyer, of AA & Co., expressed, in one of several letters to Lowell, his admiration for the team and specifically for the work Bob and Merle performed in assisting the firm on a Reporting System. He said, "I have been very impressed by the professionalism, talent, and dedication . . . They have been cooperative, understanding, and a constant source of technical information, good ideas

and solid achievement." He further said that the professionalism of the team "reflects well on the GE Information Services group." (Sari Hart, the third member of the JSDG, was recently awarded the Central Region 600 Stretch-Buck Award for the second quarter—one more indication of the group's success.)

Looking at the revenue growth and the esteem that the JSDG has earned, Lowell said, "It's surprising that no one else has come up with this idea—it's sure working for us." He quickly added, "Probably it isn't for all accounts, though, because the customer must show a high-leverage potential to be worth the committed resources." Use of such a team at CPA firms, such as Arthur Andersen, and possibly at other National Accounts, show great user potential and many secondary advantages.

For other Account Managers interested in this concept, Lowell will be pleased to provide further information concerning the team development and management. He may be reached on 8\*384-7891.

# TECHNICAL TRAINING AVAILABLE ON MARK 3000 SERVICE

Since MARK 3000<sup>SM</sup> Service was commercially announced in June, 1979, the amount of technical training available to both customers and GEISCO employees has been steadily growing. With the recent completion of several courses, MARK 3000 Service Training has now reached a major milestone, making training in the generic use of MARK 3000 Service, as well as selected service software products, readily available to both internal users and customers.

For customers, the Course Quarterly (July-September 1980) now lists three MARK 3000 Service courses, each two days long. They are: Introduction to MARK 3000 Service, JCL & Utilities, and Intermediate MARK 3000 Service.

Since each course is a prerequisite for the next, the three courses should be taken in the order presented. The prerequisite for the introductory course is a year of programming experience.

The second course in the sequence, JCL & Utilities, emphasizes the batch environment. This course begins with a very simple batch job, which is gradually expanded with the introduction of new concepts using the same basic example. The student is also introduced to the most commonly used utility programs, without spending excessive time on all of the options and special features that are available.

The third customer course, Intermediate MARK 3000 Service, is primarily concerned with TSO Command Language Procedures (CLISTs). Concepts and techniques introduced in the first two courses are combined and expanded in the many examples and student workshops. Topics discussed include the CLIST "high-level language" statements, user defined and system variables, system functions, nested CLISTs, procedures, and error handling. A user's view of RACF, the IBM security feature, is also included.

For customers who do not require intensive knowledge of MARK 3000 Service, Product Training is currently developing a one-day Orientation Course. The course is intended for

the user who needs only to do simple data entry and/or run an already existing application. It will cover the more basic editing features, elementary catalog maintenance, and how to execute a program in either TSO or batch. The course will be scheduled on a regular basis, and will also be made available to qualified Technical Service Representatives for use as a foundation for on-site training to assist new customers. You can look for this course during the Fourth Quarter of 1980.

Generic MARK 3000 Service training for GEISCO employees is more extensive. Fundamental training is provided by the MARK 3000 Service Technical Course. No previous IBM knowledge is assumed. The course currently consists of three phases, two self-study and one classroom. Phase I involves the reading of several IBM self-study texts, which provide fundamental concepts and vocabulary to enable the student to function comfortably in the IBM world. Topics covered include IBM concepts, an introduction to IBM System/370, direct access storage devices, data organization, and virtual storage. This phase takes about a week and a half of dedicated time to complete, and students are usually given four or five weeks for self-paced completion.

Phase II of the Technical Course is a video-based course entitled "MVS Concepts and Facilities." These video tapes have been distributed to each district, enabling the student to view them locally. This phase requires 10-14 hours of effort.

After the students have mastered these fundamental IBM and MVS concepts and passed an on-line examination, they are ready for practical training. This is accomplished by completing the third phase, a week of classroom lectures and workshops in Rockville. The content of this phase

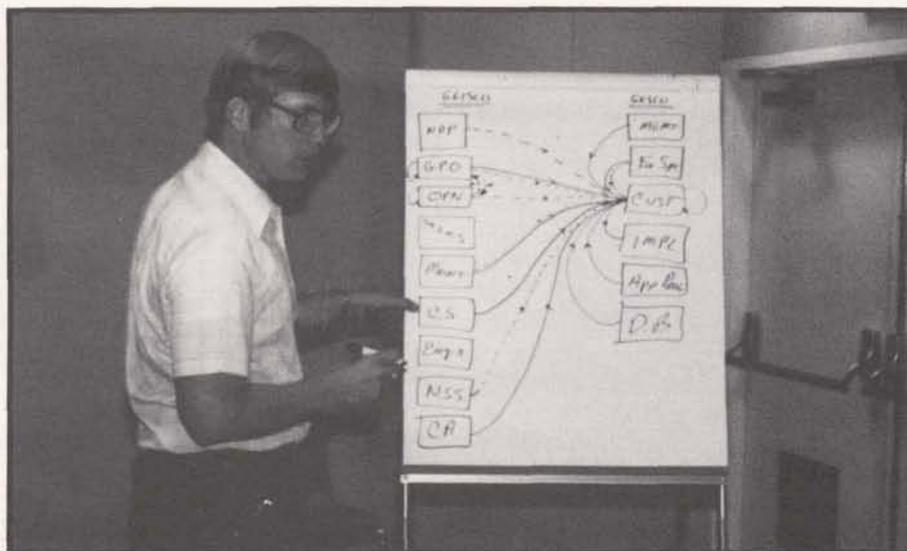
is actually a combination of the three customer courses previously described — TSO, JCL, Utilities, RACF, J/TIP and CLISTs.

Graduates of the MARK 3000 Service Technical Course, and other technical specialists with previous IBM experience who support field sales, should then attend the Advanced Workshop. This course provides the student with an opportunity to use the tools learned in the Technical Course in a simulated, real-life environment. The student will learn how to provide a customer with an estimate of the cost of running an existing application on our service by using the MARK 3000 Service On-Line Cost Estimator; how to provide a more precise cost estimate by benchmarking the application; and, finally, how to install the application. Also included are modules on using an RJE terminal, the Tape Management System (TMS) and the Remote Media Service (RMS).

The courses described here are only the beginning for customers and employees using MARK 3000 Service. There are also courses available in specific functional or application areas, such as MARK IV, System 2000, Project Management and Project/2. Additionally, courses in MARK 3000 Service focused applications areas will be developed, using the Mark 3000 Service business plan as a guide.

Information on all courses offered by the International Training Center is readily available. First, customer courses and schedules are contained in the Course Quarterly (OLOS #4000.01). Internal courses are described in the Catalog of Internal GEISCO Training Programs (OLOS #4001.12), issued twice a year. The schedule of all internal classes is available on-line in the DY28 catalog by listing TRAIN\*, which is updated weekly. Questions about any aspect of MARK 3000 Service training may be directed to Stan Zawrotny, manager, MARK 3000 Service Training, on 8\*273-5953 or via crossfile (address-PTNG).

by Stan Zawrotny



Russ Warga, of GESCO, "untangles" some of the communications lines during one of the "Service '80" workshops.

## GEISCO + GESCO = POSITIVE INTERACTION

The question was, "How can we develop better understanding and improve service within the GEISCO/GESCO Customer Service teams?" Initial steps were taken to answer this and other questions on Saturday, July 12, when GEISCO and GESCO Customer Service representatives met in Norwalk, Conn., for "Service '80," a seminar designed to promote positive interaction between the two Customer Service groups.

GESCO (General Electric Supply Company) began using MARK III® DDP two years ago. Their online Order Service System (XPD Service)<sup>SM</sup>, developed by Custom Applications, utilizes Transaction Processing coupled with MARKLINK™ Terminals in more than 170 GESCO warehouses. XPD Service enables GESCO to provide better service to their customers, and to better control many aspects of their business, including pricing, inventory, and shipping.

Customer problems with the system may be referred to either GESCO's or GEISCO's customer service desk. As XPD Service is further developed, GEISCO and GESCO Customer Service personnel are working to keep their communication channels open.

Mark Sillcox, systems consulting specialist, directed the seminar and feels that "now there will be a clearer definition of responsibilities and,

with this, more formal procedures will evolve." With improved communications, user problems of a technical nature may be solved more quickly and efficiently.

At one point, the 21 participants took part in a case study exercise which was intended to "help them understand what resources are in place, see the complexity of the interaction of the various groups, and look at how these interactions can be simplified and streamlined," Mark explained.

Margaret Holt, manager of GEISCO Customer Service, explains that the idea for the seminar evolved from a conversation with Jon Jessen of GESCO. Technical problems, they realized, were of mutual concern, and a joint seminar could serve many functions.

According to Margaret, objectives of the seminar were to "give participants the chance to get to know one another and work as a team. From this, the group would see that the task is not simple, the process is evolutionary and continuously changing, and each individual is important in making the XPD Service a success." She added, "Everybody was very positive, and our customer, GESCO, participated enthusiastically and positively."

GEISCO people also responded favorably. Attending the dinner in support of the seminar were Zigi Quast-

ler (Network Operations), Bob Johnson (GESCO Program Office), Mike Hall (Customer Service), Hank Williams (Stamford Branch), and Randi Gelbwaks (Stamford Branch). The participants in Saturday's seminar were Margaret Holt, Ted Day, Mark Sillcox, Clarence McGill, Karen Howes, and Janet Bass, all from Customer Service; and Jim Magruder (Network Operations), Joe Grzegorzewski (GESCO Program Office), and Bryan Wall (Stamford Branch).

Margaret stressed the importance of follow-up steps when she said, "The key to the whole thing is that both sides recognize that it's just a beginning." Mark explained subsequent steps that have been initiated:

- Frank Billone, GESCO Manager of Information Services, will be visiting GEISCO Customer Service for a number of working sessions.
- Job swaps, where people from each company will switch places for several days, are planned. This will enable them to learn more about what "the other half" does.
- There will be joint visits to user locations.

"It will be six months to the logical completion," Mark said, "of XPD Service implementation within GESCO warehouses." As the Service is perfected, so, too, will be the Customer Service operations.

## DSXMIT2-DOS/VS OFFERS MANY IMPROVEMENTS

An improved interprocessing software package, GEISCO's DSXMIT2-DOS/VS, is now available to MARK III® Service and MARK 3000SM Service users.

This real-time application program, when installed on a user's IBM 370 or 303X series systems or other compatible systems, enables MARK III Service and MARK 3000 Service users to extend their computer's data handling capacity by sending and receiving files quickly and easily.

DSXMIT2-DOS/VS software is designed to support many features of the 3780 protocol, including space compression and record-splitting. Unlike previous versions, DSXMIT2-DOS/VS provides for restart at a user-specified record in both input and output transmission. In addition, it offers improved error detection capabilities as well as streamlined installation procedures.

Other DSXMIT2-DOS/VS features include:

- Capability of performing unrelated functions by one or more logical sessions set up in a single job stream
- Recognition of DSXMIT2 users online by HSS
- Three automatic retrys after log-on failure
- Capability of HSS to send or receive records containing up to 2000 characters

Though most of the functions of previous versions of DSXMIT have remained the same, some operating procedures and control cards have been changed. The user's guide, which details conversion requirements, is now available through OLOS (3910 .27A).

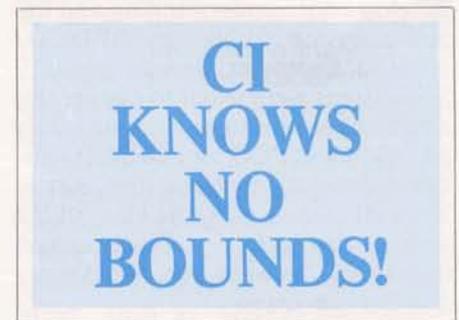
To obtain a copy of the software and documentation, run DECKS\* on the DY28 catalogue, answer interactive questions, and follow the other instructions. For assistance, call Steve Abbott, Marketing Planning, 8\*272-5866.

The release of the DSXMIT2-DOS/VS software package follows the release of DSXMIT2-OS earlier this year, and there are plans to release the DSXMIT2/VSE software package in the near future.

*by Janice Jefferson*

## AUGUST SERVICE AWARDS

Years	Name	Location
30	Jerome M. Butler	Rockville, MD
20	Felix Y. Dupont William J. Kerr John H. Rayle	Rockville, MD Rockville, MD Syracuse, NY
15	Richard J. Lerz B. Jim Cassity William F. Brill Doyle H. Eckelbarger	Rockville, MD Rockville, MD Rockville, MD Atlanta, GA
10	Carroll E. Dearborn Marion H. Rich	Washington, DC Rockville, MD
5	Wilford E. Tilghman Thomas J. LaSalle Robert C. B. Poon Carol J. Wetmore Dorothy R. Shepard Ernest P. Vodarsik Merrybeth S. Neruda Michael D. Tate David B. Traynor Gail Rogge Kathleen M. Roux Michael P. Binder Keats N. Carleton	Brook Park, OH Tampa, FL Nashville, TN Oak Brook, IL Denver, CO East Orange, NJ Buffalo, NY Rockville, MD Dallas, TX Rockville, MD Rockville, MD New York, NY Rockville, MD



At the rate it's going, the 1980 Cost Improvement Program could know no bounds! The year is barely half over, and the end of June results have already passed our 1980 goal—\$6,676K approved savings against a total 1980 goal of \$6,110K. The total number of participants to date, 760, is already challenging last year's grand total of 809!

The second quarter raffle winners were:

- \$ 50.00 - Raymond Bullock, Systems
- 100.00 - Robert Friedmann, National Sales
- 200.00 - Robert Eldridge, Engineering
- 400.00 - Kennas Keen, Systems

To the raffle winners—congratulations, and to the increasing number of participants, thank you for being cost improvement believers—and keep those suggestions coming in!

# INTERNS: A TASTE OF "THE REAL WORLD"

Twenty-nine young employees began working for GEISCO in May and June of this year. Most of them will have left the company by September.

The group, however, is not part of a significant turnover problem. The twenty-nine are summer interns, college students who spend their summers in various areas within GEISCO.

According to Dorothy Hevey, program manager, interning is more than just a summer job. "The purpose of the program," she says, "is to give students an opportunity to learn about our business. They can go back to school with a better idea of what will be expected of them as employees."

Not every student who seeks a GEISCO internship ends up here. Louise Woods, employment placement specialist, noted that "close to 100 inquiries were received this year and from those, 24 interns were hired at Headquarters and five in Field Sales and CA offices."

Managers, both at Headquarters and in the Field, find that the program can be especially useful. Elena Sacchet, financial management application manager at Headquarters, feels that the program is good for the Company because "it utilizes young people coming in with fresh knowledge in the computer science field. (Joyce Johnson, who will join GEISCO permanently in August as an Associate Programmer, has been a summer intern with Elena for two summers in a row.)

Elena said that experience with an intern has helped her to "be a better manager." In preparation for the summer, she says she had to do some advance planning for a project assignment that could be completed in three months; not always an easy task, but one that is beneficial for the intern and the manager. Elena continued, "The intern program lets you see how a person performs better than an interview could, because you spend three months rather than an hour and a half with him or her. You know who you are hiring and what talents he or she possesses."

Denny Mulford, Ohio District Manager, sees the program as "very positive," but for different reasons than

Elena. He said that it does "help the company to match a person to a job," but also "helps the student to understand the company." He feels that, whenever possible, it is a good idea to include summer interns in the field staffing plans.

Interns, too, are pleased with the program. Larry Larkin has interned with GEISCO for four summers, most recently in Communications Systems. For him, the biggest advantage is not the job itself, but being exposed to industry—"the real world." "I'm going out very well prepared," he said. "I know what's coming and what to expect." His work has so impressed people within the company that he is moving to Edison Electric, a prestigious GE corporate engineering training program in Schenectady.

Dorothy Hevey, who has been running the intern program for several years, says, "I see people go through

an interesting metamorphosis as they go through the program. Students are accepted as professionals, and they very quickly *become* professionals.

A 30% returnee rate shows that students are apparently pleased. According to Louise Woods, seventeen former interns have returned as permanent employees in just the last three years.

As an intern myself, the change from blue jeans and campus life to this business-like atmosphere has been as interesting to experience as it is to watch. Despite dire warnings from fellow students who have interned elsewhere, I have found that becoming a professional does not mean sacrificing smiles and the "human touch," though it has enabled me to feel responsibility, and to use the talents and skills that I have been developing in school.

by Sydney Smith

## HARRINGTON: FMP EXCELLENCE



Mike Harrington, FMP Trainee, (2nd from R) being honored for his outstanding academic performance in the Financial Management Program. This is Mike's second consecutive semester award. To receive the "certificate of excellence" from Corporate Manpower Operation, students must achieve grades of 95 or higher. Keep up the good work, Mike! Pictured from L to R: John Meyer, manager, Auditing, Leo Ramer, V.P. Finance and Treasurer; Mike Harrington, and Lou Van Dyck, manager, Financial Planning and Analysis-Programs Department.

## INTERNATIONAL THINKING

*Continued from page 1*

GEISCO representatives to discuss, among themselves and headquarters management, product and market needs. The result of those discussions was compilation of a list of requirements based on agreed-upon product/service and market priorities for our offshore businesses. (Although representatives from Australia and Japan were unable to attend the workshop, they relayed information on their needs to IPR before the workshop began.)

The final list was used by IPR as a basis for recommendations to GEISCO management for addressing inter-

national needs and market thrusts in 1981.

IPR was formed within GEISCO two years ago to help assure that products and services offered by the company continue to address the needs of our international marketplace. The specific function of the group is to plan and coordinate twice-yearly product requirement workshops like the one held in June, and to recommend priority programs to management for inclusion in the company's annual operating plans.

According to Rod Lemberg, manager, International Marketing Analysis, the workshop helped provide a new impetus for international thinking within GEISCO by enhancing a good working relationship between

headquarters and non-U.S. GEISCO people. In November, IPR will host another workshop designed to provide feedback to June participants regarding their original requests, and to provide an overview of GEISCO's 1981 Operating programs.

The workshops are designed to be instrumental in helping our International distributors and affiliates effectively plan and manage their businesses, along with providing an opportunity for them to be part of the product planning process.

The June workshop was organized by Reggie Miller of IPR, assisted by Paul Tilley, Rod Lemberg, Steve Mudrick, manager, IPR, and Margaret Joseph, specialist, Meeting Arrangements.

*On July 7, six GEISCO Administrators, from various districts and branches nationwide, met in Rockville to participate in the first "administrators' training" class. According to Audrey Wilsey, Project Manager, Administrative Support Training, "The objectives were to focus attention on the needs of new Sales Department administrators by providing them with the basic knowledge necessary to perform those duties associated with the GEISCO field sales offices."*

*One of the attendees, Nancy Clonaris, Hartford district, filed this report with Update:*

The new administrators' training course, July 7-11, was certainly a major turning point in my career. (Audrey Wilsey must be commended for all her sincere efforts to get this new course off the ground.) I found the course, which consisted of three days of Pathmark and two days of Administrative Training, to be very well organized and truly informative. I didn't realize just how much I have to know, and how important my job is. The two days of Administrative Training were jam-packed with helpful information and instruction that will aid me in getting pertinent information to the people in my branch, and will also help to make my job run more smoothly and efficiently.

Another aspect of the week's training that was particularly important was the interface with Headquarters people. It filled a very large gap as far

## NEW ADMINISTRATORS' TRAINING "A Major Turning Point"



*The first new "Administrators' Training" class attendees (l to r): Top Row: Audrey Wilsey, Nancy Clonaris (Hartford District), Heidi Greifeld (Palo Alto Branch), Jo-Anne Velardo (Financial Services District). Bottom Row: Joyce Coleman (Chicago Commercial Branch), Lavie Chandler (New Jersey District), and Connie Todd (Birmingham Branch).*

as meeting the people that I talk to all the time on the phone.

All the information that was "crammed" into my head in the week will be gratefully used as a major tool in my job and in helping my district. Many thanks to all the people who helped get this marvelous course "off the ground." Nancy Lumsden, compensation administration; Genie Kraus, sales support; Sy Witcoff,

credit & collection; Ann Specht, ADM validations; Ray McNees, credit administration; Brenda Edwards, documentation; Jim Doyle, Fast Fax; Dr. Zahir Usmani, Forecasting & Analysis; Ron Wiggins, Forecasting & Analysis; Al Parker, Customer Service; Ed Scully, entry level training programs manager, and Karen Toms, entry level training programs secretary.

# UPDATE

September 26, 1980  
Rockville, Maryland 305.122

## UPDATE SURVEY RESULTS HIGHLIGHT YOUR COMMUNICATION NEEDS

More than 18% of you took the time to respond to our readership survey, published in the May 23 issue of **Update**.

44% of those who responded were from the field in the U.S., 51% from headquarters, and 4% from GEISCO locations outside the U.S.

That makes the general demographics reasonably accurate within the States, but those of you in our non-U.S. locations were not represented as well as we had hoped.

98% of total respondents either always or usually read **Update** (read every issue, 76%; usually read, 22%); and 99% of you read at least some of the publication (read most or all, 57%; read some, 41%).

The majority of respondents think that **Update** is a worthwhile publication, with 64% saying that **Update** is usually worthwhile, and 34% indicat-

ing that the publication is "occasionally" valuable.

We were pleased to see that our credibility is high with readers—99% of respondents said that they always or usually believe what they read in **Update**. Your faith in the publication is not misplaced. We do everything we can to make sure that the information you read is accurate.

Because **Update** serves such a diverse group, we wanted to find out what types of articles people in all three of our major geographical areas (U.S. field, headquarters, and non-U.S.) were interested in, both together and separately.

Total respondents' top three features of interest are, in order, **Special Features**, **To Your Benefit**, and **Forum**. Running a close fourth are specials on the various departments of GEISCO.

The three features of least interest to the group as a whole are articles about longtime GE service, cost improvement stories, and service awards.

In order, **To Your Benefit**, **Special Features**, and **Forum** were rated the top three features of interest to headquarters people. The same three features interested the U.S. field, except that **Special Features** took over as the number one preference. The 4% who responded from outside of the U.S. also rated **Special Features** at the top, followed by **New Sales Aids** and General Electric Corporate news.

In all three of our large geographical areas, overwhelming majorities of you want to see more information about GEISCO business plans, problems and changes. The figures: headquarters 80%; U.S. field, 77%; and outside of the U.S., 72%.

*continued on page 4*

FOR GEISCO EMPLOYEES ONLY

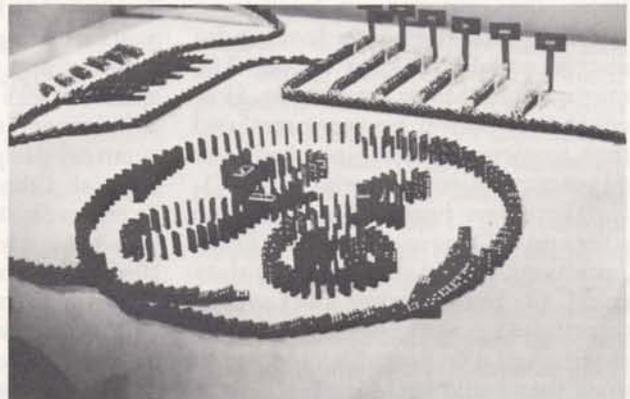
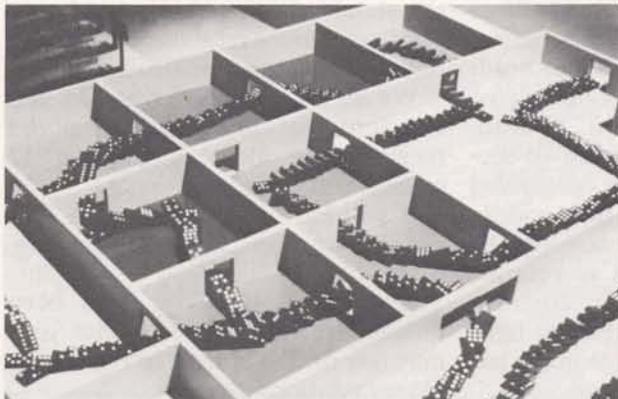
## UNIQUE FILM HELPS SELL TO MANUFACTURERS

The domino theory is still around, as evidenced by a film recently produced by Jesse Burnett and Jim Medley of Marketing Communications. This three minute film was developed to communicate to manufacturing prospects that we are a "single-source supplier of total solutions" for manufacturers.

It was originally developed for use

at the International Machine Tool Show '80, and will be transferred to video tape and made available for use with manufacturing prospects (Contact Jesse Burnett, 8\*273-3536).

Seven thousand dominoes were used to depict the varied information needs of manufacturers in today's competitive marketplace. □



# FORUM

*Our anonymous correspondent this issue has several bones to pick with the way the PIC System has been operating. Read on.*

TO: UPDATE FORUM  
(Please address question to  
Mr. T.A. McGinn)

This letter is regarding the current practice of hiring Level 2 secretaries from the outside. There used to be a policy that all secretaries from the outside came in at an entry level position as Level A, or more commonly, as a Level 1. This is a good starting point to get experience as a GEISCO secretary with opportunities for promotion to a section secretary. I am sure there are at least 50-75 subsection/unit secretaries who fall into this group. They hire in being told that there is "career growth" to section and department secretaries, if they decide to stay in that field.

Now there seems to be a precedent where many of the section managers are hiring candidates from the outside. How can someone from the outside be more qualified than a candidate who has worked here 1-3 years? Even a secretary who has been here only six months knows more and has more experience dealing in GEISCO practices and procedures than an outsider. In one case, a secretary who has been with GEISCO over three years with very good references was overlooked in favor of an outside candidate who spoke three different languages. The PIC did not require that qualification. In another instance, at least three Level 2 secretaries were looking for change and PIC'd for a lateral. The manager hired from the outside. How could that person be more qualified than women who combined had over 40 years experience; 12 with GEISCO.

There have been a couple of cases where no PICs were received for Level 2 positions. In that case, I think a slate could be put together of Level 1 secretaries who have been here for six months and who probably didn't even think they could PIC for a job yet. At

least hire from within. This habit has caused a serious morale problem among the secretarial force.

Come on—stop this degrading practice of overlooking knowledgeable and efficient secretaries that we have right under our noses.

The Qualified Secretaries of  
GEISCO

*Tom McGinn, Vice President and  
Manager, Employee Relations Oper-  
ation, responds:*

I can understand the frustration secretaries who are attempting to advance themselves might feel when it appears that higher level secretaries from the outside are being hired in droves.

I've had several members of my staff look into the points you raised in your letter. Once you've seen the facts, perhaps you won't be quite so upset.

The bulk of your letter is based on some assumptions that aren't accurate. First, there is no current "practice" of hiring level two secretaries from the outside, and there never has been a policy that "all secretaries from the outside come in at an entry level position as level A, or more commonly as level one".

That *is* often the case, and you are correct when you say that "they hire in being told that there is career growth". There *is* career growth.

Your next statement, were we speaking face to face, would probably be "prove it!"

Let's look at some numbers. In the last 12 months, a total of 57 U.S. GEISCO people were promoted from levels A/1 to level two or above. Since you're talking specifically about secretaries, and (it appears) about headquarters, let's break that number down a bit more. In the last year, 19 headquarters people with clerical or secretarial titles have been promoted from levels A/1 to level two, and, in some cases, to higher levels. All of the new jobs carried clerical, secretarial, or administrator titles. In contrast, only four level two secretaries have been hired from the outside in the last 21 months—almost *two* years.

Our objective at GEISCO is to place the best possible person in any job. There may be occasions when an outsider *is* more qualified, by benefit of outside experience or other qualifications, than someone who has worked at GEISCO. The PIC guidelines, as published in January of 1977, when the program was inaugurated, clearly spell out what the practice is and has always been:

"... To give the hiring manager the widest possible choice of qualified candidates, the program accommodates the simultaneous consideration of external and internal candidates in filling open positions. External candidates might include... persons from outside the company."

Qualifications listed in PIC announcements are minimum qualifications; and people who exceed those qualifications rather than just meet them *will be* considered. That's best for the business, and we all have a stake in this business.

You point out two specific instances where you feel that qualified GEISCO people were overlooked. I really can't address those here, because I'd only be guessing as to which positions you refer to.

You suggest that a candidate slate of level ones be drawn up when no one PIC's for an open position. When that happens, we do look at other people within the company; however, one of the main purposes of the PIC system is to help give individuals responsibility for and control over their own careers.

If a level one does not feel qualified for a position, then it is his or her prerogative *not* to apply for it. If a person does feel qualified, then he or she should check with his/her manager or employee relations manager to find out what the specific rules are.

We *do* try to hire from within, and I'm sure that the people who did receive promotions in the last 12 months will agree.

If you have questions on the PIC system, contact Annette Reeping, (8\*273-5565).

If you feel that you have been unfairly treated, please contact your manager or department or region employee relations manager. □

## WHO'S MY RELATIONS MANAGER?

Since there have been some changes in assigned Employee Relations Managers (ERMS) as a result of the recent

GEISCO reorganization, the following list is for your information and reference.

### EMPLOYEE RELATIONS MANAGERS

#### ENGINEERING DEPARTMENT

Wiley Harris  
8\*273-4792/4021  
Barbara Demchyk  
8\*273-5868  
Dave Rascoe  
8\*273-5994

#### FINANCE OPERATION

Wiley Harris  
8\*273-4792/4021  
Peg Ohrt  
8\*273-5111

#### SYSTEMS OPERATIONS DEPARTMENT

Jack Griffin (Acting)  
8\*273-5946/4240  
Lynn Bolden  
8\*273-4187  
Rich Evans  
8\*273-4776  
Tony Bowman (Brook Park)  
8\*273-4311 (2)  
Mike Kostrzewa  
(Amstelveen)  
(9-011-31-20)-47-3131

#### EUROPEAN MARKETING AND SERVICES DEPARTMENT

Frank Gibbins  
(Kingston)  
(9-011-44-1)-549-8951  
H. Forster  
(ERM-Austria)  
M.L. Coppens  
(ERM-Belgium)  
R. Noell  
(ERM-France)  
F. Schmidt  
(ERM-Germany)  
J.T. Kuijten  
(ERM-Holland)

#### NATIONAL SALES DEPARTMENT

Ed Seibert  
8\*273-5174/5847  
Sherry Sobotka  
(Sales Staff-HQ)  
8\*273-5451  
Jim Calhoun  
(Northern Region)  
8\*244-5509  
Jay Walsh  
(Southern Region)  
8\*293-3925  
Nancy Dodd  
(Eastern Region)  
8\*228-0363  
Tom Connors  
(Western Region)  
8\*422-1416  
Meredith Springs  
(Central Region)  
8\*383-3630

#### PROGRAMS MANAGEMENT DEPARTMENT

#### BUSINESS DEVELOPMENT OPERATION

#### LEGAL OPERATION

Dan Johnson  
8\*273-5222/5224

#### MARKETING DEPARTMENT

#### STRATEGIC PLANNING OPERATION

#### EMPLOYEE RELATIONS OPERATION

Ted Edwards  
8\*273-5655/4706  
Natalie Moreau  
8\*273-3564

## DOCUMENTATION

# NEW DMS BOOK OUT

Being published this month is a **DMS Sales Reporting and Analysis** application guide (5610.72). It shows how GEISCO's data management system can be used to implement an effective, efficient sales reporting and analysis system. It describes definition, design, and creation of the system, and shows how various retrieval and reporting programs are used. It is the first book describing a prototype that has been designed using DMS, Level 3.

Revisions were made to two other data base manager books, the **MARK IV Systems** publications, bringing them up to date with Release 8.0 software. These are the **MARK IV Systems reference manual** (5611.01B), and the **MARK IV Systems user's guide** (5611.02B). These books are designed for users, are big and expensive, and are in limited supply. If you are or have a MARK IV user who needs an existing book updated, order via OLOS 5611.01A-1 or 5611.02A-1 and receive a package of change pages to bring the existing book up to date to Revision B. If you order Revision B books, you'll receive both the old books plus the new supplemental packages.

Published last month was the **MARKLINK™ Terminal Cross Support System** user's guide (1300.41A). It describes the upgraded Cross Support System, which will fully compile, link, and debug MARKLINK Terminal-generated TPL application software using MARK III® Service capabilities.

And, the **International Access Directory** (1401.01AE) has been published in a September 1 edition. Major changes are listings of new members resulting from conversion from 1200 baud half-duplex to full-duplex, a new number format that should be easier for a user, and more complete international listings. □

TO YOUR BENEFIT  
TO YOUR BENEFIT  
TO YOUR BENEFIT

## S&SP AUTHORIZATION FORM DISTRIBUTION MEANS IT'S TIME TO CONSIDER ROA

"The Holding Period Authorization Form dealing with the distribution of your 1977 investments under the Savings and Security Program looks slightly different than those of past years, but the major question you must answer is still the same—

"Do you want to take advantage of the Retirement Option Account feature of S&SP?"

That's the message from Dick LeFebvre, manager of Compensation and Benefits for GEISCO-U.S.

Holding Period Authorization Forms were distributed to S&SP participants of 1977 early this month. The forms report the S&SP credits that you have as a result of your 1977 S&SP investments. Those credits include the maturity value of your 1977 U.S. Savings Bonds, your 1977 shares of GE Stock, your 1977 Mutual Fund Units, and your cash. There will be nothing to report on the Holding Period/Long Term Interest Funds since these Funds were not in existence in 1977.

"The specified three-year holding period for these S&SP investments ends on January 1, 1981 and the securities and cash will be distributed in early January," says Dick.

There are three distribution alternatives to consider:

- You can have all of your 1977 secur-

ities and cash come to you.

- You can have the securities purchased with the company's matching payment and income retained in your Retirement Option Account. The securities purchased with your own payroll deductions will come to you.
- Or, you can have all your securities—those purchased with GE's matching payments and income, plus those purchased with your own deductions—go into your Retirement Option Account.

If you want your payment to be handled as shown on Part 1—the first page—of the form, then you don't have to do anything with your Authorization Form.

"But," explains Dick, "if you want to make a change then you must check the appropriate box on Part 2—page 2—of the form and indicate the way you want your securities distributed. The form should be returned to personnel accounting (SG-3) as soon as possible, even though the deadline for signing the form is October 31."

"You may want to look into the features of S&SP's Retirement Option Account before you make your decision, especially if this distribution will result in taxable income to you," says Dick. "Your ROA account may

permit you to defer receipt of taxable income and it provides you with a 'tax shelter' until your retirement or other termination of service. Any income growth of your investments in your ROA account is 'sheltered' from taxes until your account is distributed to you.

"Of course," adds Dick, "the big advantage of using Retirement Option Account is that it can be used to improve your retirement income."

Dick urges every S&SP participant to study the description of the Savings and Security Program in the GE employee benefits booklet as well as in the S&SP Prospectus. They provide details on the ROA, including valuable information on taxes.

"There are other aspects of the Authorization Form to consider. They concern registration of securities due for payout," says Dick.

"The form shows how the most recent securities you received under S&SP were registered. If you want securities registered just as in the past, there's no need for any action. But if you want changes made in registration—either in names or addresses—you must complete the second page of the form—part 2—and return it to personnel accounting.

Dick points out that if you've never received an S&SP payout before, your securities will automatically be registered with your name and address as shown on the form unless you use part 2 of the form to explain the changes to be made.

"While the deadline for making a decision on the use of the Retirement Option Account, or for changing registration, is not until the end of October," Dick concluded, "now is the time to study your options carefully so that you will make the decision that is best for you." □

### SURVEY RESULTS

*continued from pg. 1*

We hope that we began to address that particular need when we published the interview with Greg Liemandt in the August 1 issue.

All of our respondents also agreed that more information is wanted on GEISCO outside of the U.S. 52% of headquarters people, 49% of U.S. field, and (not surprisingly) 96% of our non-U.S. respondents all requested more about non-U.S. activities.

That need, too, will soon begin to be addressed. We'll be coming out with our second International **Update**, featuring the European Marketing and Services Department, very soon.

In all of the other categories, the majority of respondents feel that we publish enough, but not too much, information.

Our special thanks to all of you who responded. Your feedback is valuable to us as we look at communication plans for 1981. □

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**Editor:** Clare Aukofer (8\*273-4476)  
**Administrator:** Janet Mroz (8\*273-4539)  
**Documentation:** Dex Nilsson  
**New Sales Aids:** Janice Jefferson

General Electric Information Services Company

**GENERAL ELECTRIC**  
U.S.A.

# UPDATE

October 17, 1980  
Rockville, Maryland 305.123

There are those who see the annual completion of CMMD forms as "an exercise in futility", or as "something that's a waste of time, but has to be done." Nothing could be further from the truth.

"To understand the importance of the CMMD forms, people have to understand the entire AHRR (Annual Human Resource Review) process", says Wiley Harris. Wiley, manager of Employee Relations for Engineering and Finance, is also project leader for GEISCO's 1981 AHRR process. He adds "General Electric is a company that does things for a reason. Since every component of GE goes through an AHRR, it's safe to say that corporate places a great deal of importance on the project."

The AHRR process begins with individual completion of the CMMD 2&3 forms.

The CMMD 2 is, basically, an internal GE resume, and the CMMD 3—Evaluation and Development Summary—provides employees with an opportunity to list future career plans and ambitions, strengths and weaknesses, and development plans. Instructions on properly filling out those two documents may be found in the booklet "Sell Yourself", available from your Employee Relations Manager (see accompanying story).

After the forms are completed, the

## YOUR CMMD: IT MAY BE THE MOST IMPORTANT TIME YOU'LL SPEND

employee's immediate manager reviews them, and completes the reverse side of the CMMD 3. At that point, employee and manager meet to discuss the points that each has made on his or her part of that form.

According to Wiley, "This discussion is one of the key parts of the entire process, and is of the most value to individual employees. The employee-manager review should be the basis for a truly meaningful discussion of and dialogue about the employee's plans and ambitions. It's the employee's job to make sure the manager knows why certain positions or interests have been indicated. It's the manager's job to look realistically at employee's ambitions and expectations, and to pro-

vide honest advice and counsel. Where appropriate, a manager can even help an individual get cross-functional experience to assist him or her in meeting stated career goals. It's to the employee's benefit to be honest and up-front with the manager; and to the manager's benefit to be realistic with and helpful to the employee. If the process fails, it's because there's been a lack of honest dialogue."

Following the employee-manager discussion, the manager then meets with his or her manager; and discusses human resources issues for the assigned group. This process goes on all the way to Corporate level.

During the entire process, individual employees at any organizational level may be singled out for special attention at levels higher up.

At GEISCO, Department and Operation Managers, in concert with Employee Relations Managers, prepare presentations for Mr. Liemandt regarding human resource issues and people within their departments. Liemandt, along with GEISCO vice-president of Employee Relations, Tom McGinn, then must make presentations at Group level. Each group within a sector makes presentations to Sector, and Sector presents human resource issues facing the entire Sector to Corporate. It is entirely possible

*Continued on page 4*

FOR GEISCO EMPLOYEES ONLY



Reginald Jones: tops with his peers

## GE'S JONES NAMED 'MOST RESPECTED' BY NATION'S BUSINESS LEADERS

General Electric's chief executive is the most respected U.S. business executive, according to a vote by the leaders of other businesses in the U.S.

That's the result of a Wall Street Journal/Gallup survey. The project collected nominations from 306 chief executives of large companies (including 100 of the Fortune 500 companies) and from heads of 276 medium sized firms.

GE's Reg Jones was named most respected by a wide margin of votes. A third of all the respondents to the survey named him, and he was cited by more than half of the chief executives of the largest corporations.

The three business leaders named most often after Mr. Jones were Irving Shapiro, DuPont Company; Thomas Murphy, General Motors; and Walter Wriston, Citicorp. □

## 32 DISCUSS CUSTOMER FOREGROUND NEEDS

Thirty-two U.S. field and headquarters representatives met recently in a major effort to evaluate enhancements to the MARK III® Service Foreground File System.

The Foreground File System Management Technical Symposium, held in Rockville on September 29-October 1, was designed to help GEISCO personnel better serve customers. Attendees discussed customer perceived deficiencies in the foreground file system, specifically in the areas of user/programmer productivity, production efficiency, utilities, and security.

The symposium, sponsored by Technical Marketing and coordinated by Dale Heiges and Ron Garuckis, brought together representatives of all sales regions, including technical sales support managers, district consulting specialists, technical services special-

ists, and CA project managers. Also attending were representatives from headquarters sales, customer service, marketing planning, processing systems, data systems, custom applications, and customer quality.

A welcome reception held at the Bethesda Marriot hotel kicked off the symposium on September 29. Work began the next day, when the 32 participants evaluated their customers' problems and perceived deficiencies in the Foreground product. In one session, participants outlined customer problems through a series of presentations from each component section represented at the symposium.

Following the participants' presentations, Larry Rollins, project manager, file processing, presented an overview of state-of-the-art technology in the computer services industry and

discussed Engineering's current activities in the file system area.

After small group discussions to identify the most critical customer problems with the FG product, the symposium re-convened as a group to break down and rank the customer problems, resulting in the creation of a prioritized problem list.

Dale Heiges, coordinator of the symposium, viewed the session as a major success, primarily due to the technical expertise and determined effort of the participants to represent their customer base. According to Dale, "The prioritized problem list will really help Technical Marketing to shape the Functional Requirements for the MARK III Service FG product of the 80's."

Dale added, "the Foreground File System Management Symposium provided a unique opportunity for participants to impact the design of a significant portion of MARK III Service, and hopefully, it will be the forerunner of future field/headquarters cooperation toward improving GEISCO's service to its customers." □

*By Mary Gillette*

## NEW SALES AIDS



## NEW BROCHURE—HOW FINANCIAL MANAGERS CAN USE COMPUTERS BEST

A new brochure appealing to financial managers offers GEISCO computing services as the solution to getting a reliable, flexible, accessible and speedy financial reporting system. The brochure describes four key areas of financial management: short-term financial forecasting, monitoring and control, operating budget development, and long-range planning. The brochure is comprehensive, positioning GEISCO as the total financial service with the many capabilities and tools needed to manage and maximize profitability.

Included in the brochure are financial management success profiles and sample financial reports.

The brochure is available through OLOS—Pub. # 5100.34. □

## ERROR IN RECENTLY PUBLISHED TRADEMARK MANUAL

Unfortunately, there is an error in the recently published and publicized Trademark Manual. Please make the following correction:

The new GEISCO Trademark Manual, Pub. # 000.34, contains a section on Business Cards on page nine. Instruction "1" says cards should measure 2" X 2½". This is incorrect. Business cards should measure 2" X 3½" like the corresponding illustration on that page. □

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# ROCKVILLE LIBRARY NOW OPEN

## SOME SERVICES ALSO AVAILABLE FOR FIELD



*Daza Craig, manager of Library Services (c) cuts the ribbon at opening ceremonies for the new library. Also participating in the ceremonies were (l to r): Gary Mueller, manager of Systems Engineering; Trish Jarzembowski, Librarian; Bill Marshall, manager of Project Cost Control; and Bob Hench, vice president and general manager of the Engineering Department.*

A new Library Services Center is now open at Rockville headquarters to help GEISCO employees in their work.

To commemorate the opening, a special ribbon-cutting ceremony and Open House were held on October 1.

The new center is located at MC-3NE, and is staffed by two full-time librarians, who can help provide a full range of library services. Services include reference assistance, a collection of books, journals, periodicals, reference materials and independent study courses for loan or use at the center, on-line Lockheed and SDC database reference searching, and inter-library loan. Brochures describing services in more detail have been sent to all headquarters employees. Field offices may request service on the purchase of reference materials for their local use, or special reference help when needed.

Opening of the new center is the result of a special study made in 1978 by John Neuschwander, then in Engineering Administration, at the re-

quest of company staff. Recommendations at that time were to plan and implement this new center to provide professional librarian help for personnel, reduce the need for growing libraries within individual organizations, and reduce costs in redundant orders for materials by several organizations. Those recommendations were approved, funds were made available for initial purchases in 1979, and full implementation was approved during 1980. Tony Ciuba and his personnel in Facilities deserve credit for helping plan and construct the new library.

Employees have already begun asking for reference help with questions such as:

- 1) Do you have information on electronic funds transfer?
- 2) What information is available on network protocols?
- 3) What has been written about productivity measurement in office environments?

The collection at the center so far includes 750 books (153 already on

loan), 170 journal subscriptions, and 50 independent study courses with audio/visual cassettes. Donations of company owned materials are gratefully accepted to help supplement the collection. Suggestions for future purchases are also welcomed.

Daza Craig, manager of Library Services, hopes that these new services can provide a true "information center" for GEISCO people, and would be glad to hear your comments or suggestions.

Call Daza or Trish Jarzembowski at the new number for the center, **INFO** (X4636). □

*By Daza Craig*

## DOCUMENTATION

### MARK IV SYSTEMS DOCUMENTATION NUMBERS EXPLAINED

The last issue of Update reported publication of two new supplements to the **MARK IV Systems reference manual** and **user's guide**. Unfortunately, the revision letters assigned to the documents brought about confusion over what numbers and revision letters to use when ordering.

The existing **MARK IV Systems reference manual** is 5611.01A, and its new **supplement** is 5611.01A-1. The existing **MARK IV Systems user's guide** is 5611.02A, and its new **supplement** is 5611.02A-1. If you order the main manual, you will automatically get both the main manual and the supplement. If you order the supplement only, you will get the supplement only. There is no Revision B as originally announced.

These are books, designed for users, that are big and expensive, and are in limited supply. Each supplement contains several hundred pages. Non-GEISCO personnel who ordered MARK IV Systems books over the past couple years have had their names and addresses captured by OLOS, and are being sent supplements at no charge. Other orders will result in charges. Prices are included in the latest **Publications Price List** (402-01Y), dated September 30, 1980. □

## CCMD

Continued from page 1

for individuals' names to actually reach corporate level—all as a result of a properly prepared CMMD and an honest discussion with the immediate manager.

According to Tom McGinn, "Through the AHRR process, we assess the strengths and weaknesses of human resources capabilities for each component. Although this is something we should do all the time, the annual AHRR gives us a yearly opportunity and incentive. This is especially important in a business like GEISCO, which is almost entirely people-driven.

"During the process, we determine if an organization has adequate backups for key people, thus providing opportunities for individual upward mobility within the organization. The AHRR sets the direction for our human resources development, training, and even recruiting.

"There may be those who feel that more attention is paid to managers than to individual contributors during the AHRR process. Be assured that that is not the case. Most Managers, after all, start out as individual contributors. We're careful with our AHRR process."

And Wiley adds some useful advice. "Because Corporate has moved its AHRR schedule up this year, GEISCO CMMD reviews are early. Most will take place in October. If you need blank forms, check with your mana-

## OCTOBER SERVICE AWARDS

Years	Name	Location
40	Robert W. Hamilton	Rockville, MD
30	R. James Driscoll Paul L. Beaudry	Rockville, MD Rockville, MD
20	A.C. Graham, Jr. Edgar L. Heinbach Thomas C. Newton	Rockville, MD Rockville, MD Brook Park, OH
15	John H. Putnam	Rockville, MD
10	Richard C. Meadows, Jr. Dennis E. McPhail Richard M. Evans	Rockville, MD Rockville, MD Rockville, MD
5	Sharon R. Roberts James N. Patrick Jennifer J. Jeffrey Mack A. Jones Cynthia G. Holt Deborah L. George Arnold B. Capstick Richard L. Rubenstein Christine M. Morgan Robert P. Rutkowski	New York, NY Greensboro, NC E. Hartford, CT Miami, FL Kansas City, MO Dearborn, MI Rockville, MD Baltimore, MD Rockville, MD Brook Park, OH

ger, but don't wait for specific instructions to begin working on or revising your forms. In terms of your career,

the time spent on those forms may be the most important time you'll spend this year."

### HELP WHERE HELP IS NEEDED...

Whether you're new with the company, or an old-timer, there may be some confusing aspects to completion of your CMMD 2&3 forms.

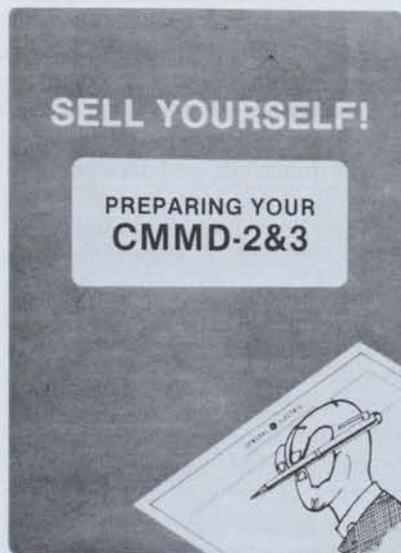
Help is here, in the form of a GEISCO-produced booklet entitled "Sell Yourself—Preparing Your CMMD 2&3".

The 8½ X 11 booklet provides useful hints for filling out CMMDs, including examples. It was first offered at GEISCO last year; but if you've

never gotten a copy, are new to the company, or have misplaced your copy, your Employee Relations Manager can provide you with the booklet.

It might interest you to know that other GE components have begun ordering large quantities of the booklet, and many employees company-wide will be using the guidelines in completion of their forms. This means that your form will probably be more understandable than ever to managers in different GE components when you use the hints provided.

Your CMMD is an important document. Take time to fill it out properly.



# UPDATE

December 19, 1980  
Rockville, Maryland 305.124

## VIDEO SERIES PLANNED FOR GEISCO EMPLOYEES

A new videotape series, exclusively for GEISCO employees, will be introduced in January.

The series, "Interaction", has been designed to respond to GEISCO employees' requests for more information about the business.

The use of videotape will allow presentation of some sensitive information that may be impractical to put into print. The video format can also be used as a springboard for local managers to discuss business issues with their own people.

The first program will feature GEISCO president, Greg Liemandt. He will begin the program with a report on current business conditions and then open the floor to discussion with eight GEISCO employees. Employees participating in that program are:

Stephania Calabi, Mitrol, Boston, Mass.

Saeho Chang, Marketing, Rockville  
Frank Chube, Programs, Rockville  
John Conway, Sales, Hartford, Ct.  
Frances Jackson, CA, Chicago, Ill.  
Tom Popdan, Systems, Rockville  
Mark Schweiger, Engineering, Rockville

Tony Kench, European Mktg. & Services, Kingston-Upon-Thames, England

According to Sam Kauffman, manager, Employee Communications and Community Relations, "It's impossible for Mr. Liemandt to be everywhere, yet he does want to reach the largest number of employees possible. The 'Interaction' format allows for and encourages dialogue between

employees and management about the issues facing our business. Employees will be able to get a good feel for the direction of the business directly from the top."

The videotaped program will be distributed to all GEISCO locations currently equipped with video cassette playback equipment, including most district offices and some of our off-shore locations, specifically the UK, Holland, and Australia.

At headquarters, viewing times and facilities have been set aside in the International Training Center. Managers will be requested to arrange times and possible subsequent discussion periods with their employees.

"Our purpose in this," says Kauffman, is not only to provide information in a highly open manner, but also to provide a catalyst for discussion of business issues within local groups."

"Interaction" will be produced quarterly, with each program lasting about 30 minutes. □

FOR GEISCO EMPLOYEES ONLY

To: All GEISCO Employees

I would like to extend to all of you my very best wishes for a joyous holiday season.

1980 will be another record year for GEISCO—thanks to your outstanding efforts. I am confident that 1981 will also be a prosperous period that will continue and extend the outstanding record the people of GEISCO have established. May each of you enjoy a happy holiday with family and friends, and may the new year bring you the very best.

Sincerely,

*Greg Liemandt*

## DIVERSITY, EXPORTS, LONGER-CYCLE BUSINESSES HELPED GE 3rd QUARTER PERFORMANCE

"This performance, despite a period of adverse U.S. economic conditions and a ten-week strike in Australian coal production, emphasizes the strength achieved through the great diversity of the Company's operations," said General Electric Chairman Reginald H. Jones in commenting on the company's financial results for 1980's third quarter. "Strong earnings in our export-related and longer-cycle businesses — particularly Power

Systems and Industrial Products — and in the General Electric Credit Corporation, more than offset some softness in shorter-cycle operations."

General Electric's sales in the third quarter of 1980 were \$5.96 billion, up from the \$5.61 billion reported for the comparable quarter of 1979, Mr. Jones reported.

Earnings of the Company were

*Continued on page 4*

# FORUM

FORUM wishes to acknowledge receipt of three anonymous letters requesting further information on the recent reduction in force at Rockville headquarters. That subject will be covered in the January showings of "Interaction" (see story on page 1).

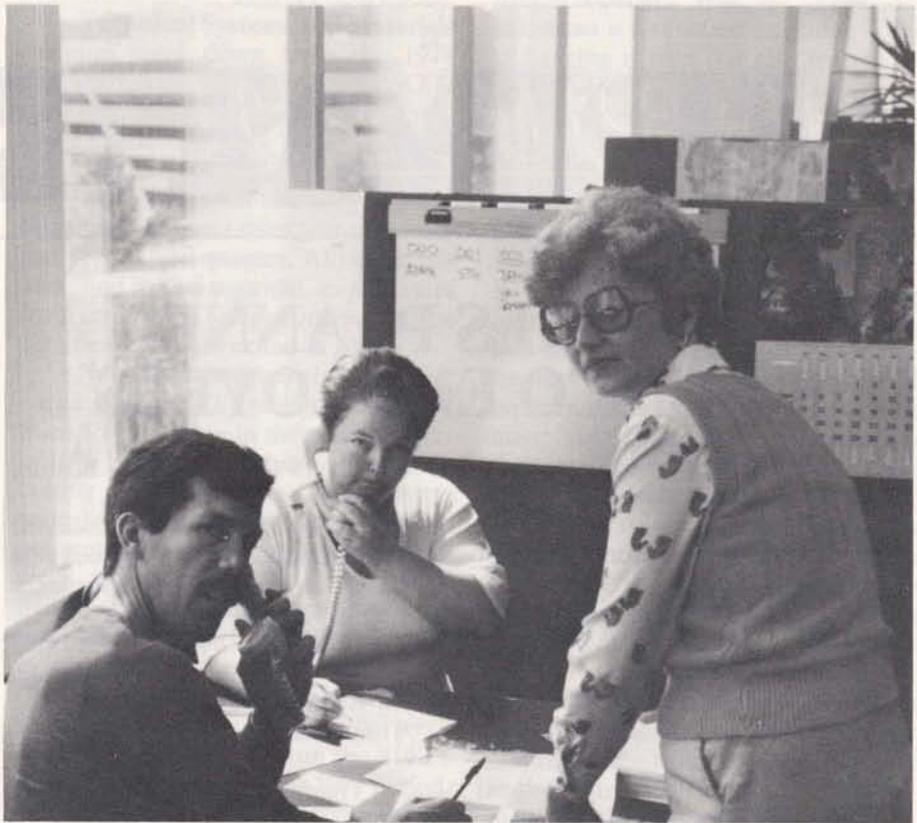
## ... FROM CORPORATE

### AROUND GENERAL ELECTRIC

**GREENVILLE, S.C.** — The August "roll-out" celebration at the Gas Turbine Division here was a big one by design. It honored the shipment of the MS9001E, the largest heavy-duty gas turbine ever built by GE and shipped from the U.S. The ceremony also honored employees for a "manufacturing miracle" — completing the project a month ahead of schedule. Built for an electric utility in Kirch-lengern, West Germany, the power plant was sold by GE's manufacturing associate in that country, AEG-Kanis, which will also install the unit. GE identified the 50 Hz international market as the fastest growing electric utility market and developed the MS9001E gas turbine to meet that market's power needs. Two more MS9001E gas turbines, also to be manufactured in Greenville, are scheduled for shipment in 1981 to the Electricity Supply Board Utility in Dublin, Ireland.

**SYRACUSE, N.Y.** — Development work that began in 1972 recently paved the way to a \$134.6 million production contract for the Electronic Systems Division (ESD) here. It was in 1972 that GE assumed the tremendous

*Continued on page 4*



ACO Guild volunteers at work during the Atlanta phone-a-thon. Paula Rodriguez, Senior Applications Specialist, center, and Jim DeJarnatt, left, are taking subscriptions while Diane Day, right, is collecting subscriptions and tallying the proceeds.

## GEISCO PEOPLE SUPPORT THE ARTS — IN ATLANTA & WASHINGTON

### In Atlanta

In mid-September, the Atlanta Civic Opera Association held its season subscription campaign, and Southern Region Custom Applications helped to make it a success.

The Atlanta Civic Opera, which begins its second season this year, has the goal of providing the people of Atlanta with the very best of theatre, dance and music — through opera. Such a goal could not go unsupported, so with the assistance of Norm McBurney, Manager of Southern Region CA, the local facilities were offered for the subscription drive. On Sunday afternoon and Monday night, September 21st and 22nd, Atlanta Civic

Opera Guild volunteers manned the CA telephones and held their annual subscription phone-a-thon. Approximately twelve volunteers worked for three hours each to call supporters of local opera to urge their purchase of season tickets.

"Each one of the subscriptions sold during those two sessions was an indirect contribution from GEISCO", said Paula Rodriguez, Recording Secretary of the Guild and a Senior Application Specialist with Atlanta ADO. "It's a very good feeling to know I work for a company with such community spirit."

*Continued on page 4*

**TO YOUR BENEFIT  
TO YOUR BENEFIT  
TO YOUR BENEFIT  
TO YOUR BENEFIT**

## MONTHLY PRICES ON S&SP INVESTMENTS ANNOUNCED

Here is the monthly report on the unit price and annual rate of income for each of the two new interest funds in the Savings and Security Program as well as the monthly Stock Price and Fund Unit Price under S&SP.

Holding Period Interest Fund (HP Fund) units have a price of \$10, and at the end of October the Fund had a year-to-date annual income rate of 10.90%—slightly above the 10.75% announced by the Trustees as the expected rate last November. In the event the actual rate of interest earned varies from the announced rate, HP Fund Units will receive the actual rate of interest earned. These figures mean that the HP Fund units have a redemption value of \$10 and that a unit in the holding period has earned a 10.90% annual rate of interest year-to-date.

The Long Term Interest Fund (LT Fund) at the end of October had a unit price of \$9.68 and a year-to-date

annual income rate of 12.66%. Unlike the HP Fund investment, the LT Fund unit price could vary from day to day. The LT Fund interest rate could also vary from day to day reflecting changes in the market for interest investment.

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 "Mutual Fund Price" is the average of the closing daily unit prices for each trading day of the New York Stock Exchange in the calendar month.

Prices and year-to-date income shown for the HP Fund and LT Fund are as of the end of each month.

Employees should read their Prospectus before making any change in investments.

Here are the prices on the various S&SP investment options for each month of 1980 through October. □

## HP FUND INTEREST RATE FOR 1981 SAVINGS TO BE 13%

The expected annual rate of interest announced by the Trustees in November for Savings and Security Program's Holding Period Interest Fund (HP Fund) is 13% for 1981 savings and for each year of the holding period for 1981 savings ending January 1, 1985, according to Tom Burns, Manager of Corporate Employee Benefits.

The HP Fund investment was added to S&SP on January 1, 1980. At the end of October the Fund had earned a 1980 actual year-to-date annual income rate of 10.90% — slightly above the 10.75% expected rate announced by the Trustees for 1980 savings last November. In the event the actual rate of interest earned varies from the announced rate, HP Fund units will receive the actual rate of interest earned. Mr. Burns said the Trustees expect the Fund will continue to earn at least the 10.75% rate on the 1980 savings through the three-year holding period ending January 1, 1984.

Mr. Burns said that employees who are investing in the HP Fund in 1980 will automatically be continued in the HP Fund in 1981 at the new rate for 1981 savings — no new election is necessary. However, forms for changing investments under the Program or for enrolling in S&SP are available from Personnel Accounting offices. Mr. Burns emphasized that the completed forms must be turned in before the end of a quarter to take effect at the start of the following quarter — e.g., during December to take effect January 1. □

MONTH	STOCK PRICE	MUTUAL FUND PRICE	HOLDING PERIOD FUND		LONG TERM FUND	
			PRICE	YTD ANNUAL INCOME RATE	PRICE	YTD ANNUAL INCOME RATE
January	\$53.625	\$29.217	\$10.00	10.79%	\$ 9.98	13.29%
February	52.975	30.415	10.00	10.83	9.89	13.54
March	47.458	27.623	10.00	10.84	9.88	14.16
April	46.827	26.790	10.00	10.85	10.12	14.57
May	47.625	27.964	10.00	10.86	10.28	14.16
June	50.369	29.672	10.00	10.87	10.26	13.56
July	54.256	31.110	10.00	10.87	10.19	13.16
August	56.244	32.359	10.00	10.90	9.86	12.84
September	53.964	33.334	10.00	10.90	9.68	12.66
October	53.489	33.915	10.00	10.90	9.51	12.65-a)

a — At October 31 the Net Current yield of the long term investment portion of the fund was 13.2%.

## Third Quarter Performance

*Continued from page 1*

\$358.4 million in the third quarter. This was an increase from the \$340.8 million reported for the third quarter of 1979.

The rate of profit for the third quarter was 6 cents on each dollar of sales, slightly lower than the rate of 6.1 cents on each sales dollar for the same period of 1979.

Earnings for the first nine months of 1980 were \$1.102 billion. This was an increase from the \$1.026 billion for the first nine months of 1979.

Sales in the first nine months of 1980 were \$18.04 billion, up from the \$16.33 billion for the 1979 period.

Mr. Jones summarized operating results for the various segments of the Company as follows:

• **Consumer Products and Services** earnings for the third quarter of 1980, including those of General Electric Credit Corporation, were up slightly from the third quarter of 1979. In the consumer products area, earnings were down somewhat from a year ago on reduced shipments, particularly in major appliances and lighting products. Air conditioning products sales and earnings were well ahead of a year ago because of the extended heat wave in many parts of the nation. General Electric Credit Corporation, the Company's nonconsolidated finance affiliate, reported considerably higher earned income on receivables, with an increase of 40% in net earnings to \$33.4 million, compared with \$23.9 million for the third quarter of 1979. GECC net earnings for the first nine months of 1980 were \$86.0 million, 32% ahead of \$65.3 million for the first nine months of last year.

• **Industrial Products and Components** earnings were substantially ahead of the third quarter a year ago on somewhat higher sales. The improved earnings were led by operations serving industrial motor, non-residential construction, mining, and transportation markets.

• **Power Systems** earnings were up sharply from the 1979 third quarter on good sales increases. Strong earnings improvements in steam-turbine and gas-turbine operations more than offset

a decline in power delivery operations.

• **Technical Systems and Materials** earnings were down from the 1979 third period. Information on GEISCO's state of the business will be presented during the January "Interchange" program (see story on p. 1).

• **Foreign Multi-Industry Operations** earnings and sales were up from last year's third quarter. Although not classified in this segment, export sales from the United States continued to be significantly higher than in 1979.

• **Natural Resources** third quarter earnings were \$42.4 million, down 22% from \$54.1 million in the third quarter of 1979 because of reduced Australian coking coal shipments. An industry-wide dispute by workers over Australian government tax policies caused a ten-week work stoppage in coking coal operations during the quarter. These results were partially offset by improved earnings from copper, oil and gas, and Brazilian iron-ore operations. Earnings for the first nine months of 1980 were \$169.2 million, up 4% from the \$162.1 million for the comparable 1979 period.

"Overall," Mr. Jones concluded, "operating margin dollars were slightly ahead of last year's third quarter, although the ratio to sales was depressed largely because of lower Australian coking coal shipments. Our effective tax rate continues to be somewhat lower than a year ago because of the diverse mix of our sources of income, as well as the impact of higher General Electric Credit Corporation earnings which are reported on an after-tax basis."

## AROUND GENERAL ELECTRIC

*Continued from page 1*

challenge of designing and developing the world's first solid-state radar to become operational. Both GE and the U.S. Marine Corps put substantial investments into this innovative technology, and as a result, GE's solid-state radar is showing a lot of potential for future business. The recent multi-million dollar order from the U.S. Marine Corps is for 15 AN/TPS-59 solid-state radar systems, the product that helped GE become the leader in air defense radar technology.

**MILWAUKEE, Wis.** — "Your best salesman is a satisfied customer." The old saying is trite but also true in the case of Pete Bartolazzi, a sales representative for the Medical Systems Division based here. With six orders to date, Pete is the undisputed leader in sales of Datason, MSD's new ultrasound diagnostic imaging device. Before joining GE three years ago, Pete accumulated 20 years' experience as a radiology technologist in hospital and medical school radiology departments. "I had been a buyer of GE equipment and competitors' equipment," he explained, "but the reliability, the service, and the relationship with GE was consistently very, very good." This favorable customer image also attracted him to a job at GE: "I have the honest feeling that I'm working for the best medical diagnostic imaging company." Judging from the success of MSD's ultrasound business this year, other customers must agree with Pete on the quality of GE's products. Over 100 Datason units have been shipped to date.

## SUPPORT THE ARTS

*Continued from page 2*

### In Washington

Twenty-five GEISCO Headquarters Employees volunteered an evening of their time on December 9 to take telephone pledges for the Washington, D.C. Public Broadcasting Affiliate, WETA-TV.

The 25 appeared on the air during fund-raising breaks in programming. In addition to showing support for public television, the volunteers also helped give GEISCO some extra visibility in the Washington, D.C. area.

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**GENERAL  ELECTRIC**