update

ISBD Hosts Washington Area Marketing Council at the International Training Center in Rockville

The Washington Area Marketing Council is an organization composed of top marketing executives of the various General Electric components in the Washington area. The Council meets once a month to exchange ideas and information of interest to the company's marketing efforts.

Last month, on November 6, Information Services hosted the group in our new International Training Center. In addition to ISBD people, there were 36 top marketing executives of General Electric from the Washington area. ISBD hosts included Dr. George Feeney, Paul Wexler, Norm Barth, Paul Leadley, Roger Hobbs, Ray Marshall, Sally Smith and Mac McCleary.

After a welcome and introduction by Dr. Feeney an abbreviated version of our Worldwide '76 tour was presented. Ray Marshall discussed ISBD's standards of worldwide quality, Roger Hobbs spoke on worldwide service, Paul Wexler addressed worldwide innovation, and the Council was treated to a showing of ISBD's award-winning film, *The Global Village* after Dr. Feeney discussed our worldwide commitment to information services.

It proved an opportunity for non-ISBD marketing executives to learn about the fascinating business that is Information Services. After the movie, open discussions were held, followed by a reception and luncheon. Then more open discussion. The guests seemed to be greatly interested in the fast-changing remote computing business, especially as pursued by the World Leader in Information Services.

Division Advertising Campaign Takes Off

ISBD's new advertising campaign officially kicked-off on December 1 in the major in-flight magazines of large regional, domestic and international air carriers (see Update Nov. 24, 1975). With this issue of Update, all field sales personnel will receive an issue of one of the December in-flight magazines. Look for our advertisement in the center spread. Within 10 days, all branches will be receiving quantities of ad reprints which can be used as hand-outs and sales aids.

Now It's Called Custom Applications Operation!

Roger Hobbs, Acting General Manager of the Sales Department, has announced that the name of the Technical Services Operation has been changed to "Custom Applications Operation."

The primary reason for the change is to avoid confusion between our TSO and a software package utilized by IBM computer equipment which is also called TSO. Therefore, effective immediately, ISBD's reference to TSO will always mean the IBM TSO; CAO will mean Custom Applications Operation.

Mac McCleary, Numerical Control Industrial Manager (left), converses with Jim Squires of Corporate Public Relations.

Ray Marshall, General Manager—Systems Department; and Sally Smith, Product Programs Manager, host Berkeley Davis, Vice President, Washington Corporate Office (center).

Dr. Feeney answers questions on ISBD over lunch with (from left) Larry Cohen, Aerospace Group Strategic Planning; Dave Cochran, Vice President, Aerospace, Government and Industrial Activities; and Sid Williams of the Advertising and Sales Promotion Operation's Washington News Bureau.

GENERAL ⊕ ELECTRIC

Art Baker Leads Syracuse GE Employees to a Million-Dollar Gift to Hospitals

ISBD's Art Baker, Account Manager in Syracuse, serves as board chairman for the Federated Fund, a charitable fund-raising organization for all GE employees in the Syracuse area.

Recently, Art had the happy privilege of turning over to the Syracuse Hospital Addition and Reconstruction Effort (SHARE) a check for one million dollars. The money is helping build a brand new nursing home and new wings on two of the city's existing hospitals. The presentation was widely covered by local newspapers and television.

Following Art's enthusiastic lead, the Syracuse GEers pledged half a million dollars to the hospital fund, and GE decided to match the employee gift to bring the amount to a full million.

As impressive as this contribution is, it does not constitute the total results of Art's efforts this year. Early in the year (last February), Art, on behalf of the Federated Fund, presented the Onondaga Council on Alcoholism a $15,000 check to help establish a new Occupational Alcoholism Program.

And in April, the Fund contributed $4,050 to the Upstate Medical Center to help equip a special ambulance to rush infants to the center. Then last July, Art presented a pledge, and the first payment, of $36,000 over a four-year period to the Rescue Mission Alliance of Syracuse to help them build a new center. The mission helps derelict alcoholics, provides a workshop for the handicapped, runs seven retail thrift shops, operates two community centers and maintains a summer camp for inner city youngsters.

Syracuse Account Manager Art Baker presents the final payment of a $1,000,000 pledge to Sister Patricia Ann, in the presence of Nick Petitto, vice-chairman of the Federated Fund (left) and Syracuse area executive George Farnsworth.

Art Baker (second from left) discusses a GE Federated Fund gift of $15,000 with Perry Woods Jr., Onondaga Council on Alcoholism president; Norma Coburn, OCA Executive Director; and Betty Junken, member of the GE Federated Fund board of administration.

Art Baker views an infant, typical of those whose lives may be saved thanks to $4,050 worth of special ambulance equipment contributed by GE employees in Syracuse. From left: Nurse Marilyn Webster, Art, SPD Processor Myrtle Baum and Prenatal Center Director Margaret Williams, M.D.

Industry News

General

"Eighteen major industries, led by hospitals, commercial and stock savings banks, automotive dealers, and grocery stores, each have an electronic data processing untapped spending potential amounting to more than $200 million, according to a new study by International Data Corp. . .other top industries. . .include department stores, savings and loan associations, trucking, contractors and various wholesalers. . ." *EDP Daily,* 11/5/75, Page 143.

Tymshare

"The magnum information management system now available on Tymshare Inc.'s. . .network is built on relational concepts. . .It isn't necessary for the relational DBMS user with magnum. . . to know or care how the computer—in this case, a Digital Equipment Corp. Dec-system-10—executes instructions to access or change items in the data base. . ."
Computerworld, 10/29/75, Page 17.

"has told the. . .(FCC) that its Tymnet network operates in compliance with joint user provisions of commission rules and that therefore it should not be a common carrier. . ." *Computerworld,* 11/19/75, Page 23.

". . .and AutEx Inc. announced an agreement in principle where under Tymshare will acquire the business and operations of AutEx. . ." *EDP Daily,* 11/19/75, Page 203.

NCSS

"has signed a four year contract valued at a minimum of $4.8 million to provide timesharing services to New York Telephone Co. The contract calls for National CSS to first provide a shared computer system environment, and then at the telephone company's option

a computer system dedicated to their exclusive use. . ." *EDP Daily,* 11/19/75, Page 205.

Cyphernetics

"has received a three-year contract extension from Chase Econometrics Associates, Inc. to provide services covering econometric modeling, forecasting and data base services." *Computerworld,* 10/29/75, Page 37.

CSC

"A subsidiary of Davis-based Thompson-Brandt has agreed to acquire a majority interest in Computer Sciences International France, a wholly-owned subsidiary of. . .CSC. . .William R. Hoover, Chairman and President of CSC, said the association with Thompson will enhance the ability. . .to address. . . opportunities. . .for the French government. The Thompson group. . .is one of the world's largest industrial concerns, with a major portion of its business derived from defense projects. . ." *EDP Daily,* 11/6/75, Page 148.

SBC

". . .has agreed in principle to acquire CRI Data Services, Inc. . .CRI provides computerized point of sale and data management services to the retailing communities. . .CRI's Data Management system enables retailers to capture sales and merchandising information at point of sale which enables them to gain full control over inventory, sales and financial areas. . ." *EDP Daily,* 10/21/75, Page 85.

General

"Three associations within the Data Processing Service Organization (ADAPSO) have announced. . .new officers and directors. . .Remote Processing Services Section elected Curt DeForest as its president. . .DeForest is vice president. . .Grumman Data

Systems Corp. . .John Skoden, vice president, National CSS Inc., and John Madden, . . .Boeing Computer Services. . .were. . .elected as directors . . .other officers include Roland Smith, vice president, Computers Sciences Corp., and Frank Lautenberg, Automatic Data Processing, Inc." *EDP Daily,* 11/7/75, Page 155.

Honeywell

"said. . .that it will increase purchase prices by four per cent on selected equipment in the United States. Selected service and maintenance charges also will be increased by from five to 10 per cent. . . The prices will be effective for new business on Nov. 1. . ." *EDP Weekly,* 10/20/75, Page 2.

On-Line

"An automated system designed to give management of chain-store retail organizations more control over their acquisition and distribution of merchandise is now available. . Called PURE, this new system handles the automatic replenishment of staple items as well as the one-time purchase of fashion or seasonal goods. . .purchase orders are automatically generated. . .Buyers are provided the status of open or closed purchase orders, plus information of overages, storages and substitutions." *EDP Daily,* 10/21/75, Page 86.

UCC

"A new. . .program designed to aid in electronics reliability and maintainability studies has been introduced. . . It uses basic component data to perform the analysis required by military specification HDBK-217B. . ." *EDP Daily,* 11/6/75, Page 149.

Original references compiled by Pat Buteux are on file at the Competitive Service Desk. (8*273-4108)
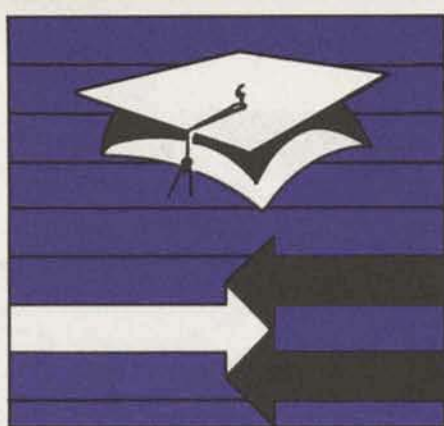
Product Training Council Exchanges Ideas

The division's new International Training Center in Rockville was the locale of last month's two-day meeting of our new Product Training Council. Created through a merger of the old Documentation Council and the old Training Council, the new organization's primary function is to gather ideas, suggestions and criticisms on training and documentation from throughout the division, and bring them all together in a useful, productive manner.

Coordinated by Bill Hewlett, Manager of Product Training, the Council started with a reception and dinner, then moved quickly to the business at hand. During the course of the meeting, subjects covered included courses and documents which have been revised or developed in the past six months; a preview of new courses and manuals in process; a design for a National Class Reservation system; IQ76 course schedules; instructor training plans (teaching techniques, etc.); and a tour of the new International Training Center.

The 13 delegates to the Council brought with then "wish lists," which they presented to those assembled. Many of these suggestions, Bill Hewlett said, are already being incorporated into the division's training and documentation procedures.

The 13 delegates were Ray Grzybowski, representing the Northeast Zone; Barbara Harbison, Eastern Zone; Ed Murphree, Southern Zone; Frances Jackson, Central Zone; Jo Ann Serowick and Guy Magruder, Pacific Zone; Marv Bergen, Southwest Zone, Joe Weisbord, MAP; Anna Goldman, CAO (formerly TSO); Ed Barrows, Sales Support; Ed Wetzel, Sales Training; and Fred Wood, Product Programs.

"The meeting was particularly valuable," declared coordinator Bill Hewlett, "in that the delegates provided us with a number of excellent inputs bearing on courses and documents now being worked on." He added that in return, Product Training was able to let the delegates get a preview of what we have in process and what new books and courses they can look forward to in the coming months. "I feel the session was a tremendously productive and mutually informative one," Bill said.

Bill suggests that if any ISBDer, either in the home office or the field, has any suggestions for improving the division's product training or associated manuals, pass your ideas on to the delegate who represents your geographic or functional area.

The Product Training Council hard at work. From left (front row): Zahir Usmani, Frances Jackson, Joe Weisbord, Denny Senko. Second row: Ed Barrows, Ed Wetzel, Ray Grzybowski, Gwen Risinger. Third row: Ed Murphree, Fred Wood, Barbara Plomondon (hidden) and Jo Ann Serowick.

New and Revised Documentation

Here are two documents published in limited quantities to support field test, in addition to those announced in the November 10 Update:

● *Securities Database* (5105.05) describes GE's proprietary database of 20,000 securities and the software and techniques that enable MARK III Service users to query it.

● *Employee Management and Planning System* (STAR***) (5306.11) is for use by airlines and telephone and service companies that must schedule large personnel work forces.

MARK III Background Service—IBM System user's guide (2050.09A) is final version of that document, superseding CRISP III/70 and IBM advance release documentation.

A supplement to *HISAM* (5605.02A-3) documents a new HISAM index file generator plus RELOAD option PUSH, NOREC, and HUTIL*** DESCRIBE.

Another addition has been made to MAP Services documentation: *BI/DATA, The Business International Database on National Accounts and Marketing Statistics* (5900.64A).
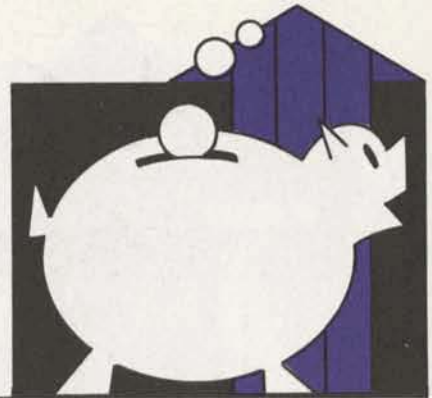
How's Your Retirement Income IQ?

Editor's Note: Here's a set of questions to test your knowledge of some benefits that make up the unseen dollars in your paycheck—the benefits that provide retirement income. How much do you know about your GE pension and Social Security benefits—how they are paid for, what some of their values are, how they pay off for GE people? Choose what you think is the correct answer to each question. Then turn to page 6 to check the answers.

Questions

1. Social Security is the primary retirement income for many employees of business and industry in the U.S. What percentage of business and industry employees also have a private pension plan?

   (a) 50% (b) 60% (c) 80% (d) 90%

2. The new Pension Law requires many private pension plans to be revised to include an improved "vested rights" provision. Under a typical version of the "new" provision, you can leave a company for any reason after 10 years of service; then, after you reach retirement age, you can apply for and receive a pension based on your credits under that company's plan. How long has GE's Pension Plan had such a provision?

   (a) 1 year (b) 3 years (c) 6 years
   (d) 9 years (e) 12 years

3. The number of people receiving GE pension checks at the end of 1964 was about 29,000. How many more were receiving pension checks at the end of last year?

   (a) 10% more (b) 25% more
   (c) 50% more (d) 90% more

4. Right now, General Electric is helping support two retirement income plans, side by side. The benefits— and the cost— of each have sky-rocketed during the past dozen or so years. Payments to the GE Pension Trust have leaped from $28 million in 1962 to $149 million last year. How big a jump do you think GE's payment to Social Security has made in the same period?

   (a) From $12 million to $24 million
   (b) $16 million to $48 million
   (c) $28 million to $100 million
   (d) $37 million to $190 million

5. Under some pension plans when you elect to retire early, your earned pension is reduced by a specified percentage for each year you are under age 65. That's because of the increased number of years the pension would be paid. If you retired at age 62, how much would your GE pension be reduced?

   (a) not at all (b) 4.8% (c) 12%
   (d) 20%

6. Assume you are a GE employee with a dependent spouse. You are earning $10,000 a year and have 30 years of credited service and a typical earnings history. You and your spouse are both 62, and you want to retire. How do you think your retirement income (Social Security and GE Pension) will compare with your present "after-tax take home?" Remember, your GE pension is based on your *final five-year average earnings* and is figured from the minimum table.

   (a) 30% of after-tax pay (b) 50% of after-tax pay (c) 70% of after-tax pay (d) 80% of after-tax pay (e) 85% of after-tax pay

Steinmetz Memorial Scholarships Available

The GE Corporate Support Operation has announced that applications are being accepted for the Steinmetz Memorial Scholarships to Union College in Schenectady, New York.

The scholarship fund was established in 1924 with no limitations as to the subject field. Eligible for these scholarship awards are (1) children of employees of the General Electric Company; and (2) children of residents of Schenectady if there are no qualified applicants from GE.

Candidates must apply directly to Union College for information and application forms. Use the college's regular forms.

The college itself has exclusive authority in the selection of winners. The number of scholarships awarded each year may vary according to the current income of the fund plus any accumulated surplus from the fund, and the amount awarded to each candidate.

The amount of each scholarship is determined by the candidate's actual financial need as guaged by the college.

Another scholarship fund, the Richard H. Rice Memorial Scholarship, is also available to children of GE employees who would like to attend Stevens Institute of Technology in Hoboken, New Jersey. These scholarships are adminis-tered very similarly to the Steinmetz Scholarships, and candidates should write directly to Stevens for applications.

Deadline for submitting applications for these GE scholarships will be February 1, 1976. ISBDers whose children may wish to apply for a Steinmetz Scholarship should write to Joseph T. Maras, Director of Financial Aid, Union College, Schenectady, N.Y. 12308.

Those wishing to apply for the Rice Scholarships should write to William E. James, Director of Student Aid, Stevens Institute of Technology, Castle Point Station, Hoboken, N.J. 07030.
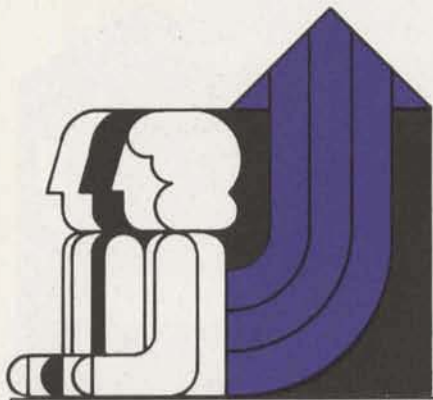
People On the Move

Linda Brunner, from Senior Tech Rep; to Manager, Southern California Technical Branch, Los Angeles.

Elizabeth Lee, from Secretary, San Francisco; to Branch Administrator, Northern California Technical Branch, San Francisco.

Michael S. Mash, from Account Manager, Kansas City; to Branch Manager, Philadelphia.

Myrl D. Peterson, from Zone Marketing Rep; to Senior Account Rep, Houston.

Robert E. Stolzenburg, from Systems Integration Specialist; to Senior Systems Specialist, Rockville.

Gene Vennesland, from Senior Technical Services Specialist in TSO; to Project Manager, TSO, Watertown.

Linda Brunner *Elizabeth Lee* *Mike Mash*

Myrl Peterson *Bob Stolzenburg* *Gene Vennesland*

Retirement Income IQ — Answers

1. While virtually all these workers are eligible for Social Security, only about 50% will have the additional value of a private pension when they retire. If you marked (a), you're off to a good start.

＊ ＊ ＊ ＊ ＊ ＊ ＊ ＊

2. GE's Plan has had a 10-year service requirement for vested rights for about nine years. The correct choice is (d); but there have been vested rights provisions in the GE plan, with various eligibility requirements, since 1946.

＊ ＊ ＊ ＊ ＊ ＊ ＊ ＊

3. As 1974 ended, there were about 56,000 on the pension roll—almost double the number 10 years earlier. When 1975 ends, it is expected that more than 60,000 people will depend on the GE Pension Trust for part of their retirement income. You're on target if you picked (d).

＊ ＊ ＊ ＊ ＊ ＊ ＊ ＊

4. The answer is (d). When pension

and Social Security are taken together, GE paid $339 million last year to help provide retirement income for employees.

＊ ＊ ＊ ＊ ＊ ＊ ＊ ＊

5. If you picked (a) for "not at all," you're correct. Under the GE Pension Plan you can receive the full pension you've earned, whether you retire at 65, 64, 63, or 62. Only when you choose to retire at 61 or 60 is there a reduction to cover the extra years of payment.

＊ ＊ ＊ ＊ ＊ ＊ ＊ ＊

6. Start with your Pension Plan "minimum" table. In this example total retirement income adds up like this:

Your GE Pension	$225.00
Your Social Security	$258.00
Your monthly retirement income	$483.00
Add spouse's Social Security	$121.00
Total monthly retirement income	$604.00

Not counting your spouse's Social

Security, your annual retirement income is about $5,796. That's about 69% of your pre-retirement after-tax income—which is typically about $8,400. When your spouse's age 62 Social Security is included, your income climbs by another $121 a month to $7,248 a year. If you picked (e), you're about right, because the answer is a total monthly retirement income amounting to about 86% of your present "after-tax income."
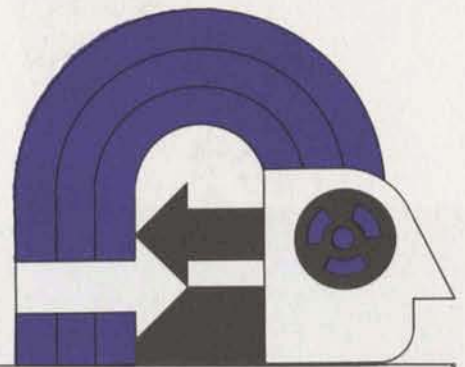
Interchange Corner

Update announced the introduction of Production Fortran (PFN), Information Services' new production-oriented FIV language, in its October 27 issue. At that time we also suggested a very simple manner in which MARK III Service customers may easily switch their own programs, assuming they are already tested and debugged, from FIV to PFN for more economical processing.

Don Gable, Technical Manager in the Chicago Branch, has suggested another procedure which may be used, especially in cases where the customer believes he may need to change the source code in the future. We think his suggestion merits sharing with all ISBD account and tech reps. Note that this procedure does not replace the original procedure outlined in the October 27 Update (and which now appears in our new Production Fortran sales brochure); it is

merely an alternate method.

Here is Don's suggested procedure:

1. Retrieve source program using an OLD command.
2. Make any desired changes to the source program.
3. REPLACE the program (system name would still be FIV).
4. Change system to PFN (SYS PFN).
5. Compile or load the program by either COM; Filename or LOAD; Filename.
6. SAVE or REPLACE the executable program, as appropriate.

This procedure, Don says, is valid for both the initial change to PFN and for subsequent changes.

We might point out that production programs for which no future source code change is anticipated can probably be switched to PFN a bit simpler by using the method described in the October 27 Update. Also, Option Warn, Line and Check are valid options and may be inserted into PFN programs.

In these cases, of course, the customer wouldn't get the full cost reduction benefit of switching to PFN.

Update welcomes suggestions, short-cuts and new ideas from its readers, especially for the Interchange Column. Why not share yours with us?

Background Product Name Changes

All division employees are well aware that ISBD has been offering computer services by way of a big IBM 370/158 system for nearly a year now. The service has been known as "Crisp III/70 Service."

Well, the name has been changed. The primary reason is simply to identify the IBM system more closely with Background Service (remote batch), which is acutally what it is. The new name of this service will now be "MARK III Background Service — IBM System.

Our original Background service, utilizing Honeywell 6080 computer equipment, will now be called "MARK III Background Service — Honeywell System."

A Clarification. . .

In response to the 1976 holiday schedule published in the last issue of Update, we have received a number of phone calls pointing out that our dates are slightly different from those on an October-issued insert to the Organizaton and Policy Guide. Who's right?

The dates in Update are more current. Good Friday, April 16, was cancelled so ISBDers could have an extra day off (Friday, Jan. 2) for a four-day New Year's holiday. Very thoughtful of ISBD management, wouldn't you say?

December Service Awards

Twenty-five years

Florence N. MacLane	Miami

Fifteen years

Donald L. Fagerhaug	Rockville

Ten years

Robert J. Friedmann	Houston
John P. Burke	New York
Thomas M. Kerry	Rockville
Wayne L. Mueller	Atlanta
David A. Schmitt	Rockville
Janice L. Gilson	Brook Park

Five years

Denice J. Dumbravo	Erie
Janice Weinberg	Rockville
Judith A. Hardison	Rockville
Gayle S. Shackleford	Rockville

S&SP Prices —

October 1975

Month	Stock Price	Fund Unit Price
October	$47.332	$25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335
November	36.881	20.889

OMNI... ISBD's Brand New Order Service System is Now Ready for Initial Use by Customers

A considerable amount of interest has been generated in the field by the Customer Order Service presentation that was distributed to branch and CAO offices in October. The purpose of this presentation was to establish the division's credibility with customers' order entry systems. A logical step, following a successful presentation, would be a detailed CAO study of this area of a customer's business.

This is where OMNI comes into the picture. OMNI is a new software package, just completed by Technology, that is designed to facilitate implementation of order entry systems with a fraction of the effort previously required.

OMNI is actually a program generator that produces FIV source code programs which will handle all of the major order entry and finished goods inventory control functions (except accounts receivable). OMNI programs run on MARK III Foreground, utilize both DMS and HISAM, and process batches of data on an immediate, deferred run or overnight basis.

OMNI software can begin to benefit our customers immediately, but it will not be released to them at this time for customer generation of programs. For the present, at least, CAO will be needed to work with the customer in gathering the questionnaire information needed to actuate OMNI software. And, if additional hand-coded programs are required for a customer's special requirements, CAO will also develop these.

Headquarters assistance is available in OMNI sales situations. Further information can be obtained by listing the file FLDTEST in the MEMOSYS catalog, or by calling Ray McNees (8*273-4639). With the right customers, OMNI can be very attractive and have considerable revenue potential. If you have any prospects, contact Ray for help in planning your next step.

Microcomputer Revolution

An article in the November issue of *Fortune* provides an in-depth look at the microcomputer revolution. It covers the history and technology, the applications, the companies involved and the role they're playing.

The first electronic computer, says *Fortune*, was house-size and weighed 30 tons. Today's microcomputer fits comfortably on a tiny chip of silicon 1/6 by 1/8 inch and can perform 20 times as many calculations per second.

And, while their predecessors, the mini-computers, are desk-size and cost thousands of dollars each, the micro-computer costs less than $10 each in quantity.

According to *Fortune*, microcomputers will soon be found in electric typewriters, scales, microwave ovens, refrigerators, gas pumps, traffic lights and complex scientific instruments. They will be responsible for the introduction of undreampt-of new products, and may even help restore sight to the blind, the magazine said.

New GE Products Win 10 Technical Awards

For the past 13 years *Industrial Research* magazine has held an annual competition to select the "100 most significant new technical products or processes of the year." General Electric has won more than twice as many awards—97—as any other company. GE also received the greatest number of awards—10—this year.

Here is a look at the GE Winners:

● A genetically engineered "supermicrobe" designed to attack and digest oil spills, developed by Dr. Ananda M. Chakrabarty, a microbiologist at the R & D Center, who also was named the magazine's scientist of the year.

● A needle-shaped carbon-dioxide blood sensor that gives physicians—for the first time—a running account of the carbon-dioxide level in a patient's bloodstream during surgery and follow-up intensive care. It was developed by researchers at the R & D Center and at GE's Medical Systems Business Division in Milwaukee, Wisconsin.

● A sodium/halogen battery with a life expectancy of ten years, which is under development as a power supply for heart pacemakers, precise voltage references, and other microelectronic devices. Its development team was from the GE Research and Development Center.

● A new all-electronic memory that permits computers to access stored information up to 1,000 times faster than is possible with today's rotating magnetic memories. The memory was developed by a Research and Development Center team.

● An advanced ball-bearing design—the most significant in decades—which has a proven life expectancy 20 times greater than the best bearings now in use on aircraft. It was developed jointly by NASA's Lewis Research Center, GE's Aircraft Engine Group, and Industrial Tectonics, Inc.

● Other GE winners were: ultrathin permselective membranes; a high-efficiency 100-volt Schottky diode; a monolithic circuit chip for high speed signal processing applications; a radar altimeter; and a new family of phosphors used in X-ray screens.

GENERAL ⊛ ELECTRIC