

UPDATE

News and Information
for GEISCO Employees

July 1981

MARK 3000™ Service: The first six months '81

MARK 3000™ Service has achieved a worldwide revenue growth rate of 103 percent over last year at this time. Marv Lewis, manager, MARK 3000 products, Programs Department, explained, "A number of factors have fueled this revenue growth, but probably the keys have been our industry focus with a hard-hitting sales awareness program."

The market focus has been within three industries—energy, manufacturing, and management services. "We implemented an intensive program to train and build awareness of the service across the

U.S. and internationally," said Marv, "And we tailored our presentations to each district and country—focusing, for instance, on energy in Houston, management services (CPA's) in New York, and manufacturing in Chicago and Germany."

There are three additional factors contributing to MARK 3000 Service growth. The first is the implementation of value-added services. We now offer an array of new services including licenses, authors, and resellers, MIMS® System licenses (both domestic and international), 3350 storage

Cont. on p. 2



Marv Lewis

EFT provides automatic paycheck deposit

With the vacation season in full bloom, you may be wondering how you are going to deposit your paycheck while you're away. And if you travel on Fridays, you may worry about the same thing.

With Electronic Funds Transfer (EFT) you need never be concerned about where you will be on payday. By signing

up for EFT, you can help to insure that your paycheck will be deposited directly into your account every payday, no matter what.

"EFT can really benefit every GEISCO employee," said Leon Golinski, manager, personnel accounting. No one has to worry about picking up their check or missing banking hours or waiting for their paycheck to clear. "Of course, you will continue to receive an earnings statement for your records," Leon continued.

Cheryl Hicks, manager, payroll preparation, explained, "Sign-

ing up for EFT is very easy. Anyone interested, just fills out a short form available from personnel accounting and then returns it to us. And that should be the last time you have to worry about where your paycheck is."

Contents

How we're doing	3
New business travel card	3
JA's big success	4
Magic Kingdom Club	6
Software Productivity	7
Just deserts	11
Moving on	12
SE-SP values	12

MARK 3000™ SERVICE

Cont. from p. 1

capability, high speed work stations, plotter capability, and down line loading to MARK-LINK™ Terminals. "We are also planning new service offerings in the data management area—IMS (Batch) and MIMS. And in the transaction processor environment, we are planning to implement CICS," he added. He also noted that a financial system available in several languages is planned to be implemented using the features of the 3270 graphic terminal.

The second factor is the addition of new capabilities that compliment IBM compatibility. "MARK 3000 Service is also expanding its capabilities with full screen color plus improved MIMS Systems capabilities such as a Baseline product, MIMS System pricing in a remote computing environment, and MIMS System-MARKLINK Terminal CRT editors for on-line forms generation," said Marv.

The third factor that has had an impact on MARK 3000 Service growth is an improvement in service quality. Marv explained, "We were able to achieve improved service quality by understanding the need for tuning and balancing the MARK 3000 system in a dynamic revenue growth environment."

In keeping MARK 3000 Service hardware technologically current he said, "We are planning to install the 3081—IBM's largest mainframe system using their latest technology—during the first quarter of next

year.

"To-date, we have experienced excellent growth and our plans for MARK 3000 Service over the next several years will be to accelerate this growth and improve profitability."



The subject was compensation: Bill Starner (left), exempt compensation specialist, Employee Relations Operation, Ted Edwards (middle), manager, employee relations, Marketing Department, Strategic Planning Operation, and Employee Relations Operation, and Will Gilly (right), manager, industry applications and support, custom applications, National Sales Department, deal with basic compensation issues in the Managers Seminar on Exempt Compensation. "It was an active class," said Ted, "Even though the managers were well seasoned, they had basic questions that were dealt with successfully." "The seminar was very useful in equipping managers with detailed-information necessary to discuss effectively all aspects of General Electric's salary structure and pay practices with their direct reports," said Will Gilly. Will and 14 other section and subsection managers attended the one and one-half day course at the International Training Center. The course is designed to help managers understand and address the salary planning, position design, performance appraisal and position evaluation process. It also deals with cost of living, salary compression and other relevant issues. "The seminar is intended to develop our managers' understanding and awareness of exempt compensation policies and issues," said Bill, "And judging from the response we got, it was wholly successful."

Diners Club debuts

If you travel on business, you may have noticed that your recent transportation expenses are being charged on Diners Club. This is the first phase of GEISCO's participation in a new Diners Club service—CorpCard and MultiCard.

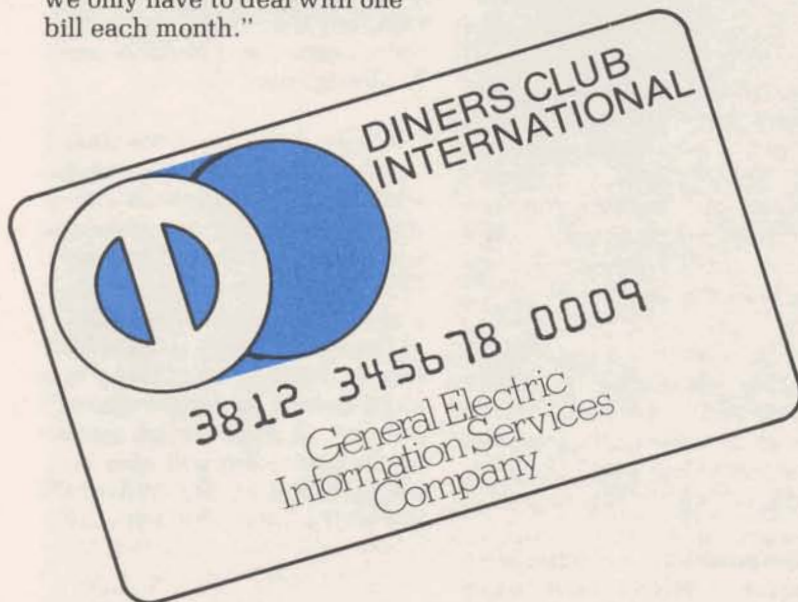
CorpCard is being used by GEISCO to charge employee travel arrangements and will result in one billing from Diners Club each month. "This is a much simpler system for us to use," said Leon Golinski, manager, personnel accounting, Finance Operation. "There is a much longer billing cycle, and we only have to deal with one bill each month."

The second portion of the service, MultiCard, is slated to be phased in over the remainder of the year. MultiCard will be implemented, region by region, for employees who travel extensively. It also results in one billing each month and will allow GEISCO to pay many hotel and meal expenses directly, rather than having each employee pay his individual bills and be reimbursed.

The implementation of the Diners Club system will also result in the cash advance account statement being modified. Over the next few months you will be noticing that the form is changing to account for Diners Club transactions. "We are phasing in changes in the statement," said Leon, "and

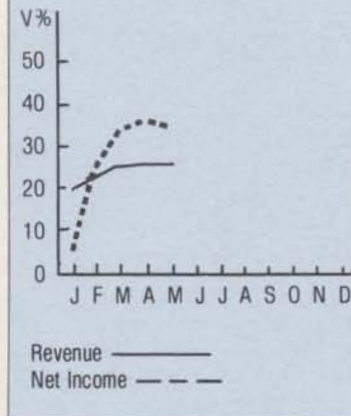
the ultimate results will be a straightforward statement with a simple total of who owes what."

CorpCard, MultiCard, and the modified cash advance account statement should make accounting for your travel and living expenses a lot easier.



How we're doing

Revenue and earnings growth 1981 vs 1980



Revenue for the first five months of 1981 is 26 percent higher than the same period last year. Net income at the end of May was 33 percent ahead of last year. Tight expense management continues to have a positive impact on this figure.

Advanced Concepts ROI is more than money

What would you call a company that returned a 40 percent dividend? The kids who ran it called it Advanced Concepts, and it was a tremendous success.

Advanced Concepts is a Junior Achievement Company counseled by GEISCO. Seventeen JA members from Wooten High School and Rockville High School started with the business concept (biorhythm charts), then priced (\$1.00), produced, and marketed it. They also kept the books, paid salaries and overhead, issued



Running a biorhythm.

Youth—Not For Kids Only

George Bernard Shaw once said that youth is wasted on the young. As a Junior Achievement adviser, I beg to differ. If there's one thing teenagers do well, it's sharing their youth, their energy, and their enthusiasm with adults who are willing to spend time with them, to listen to them, and to watch them at work.

Advising a JA company does involve some work, and it does involve sharing at least one night a week during the semester-long program. However, my experience with JA is that for every hour a volunteer adviser gives, the returns come

in threefold. Whether or not the JA company you advise is successful—as Advanced Concepts was this year, or is a flop, as our company was last year—by caring, by being there, and by listening, the advisers learn as much (and maybe more) from the experience as the kids do.

If you've seen too many news stories bemoaning the selfishness and rowdiness of the youth of America, then maybe it's time you saw the other side. Or, better yet, helped.

Give more kids a chance to be part of the other side. It's a sad

fact that there are always more kids who want to join a JA company than there are available companies—particularly in Montgomery County.

GEISCO now supports one company. With more volunteer advisers, we could easily support more. Why not give it some thought? Roger Gregory, (4625), sales planning and support manager, is also a member of the Montgomery County JA board. He'll be glad to give you more details on becoming an adviser. Those of us who are already advisers will also be happy to talk to you. Why let the young have all the youth?

— Clare Aukofer

stock, and did everything else that any business would do to be successful.

In their efforts, they were advised by Sharon Barger, financial management program trainee, Bill Hagan, Office of Management and Budget, Bruce Murray, employee services manager, and Clare Aukofer, senior communication specialist. GEISCO does more than provide advisors and sponsor a company. We also support the local JA office with an annual contribution.

Expertise in the JA enterprise was also provided by Jim Doyle, Fast Fax specialist, customer service, Peter Everaert, co-op in the Engineering Department, who adapted an existing bio-rhythm program for use by Advanced Concepts, and Al Jones, Ohio Supercenter manager.

The kids were highly successful in gathering awards, as well. Mary Kay Lauth, Advance Concepts president, was named Speaker of the Semester and the Speaker of the Year for the Metro Area (Northern Virginia, D.C., Prince Georges, and Montgomery Counties). She is going to compete in the nationals this summer.

Diane King, vice president of Administration won a management award and is a nominee for the Vice President of Administration award. Four JAers

made the Fifty Dollar Sales Club, which is really impressive when your product sells for only a dollar.

To all those involved in Advanced Concepts, the dividends totaled a lot more than just 40 percent.



GEISCO gets the gold. Don Shell, manager, MARK III® Systems, Engineering Department, holds the gold award that GEISCO has received from the United Way of the National Capital Area. This is the third consecutive year that GEISCO has received the award. "To qualify for the gold award," said Don, who was the United Way campaign coordinator, "GEISCO needed an 85 percent level of participation and an average contribution of more than \$35. In the campaign completed last November, we achieved a 90 percent participation and an average contribution of \$67."

