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SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

cover story

SUPPORTING SAIL AMERICA: TAKING A NEW TACK



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INFORMATION
SERVICES

General Electric Information Services Company, U.S.A.

SUPPORTING SAIL AMERICA: TAKING A NEW TACK

General Electric Information Services Company will be providing both QUIK-COMM™ System electronic mailbox services and QUIK-GRAM™ Service to the non-profit Sail America Foundation during the America's Cup Challenge '87, qualifying the company as a Corporate Crew Member. This contribution includes use of the company's worldwide teleprocessing network to link the San Diego Yacht Club's entry in the races—the 12-meter sailboat **Stars and Stripes**, now camped in Fremantle, near Perth, Australia on the western coast—to its support personnel in the United States.

In September 1983, the Australians' secretly designed winged-keel boat, **Australia II**, defied all odds to win the seventh and final race with the American defender **Liberty** by a slim 41 seconds, breaking the longest winning record for any sporting event: the America's Cup had resided with the US for 132 years prior to the **Australia II**'s victory. **Stars and Stripes**, skippered by Dennis Conner, is considered one of the top American challengers in the battle to win back the America's Cup from Australia.

This is the first time that GE Information Services has offered support of this magnitude as a public service to a non-profit venture. "We are proud to provide what Sail America has dubbed **Stars and Stripes NET**," says Tony Craig, President of GE Information Services. "We identify closely with Sail America's theme—America Can Win with America's Best. We're all rooting for the **Stars and Stripes** to bring home the Cup, although our employees

in other US cities and other countries that are fielding challengers may have divided loyalties."

Sail America will use the QUIK-COMM System to communicate among the Sail America Foundation's main office (San Diego), the **Stars and Stripes** camp (Fremantle), and boat designers, scientists, and support groups across the US. Sail America's main office will use QUIK-GRAM to provide race updates and other information to donors, corporate sponsors, and the US news media covering the America's Cup Challenge '87. The bottom of each QUIK-GRAM from Sail America will carry the message: This exclusive news from Dennis Conner's **Stars and Stripes** Camp is brought to you as a public service by General Electric Information Services Company."

The idea for supporting America's Cup challengers, appropriately enough, came from Nick



On the Cover: **Stars and Stripes** practices for the America's Cup challenger round robin series.

The **Stars and Stripes** Corporate Crew logo will accompany updates on the America's Cup in SPECTRUM.



The company's Sail America support team includes (from left to right): Steve Haracznak, David Page, Audrey Bashkin, and Bill Beckley.

Lethbridge, a GE Information Services Business Consultant based in Perth, Australia. Lethbridge contacted Ray Marshall (Senior Vice President, Technology Operations), whose nautical office testifies to the soft spot in his heart for sailing races.

"GE Information Services' worldwide network is a natural for providing instantaneous communication for America's Cup challengers to their sponsoring country," Marshall explains. "A marriage between our leading technology and perhaps the most important sailing event of the decade was just too good to pass up."

As the idea gained momentum, an America's Cup support team was formed, including David Page, Manager, Office Services Marketing; Steve Haracznak, Senior Communications Specialist, Press Relations; Bill Beckley, Manager, Sales/Marketing Systems; Rand Walker, Sales Integration Manager; and Audrey Bashkin, Messaging Products Specialist. The offer of QUIK-

COMM and QUIK-GRAM support was made to all US challengers, but only Sail America signed on with the GE Information Services crew.

Sail America found the offer particularly attractive for several reasons: the Foundation already had been using GTE Telemail to the



Stars and Stripes

tune of several thousand dollars per month and had some creative ideas about expanding its usage of such services. Moreover, advanced electronic communications fit in well with the Foundation's high-tech theme (the **Stars and Stripes** hull was designed using CAD/CAM capabilities), and its "America Can Win with America's Best" motto fit well with the "can do" spirit in GE. Charles Ward, marketing director for the Sail America Foundation, reports, "This communications service...fits right in with the high-tech development efforts used by Sail America in our boat and keel design program." In addition, the

Sail America support groups were widely dispersed in geography and time, so such electronic communications were deemed nearly essential to a smoothly functioning camp.

As a Corporate Crew Member, GE Information Services receives a number of benefits—for example, the Sail America newsletter, travel discounts, race-viewing privileges on **Stars and Stripes** observation yachts, access to camp facilities in Australia (and previously in the training camp in Hawaii), a Record of Participation in a special section of Sail America's Logbook for the America's Cup Challenge '87, participation in certain Sail America advertising and

SALES PERSONNEL VIE FOR TRIP TO AUSTRALIA AND AMERICA'S CUP FINAL IN "QUEST FOR AMERICA'S BEST"

In a bid to create excitement with the introduction of PC Mailbox Version 3.0 and to leverage the opportunity presented by the company's unique relationship with Sail America, Office Services Marketing and US Sales are sponsoring a "Quest for America's Best" contest for all US sales personnel.

The winner and his or her guest will become members of the **Stars and Stripes** 1000 Club and will receive an all-expenses-paid trip to Fremantle, Australia, to view the finals of the America's Cup Challenge '87 (January 28-February 7) from the deck of one of Sail America's 12-meter observation yachts, join in crew cookouts, and attend various Sail America events.

The contest winner will be determined by tallying all sales of PC Mailbox 3.0 actually shipped between the October 15 product commercialization and December 31 and identifying the sales representative who sold the most copies (measured by software sales revenue). The winner will be announced in early January. All sales representatives who sell five or more copies of PC Mailbox 3.0 during the contest will receive golf shirts with the America's Cup Challenge '87 emblem.

THE AMERICA'S CUP: THE RACE, THE CHALLENGE

The America's Cup, originally known as the 100 Guineas Cup, was won by the schooner **America** in 1851, when she outraced an entire British squadron of yachts around the Isle of Wight. In honor of that triumph, the trophy was renamed the America's Cup.

Held every three years, the 1986 five-month America's Cup competition is being held in the Indian Ocean off Fremantle in western Australia, a site noted for strong winds that often reach 28-30 knots in the afternoon. Four Australian boats are vying for the right to defend the Cup, and 13 yachts are competing for the right to challenge the Australian victor.

Each of the two groups competes in a series of three round robins (over 400 races for all the competing boats). Winners of individual 24-mile races—laid out in a triangular course with eight legs—are awarded points: 1 point for each win in the first round robin, 5 points for each win in the second, and 12 points for each win in the third. The four yachts with the highest number of points in the Luis Vuitton Challenger Races will go into the semifinals, and the winner of that final will challenge the winner of the Australian round-robin series for the America's Cup in a best-of-seven competition in January.

The competitors represent 17 syndicates; most built 2-3 boats specifically for the America's Cup. Competitors and their stablemates total 31 12-meter yachts, which actually measure about 60 feet in length. The 12-meter designation refers to a formula that encompasses sail and hull size, with the numbers

in the equation always equalling 12—this formula seeks to equalize boats' speed-producing factors while simultaneously permitting design improvements.

The syndicates have invested approximately \$200 million preparing for this year's America's Cup. Each of the American syndicates operates on a budget of \$7-15 million. All 19 competing yachts have secret, closely protected designs, but each incorporates some version of the winged keel that constituted **Australia II**'s key to victory in 1983. Many yacht racing experts contend that this change in design has substantially increased the time and funds required to prepare for the Cup.

At the time this issue of SPECTRUM goes to press, **Stars and Stripes** is in a three-way tie (all are 11-1) at the end of the first round robin of the challenger series. **New Zealand**, beaten only by **Stars and Stripes**, has a controversial fiberglass construction (the first time fiberglass has been used in a Cup competitor). **America II**, the New York Yacht Club challenger, has lost only to **New Zealand** and is the only boat to beat **Stars and Stripes** in a nip-and-tuck race decided by a 33-second margin.

Stars and Stripes is skippered by Dennis Conner, who won the 1980 Cup and lost in the finals in 1983. Conner has more Cup experience than any other skipper in this year's competition. The veteran crew of 11 unpaid volunteers has over 15 years of experience in Cup racing. Sail America began racing its stable of boats last October to determine the syndicate's entry, sailing in Hawaiian waters (near Honolulu for light seas and wind and off Diamond or Koko Head for more challenging conditions).

promotion campaigns, and the right to use the **Stars and Stripes** Corporate Crew logo.

Perhaps more importantly, the company's participation helps position GE Information Services as a high-tech provider of specialized electronic mail services with a commitment to the product. The



Stars and Stripes and one of her stablemates in Sail America are shown in early practice races off the California coast.

company plans to leverage its relationship with Sail America as part of a total marketing campaign for office and electronic mail services. In addition, GE Information Services will use its Corporate Crew Member privileges to help build client relationships. Moreover, if **Stars and Stripes** advances toward or makes the finals, the company stands to gain substantial positive public relations exposure.

Watch for updates on **Stars and Stripes** and the America's Cup Challenge '87 in your local sports pages. Also, as long as the **Stars and Stripes** is plying Australian waves, you'll read more about her progress in future issues of SPECTRUM; in Rockville, the Electronic Bulletin Board will carry more frequent updates.

If you're interested in **Stars and Stripes** and America's Cup souvenirs—T-shirts, mugs, watches, and the like—you can order a catalog that details the wide-ranging souvenirs available by writing to: America's Cup Collection, P.O. Box 127989, San Diego, CA 92112. ▲

