



ISBD

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

June 2, 1976
305.60

Mike Lynch: "A Physical Handicap Doesn't Have To Spoil One's Life or Career!"

"My disability has held me back from jobs I could handle with other firms, but not here at ISBD. In fact, when GE hired me, I was given the best starting salary I could have hoped for!"

Those are the words of Michael Lynch, Accounts Payable Clerk in Finance. Mike fell victim to polio in 1953 at age 2. . . only a year and a half before the Salk Vaccine began to virtually wipe out the dreaded children's disease. But that was just 18 months too late to be of any help to Mike. Is he bitter? "Not in the least. "I'm really glad it came along," he declared, "to help all those who came after me."

Mike, one of several handicapped employees of Information Services, is frequently seen around the Maryland Center handling his wheelchair with ease. His attitude is positive ("though I'll have to admit I had a pretty rough time of it back in high school"), and one of his goals in life is to help other

handicapped individuals adjust to the world around them.

"A physical handicap is not the end of the world," Mike stated emphatically. "Actually, we're really no different from anybody else, and the sooner we can educate both handicapped and non-handicapped people to this fact, the better things will be for everybody!"

Mike really is doing his share to educate the people. One of his activities is participation in "Wheelchair Basketball," a fast-moving, truly physical game which has rules only slightly different from standard basketball. He's been a member of the Capital Smokers for three years, and was previously on a team which ranked third among some 125 wheelchair teams in the U.S.

He's known in sports circles as "Wings" Lynch, and apparently he's earned the nickname. "You should see him move!" exclaimed Dorothy Hevey, Employee

Services Specialist, who has seen Mike and his Capital Smokers team in action. "Those guys really get out there and let go," she said. "They have collisions, knock each other's wheelchairs over, and just climb back in and go at it again. Mike is always right there in the middle of all the action!"

Mike says one reason he's so interested in wheelchair basketball is that it gives him an opportunity to show other handicapped people that there's a whole lot they can do despite their handicap. Also to show non-handicapped people that "we're not nearly as helpless as they might tend to think."

One thing that bothers Mike is when people don't treat him exactly as they would anybody else. "It's sort of embarrassing when people open doors for me and things like that," he said. "Fortunately, people here at ISBD treat me pretty normal. . . and that's the way I like it!"

Mike admits that in past years, so-called "normal" people and business in general have made life pretty tough for handicapped people. "People have frequently treated us pretty much like freaks," he said. "The truth is that in many jobs we can function just as well as anybody else!"

Mike said a major breakthrough in proving how ridiculous this attitude is came in 1973 when the U.S. Congress passed the Rehabilitation Act. "Most of the major corporations have since been trying to give the handicapped a break, and I believe General Electric has gone further than most others in this area."

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Mike "Wings" Lynch (right) moves in for the kill as opponent Ron Jolly prepares for a shot at the basket at a recent exhibition game of wheelchair basketball at Ft. Meade's Murphy Field House.

GENERAL  ELECTRIC



Nadine Adamo Sets New ISBD Record With \$900 Suggestion Award!

Nadine Adamo, Branch Administrator in Dallas, has won the biggest Suggestion Award. . . \$900. . . in the 10-year history of the Information Services Division. Her Modification to Mailbox suggestion . . . an idea that "one command per catalog" should be used to change account assignments. . . has resulted in an estimated cost savings for the division of \$6,250 annually.

In a congratulatory letter to Nadine, Norm Barth, Manager, Information Services Relations Operation, said: "You are a credit to the Sales Department, the division and the company."

Another suggestion award. . . this one for \$75. . . has been won by Richard R. Skinner, Data Control Clerk in Erie. Dick's suggestion had to do with occasional dangerous chemical and water leaks from a Versamat Film

Processor. He suggested, simply, that a pan be placed under the processor to guard against any future leaks, which might cause a shorting of nearby electrical cables.

Do *you* have a suggestion that can save

the division money, make operations more efficient and dependable or improve our safety standards? Share it with the division. . . it may be worth money to you!



Suggestions pay! Dallas Branch Administrator Nadine Adamo receives a check for \$900 from Jim Schuster, Manager of the Southwest Zone, for her suggestion regarding a money-saving way to change account assignments. It's the biggest Suggestion Award presented in the division's history.

Mike Lynch *Continued from page 1*

According to Don Clark, Affirmative Action Program Manager, Mike is right. "The division has an open policy that relates to the hiring of handicapped persons," he said. "We're in touch with several agencies who can introduce us to handicapped people who are fully qualified to handle responsible jobs."

Don pointed out that no special rules are laid down for the performance of handicapped people. . . they must do their job just as well as anyone else. And that's the way Mike Lynch likes it.

Mike believes ISBD is fair in its hiring and advancement of handicapped people. "They've certainly given me an opportunity to better myself and move forward in the division," he said, "by allowing me to enroll in the Financial Management Program (FMP)." He hopes

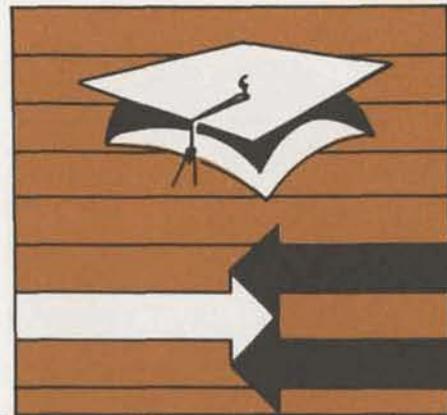
that what he learns in these studies, plus on-the-job experience, will prepare him for a management position in Finance some day.

Mike also has some advice for any Update reader who happens to be the parent of a handicapped child: "Whatever you do, don't mollycoddle your kid. . . let the kid try anything he wants to. If you're overprotective in his early years, he'll never learn what he really *can* do, and it'll cause him a lot of trouble later in life."

Mike attributes his very healthy attitude to the way his mother treated him as a child. "She never treated me like a disabled kid," he said, "she let me try anything I wanted to and I was able to learn my own limitations. . . and quite a few abilities. . . while I was still young."

Don Clark said there are several handicapped or disabled ISBD employees although they may not necessarily be confined to a wheelchair. "But if they can do the job they're hired for," he stated, "we want to give them the chance to do it." Don said the division, in cooperation with the Advance America Foundation, is now actively seeking position opportunities for qualified blind candidates. According to the Foundation, a new device has been invented which enables a person to operate a terminal through the use of braille.

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8*273-4387.



FRDP III Graduates At Rockville

ISBD'S third Field Representative Development Program came to a successful completion last week after nine months of intensive on-the-job and classroom efforts. Fourteen trainees, seven future account reps and seven future tech reps, have returned to their respective cities to help contribute to ISBD's success in coming months and years.

Ike Smith, Functional Skills Training Project Manager, who coordinated the classes and taught quite a number of them himself, said he was extremely pleased with the results of the training. "The group really worked hard," he said, "and that work shows in what they've learned. I believe we will soon be seeing quite a few of their names on the top performance lists."

The FRDP program was created in 1973 primarily to aid entry-level minorities and women. . .to give them the necessary tools and capabilities to achieve success

in field Sales Department positions.

FRDP III invested three weeks in a basic products course, then three months' on-the-job training. This was followed by two more weeks

in Rockville for additional training, and another three months' field experience. The two final weeks of intensive classroom training were completed in Rockville last week.



The other half of FRDP-III are future technical representatives. Here they give careful attention to one of the final lectures of the course. Front row from left: Johnnie Jackson, Debbie George, Ray Porchia. Back row: Mary Burlingame, Cindy Holt, Carmel Daseking and Lois Clar.



FRDP's at work: These future account representatives consisted of half of ISBD's third Field Representative Development Program, which completed nine months' training last week in Rockville. From left: Tom Bailey, Val Eley, Liz Perrin, Cheryl Clark, Mickey Engel, Mack Jones and Sheila Henely.

S&SP Prices — April

Month	Stock Price	Fund Unit Price
April	\$53.190	\$28.088
March	52.098	27.962
February	53.329	28.042
January	52.220	26.986
December	46.347	25.407
November	48.336	25.991
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

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Phoenix Moves From Third to First Place Place for First Quarter

Melanie Bouer's Phoenix Branch (third-place leader the fourth quarter of 1975) has captured first place for the first quarter of 1976. The Atlantic Telco Branch (previously the Telephone Branch) of East Orange, managed by Ed Mazur, came in second; and the Seattle Branch, with Manager Ron Simon, took third.

competition coming from several fronts (including the open challenge from Cleveland), can Melanie and her team of ace account and technical reps hold on to this honored position through the second quarter?

beside an individual's name indicates that he or she was among the top 20 performers for the fourth quarter of 1975; a double asterisk (**) means the individual was among the next 40 during the fourth quarter. Those who have consistently remained among the top 60 performers for three or more consecutive quarters are identified by a number beside their names, representing the number of consecutive quarters they have remained on the list.

Some outstanding quarterly results were turned in by individuals throughout the country and Update is pleased to honor them here. Note that a single asterisk (*)

The question is: considering the sharp

The Top Twenty

George Balynsky**
Technical Representative
Telco Branch (ATZ)

Ken Kennedy*
Account Representative
L. A. North Branch (PAZ)

Howard Weidberg⁶
Senior Account Rep.
Telco Branch (ATZ)

James Cunningham
Technical Representative
Tulsa Branch (SWZ)

William Breedlove*
Account Representative
Phoenix Branch (SWZ)

T. J. LaSalle
Senior Account Rep.
L. A. North Branch (PAZ)

Al Yokota
Account Representative
Telco Branch (ATZ)

Peter A. Curtin⁴
Manager, Chicago Ind. Branch (CEZ)

Dennis Casazza³
Account Manager
Telco Branch (EAZ)

William Muller
Senior Technical Rep.
Miami Branch (SOZ)

The Next Forty

Carroll E. Dearborn³
Senior Account Representative
Federal Sales Operation

Ruth Givins
Account Representative
Stamford Branch (EAZ)

Alice Parsons
Senior Account Rep
Miami Branch (SOZ)

John Barber
Account Representative
Schenectady Branch (NEZ)

Tammy DePlanter
Technical Representative
Telco Branch (ATZ)

Gerald Grover*
Senior Account Rep.
Hartford Branch (NEZ)

Eileen Reidinger**
Technical Representative
Telco Branch (ATZ)

Ron Battery**
Senior Technical Rep
Hartford Technical Office (NEZ)

Diana D. Feld
Account Representative
Palo Alto Branch (PAZ)

Marilyn Hitchings
Technical Representative
Houston Branch (SWZ)

Darlene Remy
Technical Representative
No. Calif. Tech. Branch (PAZ)

Robert Benjamin
Account Representative
NY Commercial Branch (EAZ)

Anne Filippone*
Branch Manager
NY Financial Branch (EAZ)

D. G. Hoke
Technical Representative
Rochester Technical Office (NEZ)

Patricia Uhl
Account Representative
Telco Branch (PAZ)

Mike Binder
Account Representative
NY District, VS Sales Opr.

Norma L. Frinch
Senior Technical Rep.
Phoenix Branch (SWZ)

Loyal Huddleston
Account Manager
Denver Branch (SWZ)

Bryan Wall
Technical Representative
Telco Branch (PAZ)

Robert Binkert*
Technical Representative
Phoenix Branch (SWZ)

Lewis E. Goodrich**
Senior Account Rep.
Houston Branch (SWZ)

Ronald Inouye
Account Representative
Palo Alto Branch (PAZ)

Ernest Birge**
Account Manager
Detroit Branch (CEZ)

Judy Burns
Account Rep Trainee
Schenectady Branch (EAZ)

David T. Jarvis
Account Manager
Schenectady Branch (NEZ)

Ronald Jackson
Account Manager
Houston Branch (SWZ)

Linda Burges
Technical Representative
NY Technical Branch (EAZ)

Kenneth Clement
Senior Technical Rep
No. Calif. Technical Branch (PAZ)

George Kabus
Senior Account Rep.
Federal Sales Operation

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Sorry, Frank. . . We Slipped!

In the last issue of Update, on page three under the heading: "Five ISBDers Celebrate 125 Years of GE Service," we printed an erroneous GE history for Frank Gibbins, Field Organization and Manpower Manager. We take this opportunity to set the record straight, with our apologies to Frank.

Frank, a graduate of Skidmore College, actually entered GE's Financial Management Training Program in 1951. After various financial assignments with the Aeronautic and Ordnance Systems Department he joined the staff at Crotonville as Manager of the Accounting and administrative Operation. Frank transferred to the Mississippi Test Support Department in 1963, where he held successive positions in the Relations Operations, becoming Manager of Relations Practices.

Frank joined Information Services in 1968 as Manager of Personnel Practices. Prior to his current assignment he was Manager of Salaried Employee Relations.

Fred Banan Retires After 27 GE Years

Fred B. Banan, Consulting Systems Specialist in Technology, retired from GE May 31 after 27 years of commendable service with the company. He joined GE in April 1949 as a design engineer in the development of TV picture tubes with the CRT Department in Syracuse. He became a computer operator with the Flight Propulsion Lab in 1956 and held several management positions there before joining the Computer Equipment Department in 1961. He has been with ISBD since April 1972.

Fred attended both high school and junior college in the Panama Canal Zone, then went on to Worcester Polytech in Massachusetts for BS and MS degrees in chemical engineering. He has also undertaken studies at Syracuse University, the University of Cincinnati and Phoenix College. Among his most recent involvements here at ISBD was participation in the development of the division's new cluster systems.

May Service Awards

Thirty Years

Kenneth G. MacDonald Rockville

Twenty Years

Ralph Napolillo Philadelphia

Fifteen Years

Michael S. Mash Philadelphia
Helen E. Wood Denver

Ten Years

Richard L. Welch Charlotte
Ronald O. Egoille Brook Park
Robert E. Kaiser Erie
William A. McKinney Erie
Nadine Adamo Dallas
Lyle R. Clugg Minneapolis

Five Years

Walter A. Lees Rockville
Edward W. Muck Erie

Phoenix Leads *Continued from page 4*

Tim P. Kleimeyer
Senior Account Rep.
Cleveland Branch (ATZ)

Philip L. May
Account Representative
Chicago Dist. VS Sales Opr.

Lisa Rosenblatt
Senior Technical Rep.
Cleveland Branch (ATZ)

Joseph L. Stubbs**
Account Representative
NY Ind. Branch (EAZ)

W. T. "Terry" Leach
Account Representative
Tulsa Branch (SWZ)

Sharon Mickel
Technical Representative
Capital Branch (SOZ)

Richard Rubenstein
Account Representative
Federal Sales Operation

David B. Traynor
Senior Account Rep.
Dallas Branch (SWZ)

Guyler Magruder
Senior Technical Rep.
So. Calif. Technical Branch (PAZ)

James Poduka
Account Representative
Cleveland Branch (ATZ)

Alexander Schwartz
Senior Account Rep.
Chicago Ind. Branch (CEZ)

Anne L. Van Wagoner
Senior Technical Rep.
Chicago Technical Branch (CEZ)

Peter Mannetti³
Account Representative
Seattle Branch (PAZ)

Arthur J. Putnam³
Account Representative
Atlanta Branch (SOZ)

Leland K. Shaffer, Jr.**
Account Representative
Chicago Ind. Branch (CEZ)

Ernest P. Vodarsik
Account Representative
New Jersey Branch (ATZ)

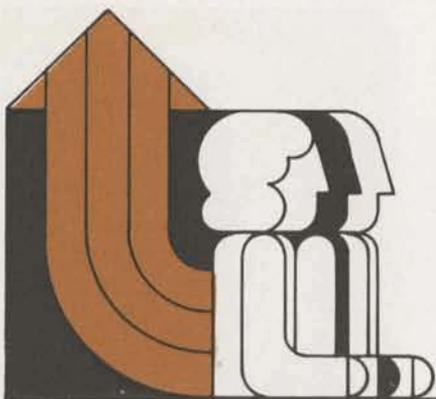
Gary F. Martin**
Senior Account Rep.
San Francisco Branch (PAZ)

James Rodriguez
Technical Representative
Baltimore Office (SOZ)

Fred W. Smith, Jr.**
Technical Representative
Dallas Branch (SWZ)

R. Don White*
Senior Account Rep.
Dallas Branch (SWZ)

Barbara C. Woodward
Account Representative
Phoenix Branch (SWZ)



People On the Move

Marie Boland, from Clerk, Purchasing; to Statistical Clerk, Forecasting, Analysis and Measurements, Rockville.

Allan G. Boynton, from Manager, International Accounts, Rockville; to Manager, European Sales Support, Amsterdam.

Linda Burgess, from Tech Rep; to Senior Tech Rep, New York Technical Branch.

Mike G. Dubrasky, from Computer Operator; to Senior Computer Operator, Brook Park.

Anne Filippone, from Account Manager, East Orange; to Manager, New York Financial Branch.

Ray Grzybowski, from Technical Manager, Schenectady; to Manager, Chicago Technical Branch.

Dawn Henville, from Secretary, New York Industrial Branch; to VS District Administrator, New York.

Carolyn Jones, from Specialist, Communications Cost Accounting; to Senior Specialist, Deployment Accounting, Systems, Rockville.

Harry Jukna, from Tech Rep; to Senior Tech Rep, Stamford.

Ann Marie McKeever, from Secretary; to Branch Administrator, Boston Sales Branch.

Sung I. Park, from Account Manager, Ft. Wayne; to Manager, Pittsburgh Branch.

Darlene E. Remy, from Tech Rep, San Francisco; to Senior Tech Rep, Palo Alto.

John Sinko, from Tech Rep; to Senior Tech Rep, East Orange.

Fred W. Smith Jr., from Tech Rep; to Senior Tech Rep, Dallas.

Barbara Thomas, from Control Clerk; to Disbursements Clerk, Accounts Payable, Rockville.



Marie Boland



Al Boynton



Linda Burgess



Mike Dubrasky



Anne Filippone



Ray Grzybowski



Dawn Henville



Harry Jukna



Carolyn Jones



Ann Marie McKeever



Sung I. Park



Darlene Remy



John Sinko



Fred Smith, Jr.



Barbara Thomas



Headquarters Blood Drive Exceeds Red Cross Goals

Headquarters ISBD employees and their families can once again be assured that should the need arise, they'll have the free blood they might need to get them through any difficult surgery or other medical problem. And the people to thank are the 125 Headquarters employees who stepped forward May 14 to donate blood. The 111 pints accepted were 21 over our minimum goal for 1976.



"What do you mean I've got no blood pressure?"



"Golly, I hardly felt that needle at all. . . I'm going to do this every year!"



"You say my blood's what color?"

Dorothy Hevey, Employee Services Specialist, asked Update to assure its readers that *all* headquarters personnel and their families are eligible for free blood from Red Cross whether or not they have donated blood. Field ISBDers are also urged to participate in their local Red Cross blood drives. . .not only for their own families' benefit, but because it helps save lives.



"That wasn't half bad. . .and the donuts and juice are delicious!"

Chicago Branch Celebrates Win With Dinner



The Outstanding ISBD Branch for the fourth quarter of 1975 was recently treated to dinner at Rodity's Greek Restaurant by Branch Manager Mike Schermer (standing immediately behind Geochron clock) A special guest was Roger Hobbs (standing, left), Manager of the Sales Department.

MSS Announces Linear Programming Seminars

Letters have been recently sent to all ISBD branches describing two new seminars: Advanced LP Model Formulation, and a Dataform Workshop, being offered by Management Science Systems, Inc. (MSS). MSS provides technical and sales support for MPS III, the linear programming system available on VS Background Service.

MPS III has proven to be very cost-effective in a variety of business problems such as machine loading, investment analysis, working capital distribution and production planning. The seminars are an exceptional opportunity to introduce MPS III to potential customers and provide continued technical support to current MPS III users.

For additional information on these seminars, contact Ralph Specht, Senior Specialist, VS Marketing and Sales Support, at 8*273-4291.



ISBD Tops All Its 1975 Affirmative Action Goals

The Information Services Division is a strong performer in the area of Equal Employment Opportunities (EEO) for minorities and women. This is borne out by the special efforts the division continually expends to recruit, hire and promote qualified individuals in both groups. Few businesses can match Information Services in EEO performance.

Under the direction of Don Clark, Manager of the division's Affirmative Action Program, ISBD's performance in 1975 was even more satisfactory than ever before. For example, the year-end saw the percentage of minorities among the division's 1509 employees reach 17.0. For women employees, the percentage was 27.2 for ISBD.

Minorities and women fared much better in the management and professional areas, too. At year's end, 8.1 percent of all the division's management people were minorities and 7.7 percent were women. At year-end we had 24 minority managers and 23 women managers, most at the mid to upper levels. Several recent promotions have placed more minorities and women in key field sales management positions.

Total minority employment in ISBD increased by 21.8 percent in 1975, Don Clark said, and the number of women increased by 16.3 percent during the year.

This outstanding record did not happen by accident; the division's Affirmative Action Program includes a series of "Special Programs" which have been set into motion to help these groups prepare themselves for upward mobility.

One of the more popular programs is the Field Representative Development Program (FRDP) which is responsive to Sales Department entry level needs. It

consists of nine months of combined classroom and extensive on-the-job training.

Two other programs are the Technology Achievement Program (TAP) and Systems Technology Achievement Program (STAP). These programs are run in conjunction with Howard University and American University. Their primary objectives are to provide increased opportunity for minority and women graduate students majoring in computer science. These students are employed a minimum of 20 hours a week during the school term and full time when out of school on vacation or semester breaks. As regular part-time employees, participants receive full tuition refund payments plus other proportionate employee benefits.

The Sales Technical Intern Program (STIP) is designed to serve primarily the field sales organization as an adjunct to the FRDP plan. Participants are undergraduate or graduate students majoring in computer science, business administration, engineering or some related discipline. Assignments are generally to the zone headquarters where the intern works up to 20 hours per week in rotating assignments.

The Marketing Achievement Program

(MAP) is designed to further the efforts of the division to accelerate the productive development of minority and women students enrolled in Washington, D.C., area universities. As in other programs, participants work 20 or more hours a week for ISBD while attending college full time.

The Summer Intern Program employs about 26 college students on a full-time basis for a period of eight to 12 weeks during the summer vacation. The interns are recruited from college campuses and assigned functions which will contribute to their development as professionals as well as provide viable work experience for the students.

In addition to the above programs, Don Clark spends a lot of time recruiting other highly qualified minorities and women from coast to coast who are already experienced in the business world.

The search for qualified minorities and women to fill exempt positions has been very successful to date, according to Don. Last year, 21.7 percent of all exempts hired were minorities and 23.3 were women. In the area of promotions, 19.4 percent of all promotions went to minorities, and 22.6 percent to women.

New and Revised Documentation

A new FORTRAN IV reference manual, *FORTRAN IV (FIV/PFN)* (3102.13), has been published. The manual has been under preparation for nearly two years. It describes FORTRAN IV completely, is oriented toward reference rather than self-teaching, is in an easier-to-use format, contains complete compiler and loader diagnostics, and is indexed.

The old *FORTRAN IV* reference manual (3102.01A), last revised in March 1973, with changes incorporated during the March 1974 reprint, will continue to be

available also.

The *Order Service Systems* product information manual (5302.17) is now available. The booklet is an attractive 40-page brown-and-tan cross between a short brochure and a technical document. It provides technical overview information for field representatives and prospects. Included are characteristics of a typical system, table of capabilities, running a GE-designed order service system, sample reports, database description, and how to get started.

GENERAL ELECTRIC