

World Leader In Time-Sharing Service

Vol. V. No. 19

Bethesda, Maryland

July 2, 1971

June Meeting Stresses Goals Where the Business is and Where It is Going

ISMD personnel gathered in the Versailles Room of the new Holiday Inn, Bethesda, Friday, June 18, to be advised of the state of the business—where it is and where it is going, as noted by Paul Sage, ISMD general manager. Sage emceed the meeting which included 6 keynote speakers led off by Art Peltosalo, ISBDivision general manager.

"This is probably the largest annual meeting of the TGIF (Thank Goodness it's Friday) Club in existence", declared Sage. In a more serious vain, he said that each employee should examine his or her effort to determine his contribution to increased revenue. He made it clear that increasing revenue is the "name of the game" for the balance of 1971, as well as paths of progress for the sales force and all ISMD employees. Mr. Peltosalo stressed the importance of an upward slope of the revenue curve and a concerted effort on expense control.

The message also included emphasis on the headquarters role of providing superior products, reducing the administrative burden of the field sales force and providing direction to the business. Ed Bescherer, manager-financial analysis and planning, picked up the challenge of reducing the administrative burden by describing work which has been going on in his area to develop a manual of administrative instructions for field guidance. The home office people were told that anything going to the field that would detract in any way from selling and customer contact is to be reviewed by Ed's section.

George Feeney, IND general manager described recent changes in that department organization. Dr. Feeney explained that the interconnection of the network, which is taking place right now, is one very significant step into the future of teleprocessing for our department. He also commented on the advanced technology task force efforts which will result in plans for the future, from a product standpoint.

Ralph Loftin, of our Programming Services Operation, talked of the significant projects which his section is working on currently to produce revenues now and in the future. The photocomposition effort now going on in PSO was described as one of these projects.

Larry Wolfe, of the Applications



Paul Sage

Marketing Development Operation, who was sitting in for Gary Mueller, excited the audience with his narration of how customers are using our inventory and financial programs to advantage.

On a world-wide note, Colin Church of the Mark I operation emphasized the new thrust of the Mark II product line into widely scattered areas of the world via satellite communications.

Anchor man on the program, before the summation by Paul Sage, was Bill Thorne, manager-Marketing, who presented to the audience the projects which are under way within marketing to build revenue and improve efficiency and responsiveness of that section. The most significant project now under way, according to Thorne, is the revenue opportunity profile (ROP) system which is designed to marshall all required home office efforts to respond to significant opportunities in the field. Ending on a high note, Thorne reviewed the outstanding progress which has been made in the last 8 months in the terminals business.

Paul Sage fielded several questions from the floor at the close of the program.



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continued

Enthusiasm about the future was obvious from remarks made by the audience as they left the meeting.



...Stan Brucker reports a coup by Bob Reutz in closing a renewal with New York State in the face of major expenditure cuts and agency closings. PR29 and all those good salesman qualities—product knowledge, diligence, initiative and resourcefulness did the trick according to Stan.

Women in Work Force Session Urges Progress

A Workshop last month on "Women in Your Work Force" focused on the implementation of steps to increase General Electric's employment opportunities and to make more effective utilization of women.

The session was co-sponsored by Equal Opportunity/Minority Relations Operation, New York, and Corporate Education Services, Crotonville, at the Loch Ledge Conference Center in Yorktown Heights, N.Y. Attendance included 50 GE managers and representatives from several other companies and colleges. Additional workshops in this and other EO/MR areas are scheduled for the future.

Arthur Peltosalo, Vice President and general manager of ISBD, encouraged all managers to convince their own bosses of the need for progress in providing opportunities for both minority group members and women. Virgil Day, Vice President and staff executive of Business Environment, expressed the corporate concern for increased utilization of female talent.

Other speakers included Barbara Boyle of IBM, Ethel Bent Walsh, commissioner on the Equal Employment Opportunity Commission; Catherine East, executive secretary of the President's Advisory Commission on the Status of Women; Jacqui Ceballos, president of the New York Chapter of the National Organization for Women; and GE professional female employees.

Newly Designed Service Emblem Symbolizes GE's Appreciation for Loyalty, Effort

This year General Electric employees reaching significant service milestones are receiving newly redesigned service award jewelry and certificates. Use of the newly designed emblems began on January 1 here in ISBD.

"The service award emblems and, in fact, the entire service award program has been redesigned and modernized." says E. Sidney Willis, manager of Employee Benefits for the company. "The change is symbolic of General Electric's increased desire to show its special respect and appreciation to employees who have contributed long service and effort to the company's success."

The new service jewelry features the General Electric monogram on a simple gold background with appropriate marks or gems representing the recipient's years of service. The first service award is presented to an employee as he or she reaches five years of service and the individual receives a new and appropriate emblem at each fifth service anniversary thereafter.

"We hope the new jewelry and certificates will serve to strengthen an em-

Good Habits Are Easier Than Apologizing Later

"Good telephone usage is a matter of habit," according to Tony Ciuba, Facilities manager in Bethesda. "By following this list of pointers," he added, "you'll avoid the common pitfalls of thoughtless telephone users."

- 1. Answer your telephone promptly.
- 2. Identify yourself.
- 3. Speak clearly.
- Keep a pad of paper and pencil handy.
- 5. Keep a list of frequently called numbers by your phone.
- 6. Use your new company directory.
- Handle calls yourself; don't transfer customers.
- If you have to leave the line, explain why. P.S. Do come back.
- When you leave your phone, let someone know when you'll return.
- 10. Terminate calls courteously.
- 11. Dial Comm costs money. Don't forget to hang up when you finish an audio-coupled call.

ployee's sense of loyalty and identification with the company," says Mr. Willis. "The pride which employees evidence to the public in their association with General Electric through such a small thing as the wearing of a service emblem is a valuable asset to GE and to employees themselves in gaining community goodwill and the confidence of customers."

Service award emblems representing 25 or more years of service have gems that graduate to higher quality the higher the service anniversary. Jewelry furnished for award presentations is constantly monitored to maintain highest quality.

A total of 74 service emblems have been presented to employees in ISBD since the new jewelry has been used, reports Frank Gibbins, manager, Salaried Relations and Employee Communication. "The emblem marking the longest service celebrated during the past month went to Bob Garden, manager, Pacific Northwest branch, who joined the company 15 years ago in St. Louis, Missouri. He received his 15-year emblem from his manager, Bill Sanderson."

"In a large measure, General Electric has been built on the efforts of long service people who have blazed General Electric careers, whether they were skilled hourly workers, professionals, clerical employees or management," says Mr. Willis. "As the company has grown larger, the service emblem has become an ever important visible indication of the company's appreciation for continuing loyalty and service."

DeVaughn Joins ISBD Legal Operation

Gene Baker, Division Counsel, announced appointment of Edward R. DeVaughn as Attorney-Legal Operation, effective June 15, 1971.

Ed is new to General Electric, coming to us from the Midland-Ross Corporation in Cleveland, Ohio, where he served as Senior Member of the General Legal Staff.



From 1945 to 1953, Mr. DeVaughn served as a Captain in the U.S. Air Force. After his discharge from the service, he received his undergraduate degree from Cleveland State University (1961) and his law degree from Cleveland Marshall Law School (1966) while working full time. He is a member of the Ohio Bar.



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October 1, 1971

New "Market File" Distributed to the Field

This week material for setting up the new Market File in field offices was sent to each field location. Market File is a systematic way of numbering sales information. Field offices can retrieve sales data quickly because the alphabetic list of all ISBD products and services gives a specific file folder number where the sales information is physically located. That file folder contains all other pertinent data on that particular subject.

Bill Thorne, manager of marketing, announcing the availability of Market File said, "Having been in the Field, I know how many items each sales office receives. I also know that a good index/filing/retrieval system can help the personnel in field offices tremendously by making important documents readily available, thereby saving valuable time."

The responsibilities of the Market File librarian and suggested procedures are defined in the startup material sent to each office this week.

While discussing this new Market File, Bill Thorne said, "These Market Files are being located in central locations throughout ISBD, including Medinet and International Sales. I have a Market File at my desk and will receive the same documents that are sent to the field. When speaking with field office personnel, we at Headquarters will use the Market File numbers to refer to letters, instruc-

tions, bulletins and directives.

"This is only the beginning of a method which allows distribution coding of documentation, i.e. N/C material to N/C personnel. Following our own experience, it can become the basis of establishing customer reference libraries as well."

ISSPO Moves into New Offices

Paul R. Leadley, manager of Information Services Strategic Planning Operation, recently moved his organization into new offices in the Old Georgetown Road building. Consolidation of office space for ISSPO personnel provides for more expedient, daily coordination of the vital work of this Division's strategic planning efforts.

The other members of this operation are Mac McCleary, manager of sales strategies, John Neuenschwander, manager of strategy development, Phil Berns, specialist, marketing analysis, and Beth Halliburton, secretary.

S & S Prices for 1971

| Fund | | Month | Stock Price | Unit Price | Ugust | \$58.369 | \$29.455 |

Oliver Becomes News-Share Editor

Frank Gibbins, manager of salaried relations and employee communication, announced last week that Barbara Oliver had been appointed specialist employee communications and would pick up responsibility for editing News-Share.

Barbara, formerly administrator on the Division General Manager's staff, has been with GE since 1963. She worked at GE corporate headquarters in New York until her transfer to ISBD in 1969.

Gibbins said, "I'm very pleased that Barbara can join us and lend her talents to beef up our communications area."

RESOURCE Operation Appoints Manager of Engineering

Prior to his departure for Crotonville to attend the General Management Course, Borge M. Christensen, manager of IND's RESOURCE operation, announced the appointment of Jerome M. Butler as manager of RESOURCE engineering.

Jerry comes to ISBD from the Aircraft Engine Group in Evendale. For the past four years he had been in charge of that Group's computation operation, consisting of five GE-635 computers, a GE-265, and other systems providing local, remote batch and time-sharing services. "Jerry successfully built, staffed and managed the AEG in-house computer service operation, the largest in GE," stated Børge.

Mr. Christensen also noted that this appointment reflects the significant growth of RESOURCE service as the foundation of our business in the data processing segment of the industry.



Jerry Butler, manager of RESOURCE engineering.

As manager of RESOURCE engineering, Jerry will be responsible for technical support to the field and headquarters sales forces, as well as to customers of the RESOURCE remote entry service.

"Jerry is recognized throughout the

(Continued)

company as an expert in this field as demonstrated by his appointment to the GE computer council which is studying the total computer needs of the company," concluded Børge.

Ray Marshall, acting manager of IND, emphasized that, "This key appointment represents a very significant step in the expansion of our Division's business from strictly time-sharing to include complete data processing and management information services."

Shareowner Meeting, Houston, October 26

The company will hold its 1971 shareowners' information meeting in Houston, Texas, on October 26 at the Astroworld Hotel.

The program will include management reports on General Electric operations and the answering of questions from shareowners.

This marks the fifth year in which General Electric has supplemented its statutory meeting with one devoted to a management overview of company operations. Previous information meetings have been held in Cincinnati, Los Angeles, Minneapolis, and Miami.

MEET A GO-WORKER

Winifred Duvall is the person behind that cheerful voice you hear when calling the manager of IND operations. She is secre-



tary for Warner Sinback. After completing the commercial course at Howard High School in Columbia, Maryland, Winnie joined the General Electric family in 1968. In addition to her many secretarial duties, she makes extensive use of Model 33 terminals. The variety offered in her assignment delights Winnie and, in her words, she plans "to try to help GE function as best I can and make life easier for whomever I work," With that attitude, one understands the winsome personality of "Winnie-The-Pooh."

Credit Line

Ken Conroy, marketing specialist in the Greenville office, represented the Division at the American Association of Textile Chemists and



Colorists conference held in Roanoke, Va. on September 1. His presentation covered computer color matching using GE Time-Sharing Service, a relatively new application for this growing segment of the business.

On September 1 Barry Howard, manager of ISMD's New York financial sales office, and Moses Winstead, marketing representative, participated in an American Management Association seminar in New York City. Their presentation, to the audience of representatives from approximately 30 companies, focused on Cost Accounting and the Computer and a demonstration of the new Mark II FAPP Program.

SEPTEMBER SERVICE AWARDS

20 Years

Bill Johnson - Bethesda Ken Rockwell - Schenectady

15 Years

Ed True - Syracuse

5 Years

Cal Cillay - Bethesda Roger Dumas - Teaneck Mike Emmi -Oak Park Audrey Kannapell - St. Louis Larry Kristiansen - Watertown Joyce Landry - Torrance Jeannette Martin - Watertown Brendan McShane - Bethesda lim Pesce - Watertown Leo Pompliano - Florham Park Ed Raeke - Watertown Joe Scanlon - New York Bob Tweedy - Watertown

Articles and photographs may be submitted to:

Barbara B. Oliver Editor, GE News-Share 7735 Old Georgetown Road Bethesda, Maryland 20014 Dial Comm 8*273-4121

Vacation Increases Caught in Wage/Price Freeze

The President's Cost of Living Council issued the following question and answer concerning the application of the wage/price freeze to vacation benefits:

Question: "It is the policy of an employer to increase the amount of paid vacation given to company executives and other employees after they have completed a specified length of employment (e.g., increasing vacation from two to three weeks upon the completion of 10 years' service) Are such increases allowed during the freeze?"

Answer: "No. Increases in paid vacation are treated the same as longevity increases and may not be granted during the freeze."

On the basis of the above answer, Frank Gibbins, manager of salaried relations & employee communication, issued the following interpretation: "There should be no initial vacations (after 52 weeks' service) or additional vacations (10 years', 15 years' and 30 years' service) granted for the duration of the freeze in cases of employees who first become eligible for such vacations during the freeze period."

Effective Octtober 1, Jim Schuster moves up to the position ISMD's Carolinas branch. Formerly marketing representative in





the Greensboro office, Jim was one of twelve ISBD salesmen who exceeded their 1970 sales quota.





World Leader
In Time-Sharing
Service

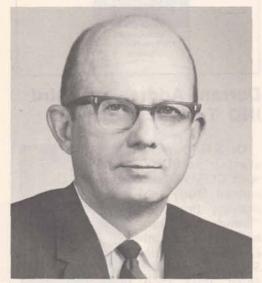
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October 8, 1971

Eastern Region Forms New Mid-Atlantic District

Jack Griffin, manager of ISMD's Eastern Region, announced that the Eastern Pennsylvania and Capital Districts are being merged to form the



Mac McCleary

Mid-Atlantic District. This merger becomes effective November 1 and E.L. (Mac) McCleary will be manager of the newly-formed district.

Jack said, "Moving the Eastern Pennsylvania District into the Eastern Region consolidates marketplaces already being served, such as New York, New Jersey, Baltimore and Washington, D.C. The move also centralizes operations of some of our customers, who were previously served by two districts, into a single district."

Mac McCleary has 23-years experience with GE, the last five spent in ISBD marketing. His most recent assignment was manager of sales strategies for the Division's Strategic Planning Operation.

The scope of responsibilities and the personnel of the branch organizations within the Eastern Pennsylvania and Capital Districts remain the same.

Vacation, progression rulings during freeze appealed by company

General Electric has filed two petitions with the government's Office of Emergency Preparedness asking permission to put pay and benefit increases into effect that GE believes should fall within the guidelines and intent of the wage freeze, but on which the company believes clarification rulings are necessary.

The corporate employee benefits operation this week asked "permission to put into full effect for both hourly and salaried employees the company's long-standing vacation pay practices. . which base the amount of paid vacation on the number of years of continuous service." The petition specifically asks about initial vacations which go into effect for employees

reaching one year of service, and about vacation increases for employees with longer service.

Last week the corporate employee compensation operation filed for permission to put into effect the progression pay increases which have been delayed by the wage freeze that began Aug. 15. That appeal refers specifically to wage and salary increases based on learning the job and achieving productivity and output levels, as described in GE pay plans and negotiated union agreements that existed before the freeze.

"Filing of the petitions is the result of just-a small part of the long working hours which have been put in by compensation and benefits specialists in the interests of GE employees since the wage freeze began," said a company spokesman. "They analyzed each new government ruling under the pay

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National Capital Area UGF Campaign Kicks Off on Monday

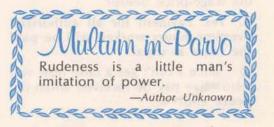
The 1971 United Givers Fund campaign kicks off for ISBD employees in the metropolitan Washington area on Monday, October 11. Wally Bailey, ISFO-Bethesda, heads up this year's campaign.

The goal of the National Capital area UGF for 1971 is \$17.2 million. Wally expressed confidence that each ISBD employee will respond to "the greater-than-ever-needs of the community by making a 'fair share' donation." He stressed that while the pledge cards indicate "fair share" donations based on yearly salaries, each individual should honestly decide the amount he can give. No matter what amount each person decides to contribute to this once a year campaign, each gift is most important to the over-all success of UGF.

At today's meeting of ISBD section/location team captains, literature and pledge cards were distributed. The team captains will see that each employee receives this information. Our goal is to have 100% participation by ISBD employees. We urge you to read this literature so that you know the facts regarding UGF activities in our community.

Wally pointed out that, "For the first time, you may designate which service areas or agencies your gift goes to. Every designation will be honored by UGF."

Each gift to UGF helps solve some of the many problems in the community in which you live and is tax deductible. In making our pledges, each of us should remember "if we don't do it, it won't be done."



freeze and determined how it would affect that employees in the multitude of pay and benefit situations that occur in a compnay as large as General Electric."

He added that, "We've done our utmost to make sure GE people were advised of each new government ruling on pay and benefits, and to make sure the pay freeze rulings are being applied fairly and consistently throughout the company."

MEET A GO-WORKER

Roger T. Hobbs, manager of ISMD's Washington Government branch, joined GE four years ago. He is responsible for managing our time-sharing sales operation dealing



with agencies of the federal government in the Washington, D.C. area.

A 1965 graduate of Morgan State College in Baltimore with a B.S. in mathematics, Roger is married and the father of one child. He and his family reside in Columbia, Maryland, where he spends most of his free time participating in amateur sports.

While successfully achieving the objectives of his current assignment is his present goal, Roger looks forward to becoming a district manager and eventually manage a business section

within GE.

Gibbins Replies to Questions on Wage-Price Freeze

President Nixon's enactment of a 90-day wage-price freeze has brought forth a flurry of questions from ISBD employees. Frank Gibbins, manager of ISBD's salaried relations and employee communication operation, released the following answers to some of the most frequently asked questions:

- Q. Is overtime pay allowed during the wage-price freeze?
- A. Yes. Payment for all authorized overtime hours worked will be paid the same as usual.
- Q. Since I can't get a raise now will retroactive pay be received when the freeze ends?

- A. The current interpretation indicates that there will be no retroactive pay increases. Should this government ruling change, we will notify all employees.
- Q. I understand that the freeze doesn't allow increases in paid vacation but my situation is a little different. I became eligible for two weeks' vacation on September 10 but elected to take my vacation during the summer. It was my understanding that I would receive vacation pay on the actual date that I became eligible. Can I still receive payment for this vacation that I have already taken?
- A. Your understanding at the time you took your vacation was correct but the wage-price freeze regulations changed this. Payment cannot be made during the freeze period.
- Q. I was recently promoted to a new job, do I receive more money?
- A. Promotional increases normally given to any employees in connection with bonafide promotions that constitute advancement to an established job with greater responsibility may be made in accordance with established practices (and Company Policy 5.1, in the case of exempt employees).
- Q. I am now eligible for three weeks' vacation instead of two, will I be allowed to take this vacation with pay after the freeze?
- A. This question cannot be answered until President Nixon makes known his plans for Phase II of the wage-price freeze policy and our corporate employee benefits operation has had an opportunity to study and interpret the new guidelines.
- Q. I am employed in the sales end of the business and have recently closed two accounts that would increase my commission, will the freeze prevent an increase in commissions paid?
- A. No, payments of commissions earned under commission plans may be made in accordance with the provisions of the commission plan in effect prior to the freeze.
- Q. I joined the Company a year ago and have really worked long and hard hours. I now need a vacation. Is there no way I can take a few days of vacation and be paid?
- A. There should be no initial vacation granted for the duration of the freeze in cases of employees who first become eligible for such vacations during the freeze period.

News-Share will publish, on a timely basis, all information received on the price-wage freeze so that all employees are kept up-to-date on the latest developments.

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Durrani Addresses Third IND Technical Seminar

Dr. S.H. Durrani, staff scientist with COMSAT Advanced Study Laboratory, presented "Trends in Commercial Communications Satellite Systems" at the third IND tech-



nical seminar. These seminars are currently being conducted once a month in Bethesda.

The present system of commercial communications satellites, operated by COMSAT, offers global coverage with seven satellites in orbit. Dr. Durrani discussed how they operate, communication requirements, and system constraints. His presentation also covered usage of higher frequencies, more power, multiple-access methods and trends impacting on computer networking.

Dr. Durrani was formerly employed by GE's Communication Products Department in Lynchburg, Virginia. He is active in IEEE and, among other positions, is associate editor of the IEEE Transactions on Aerospace and

Electric Systems.

The next seminar in this series is scheduled for Wednesday, October 20 at the Holiday Inn in Bethesda. Details will be announced the week before the seminar.



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Morris's Vigilance Brings ISBD Sixteen Thousand Dollar Rebate Metropolitan District Manager

David R. Morris Sr., specialist network distribution in Teaneck, has the distinction of being responsible for ISBD receiving the largest single rebate ever given to a telecommunications customer by New Jersey Bell Telephone.

While processing the normal bills from New Jersey Bell, Dave's watchful eye noted a mileage charge for telephone lines from Princeton, New Jersey. He immediately began his research and found that TIPO bills carried the same charges. Going over the bills for the entire year of 1970, he found a total overbilling of \$16,836 which has recently been refunded to the Division.

Dave is married and lives with his wife, three children and two foster children in Stillwater, New Jersey. He will celebrate his fifth year of service with GE in February.



Stan Smith (left) congratulates Dave Morris for bringing ISBD \$76K refund from N.J. Bell.

Hearn Named New York

Effective November 1, Harry Hearn becomes manager of ISMD's New York Metropolitan District, announced Jack Griffin, Eastern Region manager.

Griffin said, "Harry's outstanding performance in the Capital District, his knowledge of our product, and his expertise in the marketplace highly recommends him for this important assignment. His talent and leadership will be important factors in our drive to more rapidly develop the revenue potential of this major market."

Harry joined GE at Ft. Worth, Texas in 1967 as a sales representative. He has successively held positions of sales manager, manager of national accounts, and manager of the Capital



Harry Hearn

S & S Prices For 1971

The "Stock Price" is the average of the closing prices of the Stock on the New York Stock Exchange for each trading day in the calendar month.

The "Fund Unit Price" is the average of the daily Fund Unit Prices, determined for each trading day on the New York Stock Exchange in the calendar month by dividing the number of Fund Units into the net asset value of the Fund.

The "Stock Price" and "Fund Unit Price" for each month of 1971 are as follows:

	Stock III	L.C	
Month	Old	New	
January	\$ 96.994	TO EMILIO , CORREGO	\$26.374
February		7.7 2	
March	110.043		28.132
April	118,964	192151111111111111111111111111111111111	29.311
May	120.400	\$60.625	29.665
June		59.943	29.691
July		57.673	29.873
August		58.369	29.455
September		62.649	30.307

An investment in knowledge always pays the best interest. - Benjamin Franklin

IND Facilities Technicians Attend Fire Prevention School Credit Line



Jim Kearney uses extinguisher in fire prevention class as Don Dileonardis (right background with extinguisher) awaits his turn to extinguish practice fire.

Jim Kearney of Teaneck and Don DiLeonardis of Brook Park recently completed a two-day course on fire prevention, inspection of fire equipment, and how to effectively fight fires. This training and information course was held at GE's Space Center in Valley Forge, Penn. under the direction of Earnest M. Hanauer, specialist, fire prevention at corporate headquarters. Seventy company employees participated in the course.

Since the beginning of this year, GE

has had over \$2,000,000 in losses due to 84 fires at various locations.

Jim reminds us that fire prevention and general safety practices should be rigidly enforced and constantly updated in all of our facilities. Fire prevention is essential for the protection of personal, company and customer property. In addition, we must remember that fires could disrupt the operation of our business and thereby place many jobs in jeopardy.

MISIST A GO-V

Bonny Galbraith has been employed by GE for almost 12 years and is an interviewer in ISR&FO. She is responsible for recruitnon-exempt personnel for



Division headquarters. In addition, she maintains the data base for Division exempt personnel files (GEDAN), schedules orientation sessions for new employees at headquarters, and prepares statistical analyses and reports on Division personnel.

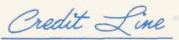
A native of South Dakota, Bonny studied at the University of South Dakota and the Washington School for Secretaries.

A voracious reader, she also enjoys crewel work and visits to art and music galleries during her spare moments.

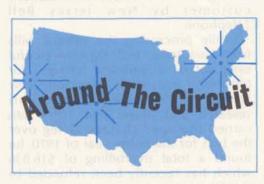
GE Stock Redemption Program Booklets Distributed to All Locations

Employee Relations recently mailed, to all cost center managers, copies of the company's new booklet explaining the rules applicable to the GE Stock Redemption Program.

The booklet outlines the procedures for the sale of Stock certificates, originally distributed under the Savings and Security Program or the Stock Bonus Plan, to the company. Employees who are participants in either of these benefit plans should obtain a copy of this booklet and retain it for future reference.



Lee Beyer, Nick Kefal and Jack Novick pooled their talents for a presentation to The Young Presidents Organization in Washington, D.C. Their joint presentation to this audience of 26 presidents of small companies (\$5 to \$50 million yearly sales) was entitled "Time-Sharing - Its Role in Business" and included a demonstration of time-sharing financial modeling, data retrieval applications, and a discussion of sales order processing and inventory management utilizing GE information services. This September 23 meeting was sponsored by Auerbach Associates.



Frank McCusker, CAS-Bala Cynwyd, has been appointed to the faculty of St. Joseph's College in Philadelphia. In this part-time position, Frank will serve as lecturer for two statistics courses.

Fran Knop, MR-Houston, recently had a starring role in a local production of "I Never Sang For My Father." The production was staged by the Houston Country Playhouse amateur group, which Fran joined over two vears ago.

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Beyer Article Featured in Electronics World

The November issue of Electronics World magazine features a four-page article written by Lee Beyer, applications specialist in ISMD's applications marketing sub-section. Part of a three-month series which the magazine began in September, the article provides an in-depth discussion of how time-sharing information services can be effectively used by electronic engineers, designers and technicians. Earlier articles in the series covered the role of desk top calculators and minicomputers.

In appreciation of the effort Lee made in preparing the article, Electronics World presented him with a \$150 honorarium.

Commenting on the article, Lee said, "I think it will be a great help to engineering and technical people who still don't understand what timesharing is all about, or who still have a hazy picture of its applications. In addition, I hope the article will turn up some good prospects and customers for our service and such programs as ECAP, LOGIC, ARRAY and DYSIM." Lee also pointed out that Electronics World has a circulation of nearly 200,000.

In mentioning the sales leads that could result from the article, Lee stated that "It's too bad more of our people haven't had articles published, especially when you realize that GE is the leader in the time-sharing business."

Lee admitted that when he was first asked by Jack Sweeney, of ISMD's press relations operation, if he would like to write the article, he felt it would take too much time from his work or too many hours of work at home. "But Jack and his colleagues in the GE News Bureau gave me a lot of assistance in editing the article, preparing its many illustrations, and obtaining the necessary legal approval," explained Lee. He added that the total time he spent on this project



Paul Sage (right) reviews proof of Electronics World article with Lee Beyer.

was less than 24 hours, over a six-week period.

Paul Sage, ISMD general manager, reviewed an advance proof of Lee's article and congratulated him on his achievement. Sage expressed the hope that other people in the Division would follow Lee's example and develop articles that would be appropriate for national trade publications.

According to Jack Sweeney, most major publications are anxious to receive informative articles on timesharing and its many applications. He points out that often articles can result from just cleaning up existing information, such as presentations to customers, or to local trade association meetings. Jack suggests that if you have an idea for an article, give him a call to discuss what might be required to get the material ready for publication and the prospect of a magazine accepting it. Often, preliminary acceptance of an article can be obtained from an editor before it is written. Lee's article in the November issue of Electronics World

may prove to be very helpful with your present customers and prospects.

Lee's association with GE time-sharing goes back to his years at Dartmouth College, where time-sharing is still an integral part of undergraduate and graduate courses. After receiving bachelor of arts and bachelor of engineering degrees at Dartmouth, Lee joined GE's time-sharing business in operations engineering. Before joining applications marketing, he worked in sales programs.

MEET A GO-WORKER

Chris DiCicco is employed by IND as manager of customer billing in Teaneck. He prepares the month-end centralized billing for all Mark II systems within IND.



Chris, a native of Pittsburgh, Pennsylvania, graduated from Farleigh Dickinson University in 1962. He has been a GE employee for five years.

When away from the facts and figures environment of his job, he enjoys creative hobbies, such as making movies and painting. Commenting on his present assignment, Chris says, "I am very proud to be associated with the people in our Division, especially those of the popular Teaneck NCC." His long-range ambition is to fill a position of greater responsibility, preferably at the level of a vice president.

Multum in Parvo

It is easier to do a job right than to explain why you didn't. -Martin Van Buren

HAS THERE BEEN ANY INFLATION IN PROFITS?

Cost of Living and Family Income

	Cost of	Median Family
Year	Living	Income
1965	94.5	\$6,957
1966	97.2	\$7,500
1967	100.0	\$7,974
1968	104.2	\$8,632
1969	109.8	\$9,433
1970	116.3	\$9,867

Cost of living based on Consumer Price Index, with new 1967 base.

Cost of Living: Up 23% Family Income: Up 42%



Consumer Goods, Weekly Earnings



Year	Goods Index	Weekly Earnings
1965	96.1	\$ 95.06
1966	99.4	\$ 98.82
1967	100.0	\$101.84
1968	102.7	\$107.73
1969	106.6	\$114.61
1970	109.9	\$120.16
1971	113,1	\$127.57
1000		

Consumer goods index based on producers' prices. Earnings are by production workers and non-supervisory employees. June figures used for this year.

Consumer Goods: Up 18% Average Weekly Earnings: Up 34%

Is it unfair for wages to be frozen while profits are not?

Some highly vocal groups have built pressures for some kind of a control on profits as well as wages and prices. Some of these critics say the 90-day freeze is a get-rich-quick scheme for business.

Some less vocal but well-informed groups point out the other side of the story. This includes Treasury Secretary Connally who has emphasized the belief that "controlling prices during the freeze period would take care of profits." And Commerce Secretary Maurice Stans who has said that profits have been at their lowest point in 25 years — only 4% of the national output.

In considering any curb on profits, it's helpful to look back a few years to the beginning of the current inflationary bulge. The tables on this page clearly show the inflationary spiral has a distinctly lopsided shape. Over several years, while other major economic factors have been zooming, profits of corporations, including those of General Electric, have been standing still or declining.

The major test of the size of profits is not how they stack up statistically against wages and prices, but how they are doing the required job of generating the economic growth and employment levels we seek. Except in unusual circumstances, when unemployment rates are "too high," profits are "too low."

So the problem is not to keep profits from going up. They have been going down and only now show signs of turning up. There are not enough of them for the needed re-investment in business to build the jobs the nation needs. The challenge is to get profits high enough so that they can be invested in the economic growth we need to build the economy and reduce unemployment.

Therefore, for employees, profits are as important as pay. Profits are needed to keep any business up to date, expand it, keep its products competitive. This is one important way to protect and expand the number of jobs.

Gross National Product, Individual Wages, Corporate Profits



		eross etional	Wages	Corporate
Year	Pr	roduct	Salaries	Profits
1965	\$	685	\$359	\$46.5
1966	\$	750	\$394	\$49.9
1967	\$	794	\$423	\$46.6
1968	\$	864	\$465	\$47.8
1969	\$	929	\$509	\$44.5
1970	\$	974	\$541	\$41.2
1971	\$1	,041	\$572	\$44.6

All figures in billions. Corporate profits are after taxes. This year's figures annualized from second quarter.

Gross National Product: Up 52% Wages and Salaries: Up 60% All Corporate Profits: Down 4%

GE Sales and Net Earnings



Year	Sales	Earnings
1965	\$6,213	\$355
1966	\$7,177	\$339
1967	\$7,741	\$361
1968	\$8,381	\$357
1969	\$8,448	\$278
1970	\$8,727	\$328

All figures are in millions.

Sales: Up 40% Profits: Down 7.6%

GE PROFIT LAG

In reading the table on General Electric sales and profits, it should be remembered that earnings in 1969 and 1970 were affected by the 14-week national strike. As a result, GE profits now being reported appear much improved in 1971, as compared with 1970, but closer study shows them still below the profit rate of 1965.

The company's recent third-quarter report shows that, for the first nine months of 1971, earnings were \$317,848,000 on sales of \$6.6 billion. But that's only 4.7% of the sales dollar. In 1965 – by comparison – profits were up at 5.7% of sales as shown by figures in the first line of the table.

So what about the answer to the question: Why are wages and prices frozen while profits are not?

Check these charts on this page. They present a mighty good reason: There has been no inflation in profits, and solving the problems of economic growth and unemployment depends on their ability to climb.



World Leader
In Time-Sharing
Service

Vol. V. No. 28

Bethesda, Maryland

October 29, 1971

Division Seeking Nominees for Phillippe Awards

The Gerald L. Phillippe Awards for Distinguished Public Service are presented to honor the memory of the late Mr. Phillippe, former Chairman of the Board of General Electric, by encouraging others to follow his example of leadership in public service. All GE employees are eligible and awards may be made to individuals or to teams of individuals where teamwork is an essential ingredient to results. The Awards are made for outstanding personal leadership and accomplishment in the area of public service. This public service must be voluntary and for the benefit of mankind and evidence of efforts and results must be supported by testimony from public sources.

To insure full consideration of all Division nominees, each department selects an individual from all nominees within the department. The department nominees are then screened and a division nominee is selected and submitted to corporate headquarters for the final companywide competition. It is possible for a department and a division to have more than one nominee. The winners are determined by an awards committee, consisting of the chairman of the

General Electric Foundation trustees, the secretary of the Foundation, the Chairman of the Board of General Electric Company, the Vice President of Corporate Public Relations, and the Vice President of Corporate Employee Relations.

If you are aware of a co-worker's public service, you may submit his name to your Department's relations manager. In fact, if you are active in some area of public service you may submit your record.

All department nominees should be submitted no later than November 12. IND nominees should be sent to Howard Teaford, Medinet's to Bob Denise, ISMD's to Tom St. Maxens, and those from Finance go to Charlie Shepherd. Len Black will handle nominees from the various Relations functions and John Neuenschwander will accept nominees from Division staff.

The November 12 deadline must be met so that the final Division nominee can be selected and submitted to corporate headquarters before December 1. Additional information and nomination forms are available from your department's nomination committee representative, given above.

Feeney and Castle Represent Division at IEEE Computer Society Conference

George Feeney, acting division manager, presented a paper entitled "Information Networks Services. Trends and Implications" during a session on teleprocessing at IEEE's Fifth Annual Computer Society Conference which was held in Boston recently.

Jim Castle, manager of IND engineering, was chairman of the teleprocessing session. This session reviewed teleprocessing system design advances currently occurring in systems serving diverse user environments in government, industry and education. Other speakers at the session were John Cary of the FBI and

Leland Williams and John Stephenson of the Triangle Universities Computation Center.

Cary discussed the National Crime Information Center Network while Williams and Stephenson discussed their three-university network.

"The session," said Dr. Castle, "was well received and generated several enthusiastic post-session discussion periods centered about each of the session authors. Professional organization interest in teleprocessing networks has increased dramatically over the past two years and this conference reflected the increased awareness of the importance of communications to the future of computing."

Participation of Division

continued over

Complaint and Dispute Unit Responsible for Resolving Customer Problems

One of the objectives of each Division employee is to keep our customers happy. However, in spite of our best efforts, sometimes things go awry and a customer may seek an adjustment of his billing. When a customer complaint is directed to headquarters, the complaint and dispute unit in ISFO's customer adjustments operation must track the problem through the field sales organization until it is equitably resolved.

Jerry Reitz is in charge of this mail tracking system and Carol Kamerick assists him in maintaining up-to-theminute information on the status of each complaint. Jerry and Carol spend the better part of most days contacting marketing representatives, branch and district managers, and secretaries in the field offices in order to gather in-

season dearly continued over



Jerry Reitz observes Carol Kamerick update data base for complaint file on DN-730.

Multum in Poltvo
There can be no economy where there is no efficiency.

- Beaconsfield

formation needed to arrive at fair decisions on these complaints.

"We are the customer's final source for appeal," says Jerry, "Most problems are solved in the field and we never hear of them. There are some complaints, however, that fall through a crack. When this happens the customer is justified in calling on headquarters for assistance in solving his problem. Our job is to be sure that his 'court of last resort' does not fail him," adds lerry,

In order to be responsive to inquiries from our customers, the complaint and dispute unit must rely on personnel in the field for timely and accurate information. When this information is received on a timely basis this unit can then deal with the customer complaint in a manner which is fair to the customer and which protects the best interests of our business.

Three Division Employees Share \$570 Suggestion Plan Awards

General Electric's Suggestion Plan is now in its 65th year and still going strong as evidenced recently when three Division employees were awarded a total of \$570. Helen Wood, a secretary in the Denver office. received two awards; \$55 for her suggestion which reduces the air postage charges for manuals ordered via ISMD's on-line ordering system. and \$15 for a suggestion which lowers the cost of envelopes. James Mayette, a computer operator in Brook Park, received \$170 for his suggestion for restoring service faster following an interruption on the 635 computer. David Lloyd, a computer operator in Teaneck, suggested a new method for processing weekly billing predictor and received \$330.

The Suggestion Plan is one of the oldest of the many benefit plans in effect at GE. The plan was established in 1906 and formalized in 1922. Since that time GE employees have been awarded millions of dollars for suggestions adopted by the company.

You, too, may receive extra cash if you have an idea which improves the operation of our business. If you have a suggestion of how to improve service to our customers, improve the quality of our product, reduce our costs, or any other idea that will make our Division more efficient, write it down and submit it to the Suggestion Plan Committee in the Bethesda office. All non-exempt employees are eligible for participation in the plan.

No two people look at things in exactly the same way and since you are a member of the Division, you'll probably have ideas of how to improve some function in your area. The plan is entirely voluntary and awards can be made only to those who write down their ideas and submit them for evaluation.

OCTOBER SERVICE AWARDS

25 Years

Norm Beal

Bethesda

20 Years

Howard Lovejoy Rocky River

15 Years

Bill Breedlove Bethesda

10 Years

Tom Budge Tom Sullivan Schenectacy Schenectady

5 Years

Gordon Grant Jean Keene Clyde Lavne Mary McCollum Jesse McDuffy Ted Palmer Tess Sahli

Palo Alto Bethesda Falls Church East Orange Falls Church Watertown Teaneck Carl Worlock Ir. Phoenix

Predit Line

John Sims, trainee in the marketing representative development program in Cleveland, has assumed the duties of marketing manager for the Glenville Junior Achievement Association. He will serve as advisor for this Cleveland inner city youth group in their endeavor to establish and profitably operate a business. Junior Achievement companies are organized for high school students to provide orientation and practical experience in successfully operating profit-making enterprises.

Judy Jehn, CAS in the Central Region, accepted an invitation from her alma mater, University of Dayton, and served as a speaker and vocational counselor during "career day" at the University. The program was conducted by the student chapter of the Association for Computing Machinery. "Feeney and Castle" continued

management at these IEEE conferences provides professional exchange of technology, an opportunity to gauge the business thrust within the industry. and a means of influencing the standards set by the industry, all crucial to the operation of our business.

MEET A GO-WORKER

Gwen DeLacy a native Washington, D.C. and presently lives in Chevy Chase, Maryland. Gwen joined the company 20 months ago and has been on her



present job, personnel accounting clerk, five months. On this assignment she processes employee insurance claims and employee courtesy discounts on company products. She also is cashier for ISFO headquarters.

Gwen studied at St. Mary's College in Notre Dame, Indiana and received an Associate in Arts from Montgomery Junior College in 1969.

At some point in the future she hopes to go into nursing as a lifetime career.

"Double Deductible" Time Under GE Insurance Plan is Here

According to Paul Beaudry, benefits specialist for ISBD, one of the very nice features of GE's medical plan is the one calling for a transition period for so-called "deductible" expenses. The GE Insurance Plan calls for a \$50 initial expense for Type "B" expenses to be paid in full by a covered employee or dependent prior to being eligible for the 85% coverage of such expenses by the plan.

"However," he said, "if any part or all of this initial Type "B" expense (deductible) is incurred during the last three months of the year, then that portion will be used to reduce the initial amount for the following year." He went on to explain that, "this is sometimes called a 'double' deductible period. It insures that a plan participant won't have to pay two 'deductibles' in a short period if illness should run over into the following year."

INFORMATION SERVICES BUSINESS DIVISION



SPECIAL NEWS-SHARE SUPPLEMENT

OCTOBER 29, 1971

The following message has just been received by the Division from Corporate Employee Communication:

"There was good news for many employees this week as a result of the petition filed last month by General Electric with the Office of Emergency Preparedness. The response in a letter from the O.E.P. gave GE the green light to put into effect progression increases, up to and including job rate, which are consistent with guidelines recently issued by the Cost-of-Living Council.

"However, merit increases, general increases, cost-ofliving adjustments and any overall adjustments in the pay structures of any pay plans are still frozen.

"The petition, filed on September 20, requested permission to put into effect the kinds of pay increases that General Electric believed fell within the intent of the wage freeze, but felt a clarification ruling was necessary. The petition covered the aspects of the various pay plans applying to General Electric's exempt, non-exempt salaried and hourly employees."

Frank Gibbins, manager of salaried relations for our Division, said that he was pleased with the favorable response from the O.E.P. "We have tried to be on top of all interpretations coming from the government and to keep employees fully informed of developments affecting them. We wanted to be sure no General Electric employee missed out on a scheduled pay increase if it was within government rulings for employees to have it. The good news comes as a result of the co-operative efforts and work of our compensation people and the company's Corporate Compensation components."

Art Cleary, manager of personnel accounting, said, "We will immediately start the work needed to process those progression pay increases which have been delayed by the wage freeze. The increases will be retroactive to their originally scheduled date." He added that, "Managers are to process F-2 forms (Change of Status) for eligible employees in order for payroll to accomplish these changes."



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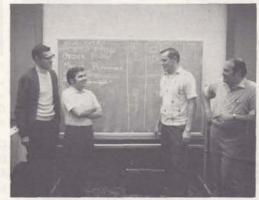
Bethesda, Maryland

November 5, 1971

Business Systems Seminar No. 1 Presented Throughout Division

Allen Nµss, manager of ISMD training, Paul Lebowitz, specialist sales training, and Ike Smith, training coordinator, are currently presenting the Division's new Business Systems Seminar No. 1 to large employee audiences around the country. The objectives of this seminar are to provide an appreciation and basic understanding of how a business functions and to develop the fundamental tools necessary to analyze customer functions and systems.

The seminar was presented to Bethesda employees on October 7 through October 9. The three-day program includes the functions of a business with emphasis placed on the participants learning how to make a background and functional analysis of the customer's business. The second part of the program explains what happens when an order is received as a practical application of the background and functional analysis. At this point the participants become involved in understanding how the system could be implemented manually or on an in-house computer. The final portion of the seminar in-



Ike Smith, Ed Gorsuch, Allen Nuss, and Paul Lebowitz (I. to r.) appear pleased with presentation during Business Systems Seminar No. 1 in Cleveland

volves a discussion of the general tools and support capabilities of our Division available to help solve the customer's business problems. Topics covered include the ROP program, survey forms, special applications support, current and proposed system features and capabilities, and the development of a sales order processing service.

Ed Gorsuch, specialist, market development in the Central Region,

(continued)



Tom Vinci, Roger Hobbs, John Canning, Gerry Graves, Jack Conifrey, Barry Howard, Norm Wilson, Bruce Barnard, Ken Laven, Jim Carro, Paul Lebowitz (standing), Ed Wingert, Bob Manning, Bill Grimshaw (A&SP), Dave Hudson, Bob Fohl, and Mac McCleary all register interest in Eastern Region seminar.

GE Petition Gets Green Light for Progression Increases

Responding to a petition filed by General Electric on September 20, the Office of Emergency Preparedness has authorized the company to put into effect progression increases, up to and including job rates, which are consistent with guidelines recently issued by the Cost-of-Living Council. GE's petition covered the aspects of the various pay plans applying to the company's exempt, non-exempt salaried and hourly employees.

However, merit increases, general increases, cost-of-living adjustments and any overall adjustments in the pay structures of any pay plans are still frozen.

Personnel Accounting has started the work required to process progression pay increases delayed by the wage freeze. These increases will be retroactive to their originally scheduled date.

You Can Help Avoid Wrong Numbers

The Division's telephone directory is one of the most helpful publications that we use each day. However, too often the directory has incorrect telephone extensions and Dial Comm numbers because the facilities and services operation does not receive changes.

Please use the form provided in the directory to initiate changes, additions, or deletions. When filling in the form, be sure to spell out first names and include middle initials. Female employees should be identified as Miss or Mrs.

Multum in Pokuo One of the functions of intelligence is to take account of the dangers that come from trusting solely to the intelligence. —LEWIS MUMFORD

(continued)

collaborated with the training staff in presenting the seminar to Bethesda and Central Region employees. Central Region employees participated in this intensive learning experience on October 21 through October 23 in Cleveland. Personnel from the Eastern Region journeyed to Bethesda for the seminar which was conducted on October 27-28-29. Allen, Paul, and Ike are now in Los Angeles where Western Region employees will attend the seminar on November 1 through November 3.

This seminar does not introduce a new product but presents the first

module of a long training process to bring about a more sophisticated marketing approach. This expertise must be developed by our field sales force in order to successfully sell Network and our data management capabilities. The information presented in this seminar is meaningful for all Division employees as it provides examples of experiences faced by our sales force. With this knowledge of sales situations, each Division employee is better prepared to understand his role in supporting our salesmen and gains a broader understanding of our business.

Bert Gottenberg, Jennie Munder, Lee Denny, Jim Muhlenkamp, Jim Quayle, Ralph Gang, Gary McIrvin, Ed True, Jim Theirl, and Al Jones discuss a case study during Central Region seminar.

News-Share is published weekly by the General Electric Company; Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to:

Barbara B. Oliver Editor, GE News-Share 7735 Old Georgetown Road Bethesda, Maryland 20014 Dial Comm 8*273-4121



Palo Alto Branch Sponsors Training for O. I. C. Students

Dan Jorgenson, manager of the Palo Alto branch office, in cooperation with the Menlo Park Opportunities Industrialization Center organized and taught a GE BASIC programming course for eight O. I. C. students. The six-week course was conducted two evenings per week and covered BASIC programming, terminal operation, and fundamentals of programming. The terminal and Mark I computer time used during this training session was donated by the Division.

Certificates were awarded the students upon satisfactory completion of the course. As a result of this training, the students are now prepared for gainful employment in some area of the data processing industry.

Commenting on GE's role in the community, **Herbert L. Gaymon**, deputy director of O. I. C. said, "OIC is



The ladies (O. I. C. students) explain operation of a terminal to Grady Ross, O. I. C., Dan Jorgenson, manager of Palo Alto branch, and Herbert Gaymon, deputy director of O. I. C. (standing, left to right).

deeply appreciative for the opportunity to experiment with the General Electric computer terminal and timesharing service. Through such experimentation we have learned that Computer Assisted Instruction in communicational and computational skills provides a more interesting and meaningful learning experience for the adult student."

MEET A GO-WORKER

Noreen DeFeo is a customer service clerk in Teaneck. She handles phone calls from customers who encounter problems with the system. These problems, whether due to



technical difficulties or lack of validation, must be processed quickly in order to meet the requirements of our customers. Noreen sees that customer problems are routed to the proper Division personnel for immediate action.

She has been on this assignment since joining GE one year ago.

When not working, she enjoys water skiing, surfing, dancing, and playing the guitar. Her travels have taken her to Florida and Bermuda and her ambition is to travel around the world.



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November 12, 1971

Programming Services Operation Transferred to Technical & Operations Services Department

Effective November 1, the Programming Services Operation was transferred to GE's Technical & Operations Services Department, headquartered in Irvine, California. With the concurrence of the General Manager of Information Services Marketing Department and Technical & Operations Services Department's General Manager, all contracts and responsibilities as well as the personnel of Programming Services Operation were included in this transfer. This move should benefit the customers served in

this segment of the industry and the affected employees as it aligns and strengthens General Electric's activities in contract programming for government and commercial customers.

The Technical & Operations Services Department (TOSD) is already engaged in several contracts with government agencies for programming services. The Department also has in place a marketing and sales organization dedicated to the pursuit of federal government business.

Montgomery Takes GE Network Story to European Conference

Don Montgomery, manager of data systems software in the Information Networks Department, attended the Institute of Electrical and Electronics Engineers' European Conference which was held in Lausanne, Switzerland October 18 through October 22. Don was our Division's representative to this transnational meeting of scientists, engineers, managers, educators, and students, all concerned with up-to-date information on the latest developments in the technology of our business.

Participants in this conference were provided an opportunity to share work experiences, confront their concepts and comments with other experts in the industry, and promote their technologies as a contribution to the growth and well-being of the entire industry.

Don's presentation to the conference was his unpublished paper entitled "Computer Resource Sharing Through Communications Network Technology." The paper traced the history of digital computer usage from its origin in 1946 as a local batch processor to the present day information network. Explaining the evolution of local batch systems into multiprogrammed multiprocessors systems, he elaborated on the sophistication of the technology which has produced the current method of distributing or sharing the processing power centralized in the computing resource. He emphasized our GE*Net computer service by outlining its basic technology and its many capabilities.

Commenting on the conference, Don said, "Great interest was show in GE*Net and its international implications. Mark II users from a number of European countries expressed enthusiasm for the network service they were receiving."

Stephenson from Triangle Universities Computation Center

John W. Stephenson, associate director and systems manager of the Triangle Universities Computation Center in Research Triangle Park, North Carolina, spoke at the October IND Technical Seminar in Bethesda on October 21. He described "Remote Processors and the Inter-Computer Communication Network at Triangle Universities Computation Center".

This Computation Center serves Duke, North Carolina, and North Carolina State universities with a network of inter-connected computers and terminals.

The next in this series of seminars will be held on November 17.



Lee Stanton (right), manager of IND Mark I Engineering, introduces John W. Stephenson to IND Technical Seminar.



Dental Coverage Under Insurance Plan Reviewed

(Editor's Note: NEWS-SHARE has received a number of requests from employees for publication of articles which explain some of GE's benefit plans, Paul Beaudry, benefits specialist, has agreed to cover some of the features of the various plans in a series of NEWS-SHARE articles. The following is his first article in what will be a continuing series.)

One of the most interesting and welcome additions in the medical insurance field has been the coverage of certain dental expenses. General Electric began its inclusion of some dental expenses by covering the removal of impacted teeth, removal of a tooth root without extraction of the entire tooth, and other cutting procedurres on the gums and tissues of the mouth when not performed in connection with repair or replacement of teeth.

Prior to the inclusion of these expenses, the only coverage available involved correction of damage caused by accidental injury while insured. This latter is still available and can be extremely helpful in those accident



Editor's Note:

Through a typographical error, last week's NEWS-SHARE omitted the name of Al Richardson in the picture caption of the Central Region seminar participants. Al was seated next to Jennie Munder in the photograph.

situations (such as running into a swing support on a playground) where it is needed. This would cover replacement teeth as well as removal of chipped or broken teeth.

Effective January 1, 1971, dental coverage for General Electric employees was broadened to incorporate all extractions, including local anesthesia. Also included are several procedures involving root work, such as: alveolectomies, pulp capping, vital pulpotomy and root canal filling (including anterior tooth, root canal filling with root canal amalgam).

Since questions do arise concerning dental coverage under General Electric's Insurance Plan, the specific section of the General Electric Insurance Plan booklet dealing with dental coverage (page 21) should be consulted whenever such expenses are imminent. In fact, it is usually helpful if you take the Insurance booklet along and let the dentist examine it.

Dental expenses which are covered under the Insurance Plan come under type A-2, which you will recall covers 100% of the first \$500 of expenses for any one covered individual during a calendar year, and 85% of any additional expenses.

Specific questions relating to such coverage can be referred to Gwen DeLacy in Personnel Accounting (8*273-4220). Gwen processes all insurance claims for Information Services Business Division employees.

Prohibition on Increased Vacations Rescinded

The Cost of Living Council announced it has modified the previous policy on vacations. Under the new ruling, employees may use increases in the amount of paid vacation granted them because they have completed a specified length of employment. Employees now eligible for their initial vacation also may take such vacation with pay. Further details will be published when available.

MEET A GO-WORKER

Down in Tulsa. Oklahoma Rowena Hall is kept busy as secretary for that branch office. She has been a GE employee for 2 - 1/2 years. In addition to her daily secre-

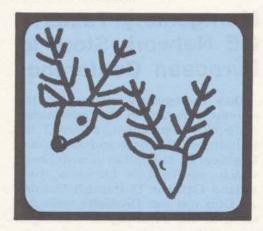


tarial duties. Rowena offers assistance to customers who encounter programming problems and serves as troubleshooter when there are communications problems on the multiplexers.

Her hobbies are water skiing and sewing. She finds sewing not only enjoyable but practical because she makes all of her clothes.

GE to Sponsor "Rudolph" Once More

This year the General Electric Fantasy Hour will again bring television viewers the popular Christmas special "Rudolph the Red Nosed Reindeer." It will be televised at 7:30 p.m. EST on December 6, 1971 on the NBC television network.



Sponsored by General Electric's Housewares Business Division, the program has been among the highest rated specials of the Christmas season in past years. The program is an animated cartoon feature, with Burl lves as narrator.

S & S Prices for 1971

Stock Price Fund Unit Price October...\$ 61.054... \$ 29.719



World Leader
In Time-Sharing
Service

Vol. V, No. 31

Bethesda, Maryland

November 19, 1971

C-O-L Council Okays Certain Salary Actions, All Vacations

The latest rulings by the government's Cost-of-Living Council allow General Electric to proceed with its normal pay schedules for employees affected by progression rates, 1971 cost-of-living adjustments, paid vacations and performance increases.

Progression increases can now be implemented at the regularly scheduled dates for eligible employees. These increases, which were initially banned during the wage-price freeze period, will be paid retroactively to the originally scheduled dates.

Performance increases must be made in accordance with the Division's normal guidelines. These increases, up to job rate, are available to non-exempt employees who are above the Division's progression schedule (Grades 10, 11 and 12). Managers initiating such increases should carefully review the Non-Exempt Salary Management Plan.

The Company's 1971 cost-of-living adjustment, which is based on the Bureau of Labor Statistics Cost-of-Living Index, will also be allowed for non-exempt employees. This adjustment, up to a maximum of eight cents per hour or the salaried equivalent, will be established after the Company receives the official October figure which will be published in the B.L.S. Cost-of-Living Index. It is anticipated that this figure will be available by November 20, and the effective date would be November 14, 1971. Employees eligible for initial

Employees eligible for initial vacations or increases in the amount of vacation, can now take such vacation and receive payment, in accordance with the Company's vacation policy. Employees with one year of continuous service qualify for two weeks paid vacation. Employees celebrating 10 years of service with the

Company are eligible for three weeks paid vacation, those with 15 years' service are granted four weeks vacation. Employees who have 30 or more years of continuous service receive 5 weeks vacation.

Any employee who is eligible for an initial vacation or an increase in the amount of vacation should coordinate the dates of this vacation with his manager. There are some instances where employees chose to take their vacations during the freeze period and were unable to receive vacation pay. Art Cleary, manager of personnel accounting, states that these employees will now be paid for this vacation time. A record has been maintained, by Personnel Accounting, of vacation days used by eligible employees but for which no payment was made. In these cases, no further action is required by the employees as this vacation pay will be made automatically. Employees now wishing to use their vacation may elect to request payment in advance. At least two weeks advance notice is required by Personnel Accounting in order for employees to receive advance vacation pay on their last day at work before departing for vacation.

"Eagle and the Hawk" GE TV Special Scheduled for November 26 on ABC-TV

Entertainment and total honesty were the two major goals producer Robert Riger tried to achieve when he set out earlier this year to produce, write and direct for the GE Monogram Series a TV special about eagles and hawks, both of whom have been classified as threatened species.

Riger and five camera crews made numerous trips to the picturesque and rugged Snake River Canyon in Idaho to achieve these goals, and the result is "Eagle and the Hawk," a General Electric sponsored special on ABC-TV Friday, November 26, 10 to 11 p.m., NYT.

MEET A GO-WORKER

Mary Records is secretary for ISMD's marketing manager. A GE employee for two years, she was promoted to her present position on November 1. Mary had been



secretary for the manager of headquarters sales.

She is a native of Maryland and completed a secretarial course at Gardner School of Business. She is married and enjoys reading in her leisure time. She says, "I read just about everything." Mary is also an avid fan of the Washington Redskins football team. The Redskins' 6-2-1 record thus far this season creates much excitement, satisfaction and great anxiety.

Mary enjoys working in marketing as a great deal of coordination with the field is involved and her duties are diversified.

Multum in Porvo

Men heap together the mistakes of their lives and create a monster they call Destiny.

-John Oliver Hobbs

Dartmouth's President Cites Computer As Aid to Urban Areas

Much has been said and written about the role of the computer in today's society. Some remarks tend to strike fear as implications of invasion of privacy and other dehumanizing aspects of possible computer usage are emphasized.

Recently, during a lecture at Dartmouth College, Dr. John G. Kemeny (Dartmouth's President) cited computer usage as a means of achieving a change in the character of American cities within 20 years if the computer

is harnessed to its potential.

Dr. Kemeny said that he sees a national computer network linking the 10 largest cities of the United States to hundreds of computers with massive storage capabilities. He said that computers can and should be used to aid man in solving his most pressing problems, especially those found in cities.

"Instead of experimenting with human beings, social problems can be modeled on the computer and the machine can determine in advance how people might act or react to certain changes. We must learn how to teach computers to think more like human beings so people won't have to continually step in to make value judgments or to coach the machines," he said. "I feel that unless we human beings go out of our way to discard the advantages of computer power, computers could go a long way to open a new golden age for all mankind."

News-Share is published weekly by the General Electric Company: Information Services Business Division, for the benefit and information of employees. Articles and photographs may be submitted to:

Barbara B. Oliver Editor, GE News-Share 7735 Old Georgetown Road Bethesda, Maryland 20014 Dial Comm 8*273-4121







Clarence Selin has moved up to the position of manager of ISMD's Long Beach, Branch office. This promotion was effective November 15, 1971.

Clarence joined GE in 1969 on the Marketing Management Program and was located in Bethesda. While on the MMP, he was assigned responsibility for establishing and implementing procedures for dealing with owners of proprietary time-sharing software. His subsequent assignments were software marketing specialist in datanet software services and applications marketing specialist.

Clarence holds a BS, BA, and MBA from the University of Florida. Before joining General Electric, he taught at the University of Florida while working toward a Ph.D. in marketing

and economics.

NOVEMBER SERVICE AWARDS

20 Years John Gillette Bethesda

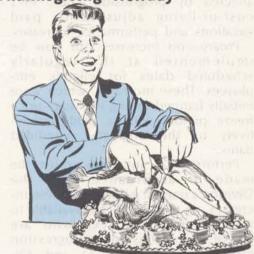
10 Years

Warren Rose Bethesda Bethesda lack Signora

5 Years

Shirley Jones Bethesda John Touch Bethesda lim Walker Watertown

Division Will Observe Long Thanksgiving Holiday



The Division's workweek will consist of only three working days next week as we observe Thanksgiving. Thursday, November 25 and Friday, November 26 are two more of our paid holidays.

Duplicate Hospital ID Cards Available for **Dependents Away** From Home

Employees who have dependents covered under the GE Insurance Plan who are not living at home can obtain a duplicate Hospital Identification card for use by the dependent, Art Cleary personnel accounting manager said this week.

A single card has been issued to

each employee in the past. It usually provides hospitals with needed information on coverage when the employee is hospitalized and eliminates much inconvenience in checking in. The card serves the same purpose when one of an employee's dependents is admitted to a hospital.

"Recently we've had requests from some employees for duplicate cards to be provided to a covered dependent away at college or not living at home," Mr. Cleary said. "We've arranged to provide duplicate cards in such cases. Requests for them — including necessary information — should be directed to Gwen DeLacy, 8*273-4220."



World Leader In Time-Sharing Service

Vol. V. No. 32

Bethesda, Maryland

November 24, 1971

Worldwide Time-Sharing Management Conference is International Success



Reflecting international participation in the Worldwide Time-Sharing Management Conference, Rafael Gomez of Mexico, Gerardo DiBella of Argentina, **George Feeney** and **Paul Sage** from U.S.A., and Tony Kench of London paused a moment for our photographer in London.

Our Division recently sponsored the fourth annual Worldwide Time-Sharing Management Conference in London, England. The 61 attendees, all managers in time-sharing operations, were delegates of our licensees and distributors operating in 14 countries. In addition to the United States, the countries represented were Argentina, Austria, Belgium, Denmark, France, Italy, Mexico, Netherlands, Norway, Sweden, Switzerland, the United Kingdom and West Germany.

The two and one-half day conference dealt with common problems and experiences encountered by timesharing managers. Advances in timesharing technology, marketing opportunities, and targeted areas for timesharing applications were the main topics of discussion.

With the expansion of Mark II service to seven countries, the conference placed a new emphasis on the need for international cooperation and upon the opportunities for international network aplications.

Credit Line

Peter A. Koelsch has recently been appointed Civil Defense Director of Woodside, California. Pete is a marketing representative in the Palo Alto office and has been employed by General Electric for five years.

Division Employees Eligible For Disney World Values Through Florida Sales Office

Bob Fohl, manager of ISMD's Florida branch sales office in Hollywood, Florida, invites all Division employees to take advantage of special "Walt Disney's Magic Kingdom Club" cards which are available from his office.

The Magic Kingdom Club cards are free — there are no membership fees or dues — and provide special values at Disneyland in California and Disney World in Florida. These cards provide significant dollar savings when used for lodging and activities at both Disney locations.

Any Division employee planning a visit to Disneyland in Anaheim, California or Disney World in Florida can obtain a membership card by completing the application and mailing it to:

Information Services Marketing Dept. GENERAL ELECTRIC COMPANY 5950 Washington Street, Suite 203 Hollywood, Florida 33023

ISBD Application	
for Membership	
"WALT DISNEY'S	
MAGIC KINGDOM CLU	B"
NAME:	
OFFICE ADDRESS:	
	181
	Ţ.
MPLOYEE NUMBER:	
DIAL COMM: 8*	

When mailing the application be sure to enclose a self-addressed, stamped envelope.

1972 HOLIDAYS

Holiday Date

December 31, 1971 New Year's Eve (Will be observed as New Year's holiday since New Year's Day falls on Saturday.)

February 21, 1972 Washington's Birthday*

March 31 Good Friday*

May 29 Memorial Day

July 4 Independence Day

September 4 Labor Day

November 23 Thanksgiving

November 24 Friday after Thanksgiving

December 25 Christmas

* These holidays should be exchanged with others which are observed locally if (1) those listed are not observed locally, or (2) are considered less significant in the local community. Any changes should be approved in advance by the Manager-Medinet Application Products Section (for Medinet) or the Manager-Relations and Facilities Operation (for all other components).

FISCAL CALENDAR MO S MO M W T W S T FIRST QUARTER THIRD QUARTER December 30 JUL JAN WKS WKS FEB AUG WKS WKS MAR SEP WKS 13 WKS 22 23 26 27 28 29 SECOND QUARTER FOURTH QUARTER APR ()CT WKS WKS Nov MAY WKS WKS DEC

MEET A GO-WORKER

lim Kearney is a facilities technician in where Teaneck joined General Electric one year ago. A native New Yorker, he preresides sently Edgewater, New Jersey



He is the safety officer at the

Teaneck NCC and is responsible for the environmental conditions of the facility, utilities, housekeeping, etc., basically to make sure the systems do not go down due to facility conditions.

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He keeps busy in his community by active participation in local and county politics. Jim also is a past commander of Veterans of Foreign Wars Post 2342.

His hobbies include hunting, fishing, and scuba diving. Jim is very interested in the U.S. Space Program and attended the launchings of Apollo 14 and 15. Jim and his wife have three children and one grandchild.

Articles and photographs may be submitted to:

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Barbara B. Oliver Editor, GE News-Share 7735 Old Georgetown Road Bethesda, Maryland 20014 Dial Comm 8*273-4121

The first recipe for happiness Avoid too lengthy meditations on the past. Andre Maurois

Information Services

> World Leader In Time-Sharing Service

Vol. V. No. 33

Bethesda, Maryland

December 3, 1971

Company Forms Maryland Public Affairs Council

On November 2, 1971 the Maryland General Electric Public Affairs Council was officially organized. This Council is composed of representative management from each General Electric location in the state of Maryland and includes representatives of Corporate Public Affairs. GE has Public Affairs Councils in other states in which the company maintains facilities.

Some objectives of the Maryland General Electric Public Affairs Council are: to make local GE management aware of problems affecting their operations and/or the total General Electric Company which arise from legislation and government activity in this state, to supply local management with information on proposed or pending state legislation which would affect GE businesses and employees, and to inform local GE management of the problems, trends and programs of the state (as reflected in actions or inactions of the State Administration and the State Legislature) in order to stimulate study, planning and action on these issues for the benefit of the state and of the various General Electric businesses. The Council will also act to encourage management of local operations to take part in local civic affairs and political activities and to communicate with GE employees, government officials and agencies, and the general public on matters of mutual importance to the company, its employees and other residents of the state.

Frank Gibbins represented our Division at the November 2 meeting which was held at the Prod-Insulator ucts Department in Baltimore. Don Scarff, Vice Presi-



Frank Gibbins

dent of Regional Relations, Atlantic Region, acted as temporary chairman for the Council's meeting. Other company representatives attending the meeting were Dave Dillon of Appliance Park-East in Columbia, Maryland, Jim Harmon, Appliance Park-East, Bill Hart, Corporate Public Relations, Bob Hess, Regional Relations, Philadelphia, Frank Judkins, Insulator Products Department, Gordon MacDonald, Insulator Products Department, and Jim Notari from the Kitchen Appliance Products Division in Columbia, Maryland.

One of the first actions of the Council was the election of Dave Dillon as Chairman and Frank Gibbins as Secretary.

The Council also acted to invite Gene Baker to serve as a member and legal advisor to the Council.

Forming a Policy Committee is one of George Feeney



the important tasks before the Council and George Feeney has been invited to serve as a member of this committee. Invitations were also extended to D.W. Lynch, Vice President and General Manager of Kitchen Appliance Products Division, C.J. Meloun, Vice President and General Manager of Transformer and Distribution Equipment Division, and D.D. Scarff, Regional Vice President-Atlantic Region, to serve on the Policy Committee.

As the Maryland General Electric Public Affairs Council swings into active pursuit of its mission, NEWS-SHARE will publish articles dealing with their activities which will be of interest to all Division employees.

Newsletter Especially for GE Retired Employees Makes Debut



General Electric is often acclaimed as a company that regularly communicates with its employees regarding matters of interest in the business world as well as current social issues. As of December, the company goes one step further in its far-ranging communication program. Corporate Employee Relations will publish a monthly newsletter, "News Notes for Pensioners" especially for over 40,000 retired General Electric employees.

The newsletter will be mailed to pensioners with their pension checks and will be a vehicle for keeping them up to date on what is happening in the company, how the company is changing in our changing world, how GE is meeting its competiion, and other events of significance to retired

Although retirement is a long way off for most of us, it is interesting to know that the company is making this special effort to keep retired personnel tuned in on GE's present day activities.



you use the experience wisely.

GE's Weekly Sickness & Accident Insurance Can Be a Real "Lifesaver"

(This is the second in a series of articles to explain GE benefits. Your copy of the General Electric Insurance Plan booklet provides full details.)

When you think of the General Electric Insurance Plan, what do you immediately think of? The medical plan? Probably so - but there is much more to it than that.

Under the Plan, you, as a GE employee, also get Life Insurance, Accidental Death or Dismemberment Insurance, and Weekly Sickness & Accident Insurance. This article covers the highlights of the Weekly Sickness & Accident Insurance.

What You Get Under the Plan

If you, an employee, become totally disabled as a result of a non-occupational sickness or accident, you will be paid weekly an amount equal to sixty percent (60%) of your normal straight-time earnings up to a maximum weekly benefit of \$150.

What Does It Cost You?

Nothing. As a GE employee, you're automatically covered at no cost for this and all the various forms of insurance under the GE Insurance Plan.

When Do Benefits Start?

Benefits start on the eighth day of total disability or with the first day of hospital confinement as a bed patient, if earlier, and will continue during such disability up to a maximum of 26 week.

Recurring Periods of Disability - Different Causes

There is no maximum number of times in a year, or during your employment, that you can be disabled and collect for 26 weeks for each total disability as long as the cause of each disability is not the same nor related.

Recurrent Periods of Disability - Same Causes

Recurrent periods of disability due to the same or related cause or causes will be treated as separate periods of disability - only if the employee returns to work for a period of 90 days between periods of disability.

In such a case the employee would again be entitled to receive the full maximum period (26 weeks) of disability benefits allowable under the Plan (after the eight-day waiting period/hospital confinement).

Recurrent periods of disability due to the same or related cause or causes between which the employee does not return to work for a period of 90 days will be treated as one period of disability. The employee will be eligible for benefits for the balance of the maximum period (what's left of the 26 weeks) allowable under the Plan for subsequent periods without the waiting period of eight days or hospital confinement.

Example - Recurrent Disability, Same Cause

As an example, let's say you are totally disabled due to a non-occupational back injury for 10 weeks and collect benefits for these 10 weeks. Then you return to work. If you are totally disabled again, for the same or related back problem, you'll collect benefits for: (1) another 26 weeks if you were on the job for 90 days between disabilities, or (2) another 16 weeks if you were on the job for less than 90 days.

Occupational Disability

If you are totally disabled and entitled to Workmen's Compensation benefits for time lost from work and the amount of Workmen's Compensation weekly benefit is less than what GE Weekly Sickness & Accident benefits pay for non-occupational disability, then the GE Insurance Plan will pay you the difference between the two (under the same terms and conditions as described in this article for non-occupational disability).

Salary Continuance

Benefits of \$15 a week will be payable to salaried employees during any period of salary continuance, commencing with the eighth day of total disability (or the first day of hospital confinement, if earlier) and ending with the day upon which you shall have received, during the preceding 12 months' period, twenty days of salary continuance for personal illness or ending when such salary continuance shall earlier cease.

Thereafter, if a salaried employee is still disabled, the regular benefits described will become payable and will be paid during the remainder of the employee's total disability, but for not more than an additional period of 26 weeks.

Must Be Under Care of Physician

Of course, for an employee to collect benefits under the Weekly Sickness & Accident Insurance, you must be under the care of a physician for the treatment of your disability, and your Weekly Sickness & Accident claim must be filled out and certified by a physician.

MEET A GO-WORKER

Judy Karpowich is a secretary in the relations and facilities operation in Bethesda. She is a native of Herkimer, New York and presently makes her



home in Gaithersburg, Maryland.

Traveling is her hobby and since being employed by the company Judy has become known as a peripatetic secretary, having worked at GE locations in Utica, New York, Daytona Beach, Florida, and Los Angeles, California before coming to Bethesda. Working at these different company components has been her way of gaining experience in GE's various businesses and seeing the country at the same time.

Judy performs secretarial duties for Frank Gibbins, Bill Perry and Paul Beaudry. In addition to using her stenographic skills, Judy is responsible for distribution of benefits booklets, employee relations forms, organization announcements, and maintaining accurate records for our Division's service awards.

Don Shell Article Published in ACM's November Magazine

Don Shell, manager of the Division's information services technical planning operation, is the author of an article featured in the November 1971 edi-



tion of Communications of the ACM, a monthly publication of the Association for Computing Machinery.

Dr. Shell's article, entitled "Optimizing the Polyphase Sort" presents an analysis of the well-known polyphase sort procedure which is widely used in generalized sort programs provided to users by many computer manufacturers. The seven-page article examines various dispersion algorithms for the polyphase sorting procedure with straightforward logic.

This article, with illustrated examples, contains information which will be of interest to technically-oriented personnel in our business.



World Leader In Time-Sharing Service

Vol. V, No 34

Bethesda, Maryland

December 9, 1971

Division Reaches Milestone in Growth; Marketing & Networks Departments Make Realignments to Insure Continued Success

George Feeney has good news for our Division and the entire General Electric Company. On December 3, he announced that Division revenue had reached the level previously targeted as a measurement of our success in the market-place and as an indicator of potential growth.

Dr. Feeney said, "Last month, for the first time in the history of the Division, our total operations generated a significant net profit. We can all be proud of this achievement."

While noting this major achievement, Dr. Feeney reported that **Paul Sage** and **Ray Marshall** have realigned the various components within their departments to meet our new challenges and to aggressively pursue the maximum potential of our service offerings.

Ray Marshall, acting general manager of the Information Networks Department states, "The department mission is unchanged. However, internal realignments have been made to increase the emphasis on service quality, to further consolidate network deployment related activities, and to organize for the 1972 thrust into facilities management.

"Department network quality activities have been consolidated into a new function, Quality Assurance, with Don Shell appointed manager. A second new function, Network Planning, under Howard Teaford, encompasses the field deployment of systems and communications as well as Division responsibility for purchasing and facilities. A third new function, Facilities Management Programs, under Jerry Butler, will provide the cross-functional management of



George Feeney

several significant remote data processing projects. Jerry will also continue as the acting manager of RESOURCE.

"The operation of the worldwide network remains under Warner Sinback, manager of Network Operations. Product technology continues to be directed by Engineering, with Bob Hench as acting manager, and by Applications Development under Gary Mueller. Effective with these changes, Ziggy Quastler will become Manager of the Division's European Operation with offices in London, England."

Paul Sage, general manager of the Information





Paul Sage

Services Marketing Department, announced that eight zones have been established, and each zone manager will now report directly to the department general manager. Borge Christensen is appointed manager of Headquarters Sales Operation and Jim Castle is named acting manager of the Marketing Operation, both reporting directly to Mr. Sage.

Mr. Sage said, "In recognition of the steady growth of our business and our continuing desire to improve service to our customers, the present Region/District structure is replaced by eight Zones. These changes are a part of a general restructuring of the Information Services Marketing Department which is intended to provide shorter lines of communication, improved responsiveness to customer needs, and improved market and product focus."

The managers of the new eight Zones are:

Jack Griffin, Northeastern Zone
Harry Hearn, Eastern Zone
Marv Lewis, Southwestern Zone
E. L. (Mac) McCleary, East Central Zone
Ken MacDonald, Pacific Zone
Bill Porter, Southern Zone
Bob Streight, Central Zone
Bill Thorne, Mid-Atlantic Zone

Concurrently, the Region and District staffs are transferred to the Zone with cognizance over the territories in which the staff members are currently assigned.

The realignments in the Information Networks Department and the Information Services Marketing Department were effective December 6, 1971.



Ray Marshall

DECEMBER SERVICE AWARDS

30 Years Doris Fratantuono - Bethesda

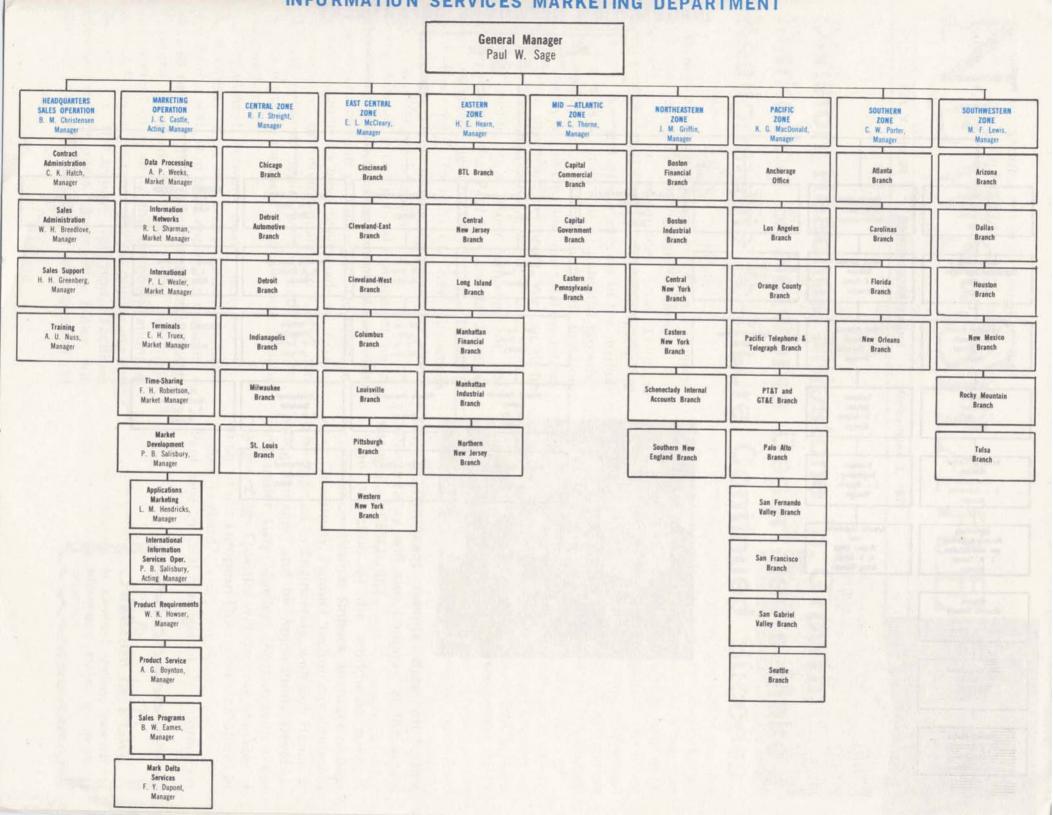
5 Years

John Briggs - Houston Chris DiCicco - Teaneck Ron Garuckis - Bethesda George Klumph - Bethesda Bob Kuhnle - Teaneck

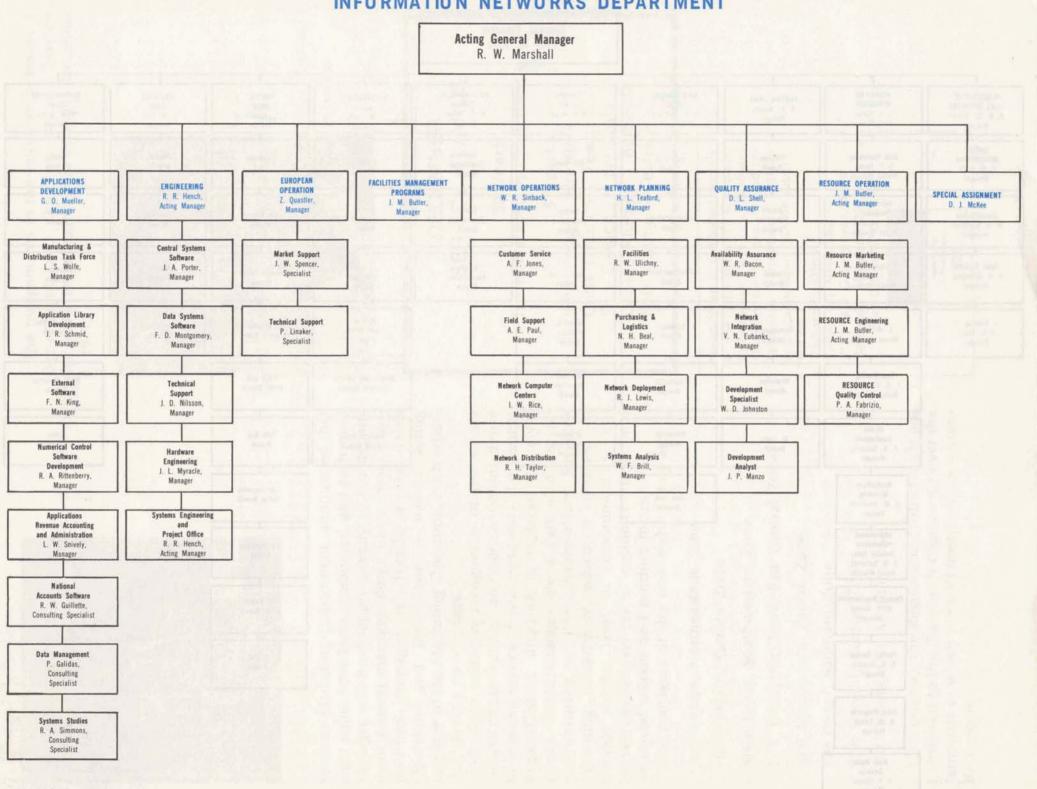
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INFORMATION NETWORKS DEPARTMENT





World Leader In Time-Sharing Service

Vol. V. No. 36

Bethesda, Maryland

December 22, 1971

Feeney Appointed Division General Manager

Clem Sutton, Vice President and Group Executive of the Industrial Group, in a letter to all employees of the Information Services Business Division, announced that George Feeney had been named General Manager of the Division, effective December 1. Dr. Feeney, formerly general manager of the Information Networks Department, had been acting Division Manager since August.

Dr. Feeney first joined General Electric in 1958 as manager of marketing systems research at Corporate Headquarters. His background includes



twenty years of experience with computers and management information systems. From 1961 to 1964, he held

the positions of visiting professor in Economics at Yale University, director of management sciences program at New York University and senior mathematician with the Rand Corporation.

In 1964, Dr. Feeney returned to General Electric as manager of the Corporate Strategy Operation. While in this operation, he developed a computer based on-line management information system for corporate office analysis of economic developments and their effects on the company. On January 1, 1969, Dr. Feeney became General Manager of the Information Networks Department.

He earned his undergraduate (Physical Sciences) and Masters (Business Administration) degrees at Harvard University and a Doctorate (Industrial Engineering) at Columbia University.

Last Chance to Change Investments Under S&SP for 1972; Forms Available

Under the Savings and Security Program, a participant can make changes in the allocation of his savings to S&SP's various options only once each year, Art Cleary, manager of personnel accounting reminded employees this week.

"A change will take effect only at the first payroll disbursement of the calendar year following the written notification of the desired change," Mr. Cleary stated. "As a result, a change made after January 1, 1972 will not take effect until the beginning of 1973. If a participant wants to change his investments for 1972, a written request must reach Personnel Accounting before December 31, 1971."

Forms and instructions for making investment changes are available at personnel accounting in Bethesda (8*273-4417).

May peace be your gift at Christmas. And your holiday season filled with lasting happiness, now and through the New Year.

East Central Zone Changes Address

Mail for the Information Services Marketing Department's East Central Zone office should now be sent to:

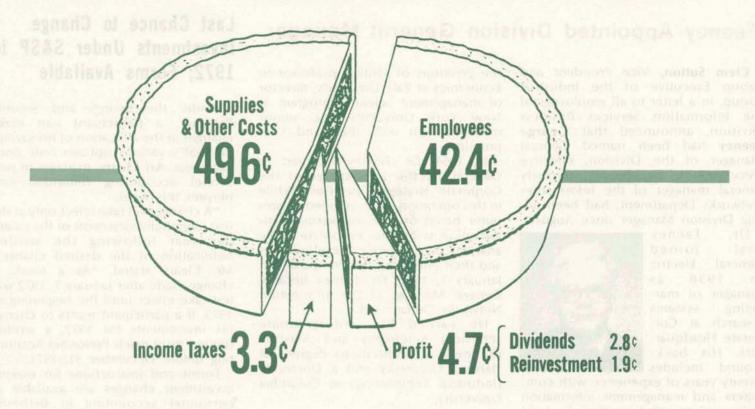
5755 Granger Road Cleveland, Ohio 44131 or mail pouch No. 50

Multum in Parvo

It is well to think well; it is divine to act well.

-Horace Mann

Here's How Our Sales Dollar Pie Was Shared As We Entered Final Quarter



Can We Improve the Slice that Builds Future Jobs?

How will our sales dollar pie be sliced at the end of 1971? How full will the slice marked "Employees" grow? Will the slice marked "Profit" be large enough to help build greater security into GE jobs of the future?

The chart above shows how the pie was divided as the three-quarter mark for 1971 was reached.

For the first nine-months of 1971 GE was making a profit of just 4.7 cents on each sales dollar. This means our profit rate was running at a little more than 4-1/2%. As recently as 1965 our profit rate at year end was over 20% higher — 5.7 cents. It will be recalled that in that period the company was able to reinvest significantly in new equipment. Businesses grew and jobs expanded.

Since then, the thin slice of profit has trended downward to the strike-affected 1969 low point of 3.3%. Fortunately, as our nine-months "pie" shows, the profit rate has begun to grow back.

Across the country total profits of all companies have been going downhill for several years. In 1965, all corporations together made total profits of \$46-1/2 billion and total pay and benefits of employees of all companies was \$394 billion.

By 1970 total profits of all corporations had dropped to just over \$41 billion — an 11% drop — but total employee pay and benefits had climbed to \$602 billion — a jump of about 50%. Many informed economists point to the declining total profits as a factor in the lack of incentive and inability of many companies to reinvest in the modernization that keeps business competitive and supports American jobs. This inability contributes to unemployment.

So — for employees — profits are as important as pay. Profits are needed to keep a business up to date, expand it, keep it competitive, keep it able to build jobs and pay good wages.

When the slice of profit gets too thin, the money for reinvestment in the business is no longer so available. Our competitive ability declines and so does our job security.

Fortunately, for GE employees, the "profit slice" in our "sales dollar pie" has begun to grow toward a more acceptable size. Our challenge is to keep our costs in line and maintain and improve our profits as we head toward the end of the year and into 1972. The little slice of profit has a big job to do for everyone.



World Leader In Time-Sharing Service

Vol. V. No. 37

Bethesda, Maryland

December 30, 1971

Bethesda Meeting Reviews '71 Accomplishments, Outlines '72 Goals

On Thursday, December 23, all Bethesda employees attended a management meeting hosted by **George Feeney,** Division General Manager.

Dr. Feeney stated the three main reasons for the meeting were (1) to review the accomplishments of the Division in 1971, (2) to explain the organizational rearrangements, and (3) to announce the goals set for the Division for the coming year.

Art Peltosalo, Vice President and Group Executive of the Power Delivery Group, attended the meeting as our special guest even though his association with the Division ended in August when he was promoted to his present position. Mr. Peltosalo congratulated Dr. Feeney on his recent appointment as Division General Manager and lauded the Division for the remarkable progress achieved during 1971. He was especially pleased that the Division had strengthened its position in the marketplace while operating the most reliable computer centers in the business. He also noted



Art Peltosalo praised the Division's '71 accomplishments.

the successful implementation of the Network in the European market, and the progress made in the area of equal employment opportunities within the Division.

Mr. Peltosalo announced that his Group and our Division are now partners on a very significant project, the Folcroft Program. As of January 1, 1972, our Division will assume full responsibility for the Switchgear Equipment Division's Folcroft computer center and for their entire data processing operations.

He reminded us that the growth and success of this Division will be vitally important to the company's future position as a computer user.



George Feeney outlined the Division's goals for the coming year.

Dr. Feeney returned to the podium and listed the Division's major accomplishments in 1971. He stated that the major priority for each member of the Division will be to think and act as a single business as a foundation for attaining our '72 goals. Noting that "profit" is certainly the name of the game, he then invited Paul Sage, Jim Castle, Ray Marshall, and Bob Hench to describe the strategies for their operations in the coming year.

At this point, Dr. Feeney explained that there had been "widespread agreement that further refinement was needed in the field sales organization in order to strengthen our mainline business and reduce the expense overhead." On this note, he introduced **Paul Sage** to clarify the newly-organized Sales Department.

Mr. Sage stated that the Sales Department was organized as the framework to accomplish our challenges in 1972. The one basic change has been the reduction of the Trend of Off-Job Employee Accidental Deaths Lower this Year than in 1970; Holiday Safe-Driving is Urged

"If the off-the-job accident trend of the first nine months continues, fewer GE employees will lose their lives in 1971 than last year," E. Sidney Willis, GE's manager of employee benefits, said this week. But Mr. Willis emphasized that "accidents off the job are still far too high, and no matter how well our company insurance plan covers accidental death it can never replace the loss of a loved one."

A total of 104 employees have been reported killed in off-the-job accidents during the first nine months of 1971, and the company's Insurance Plan has paid out a total of more than \$2-1/2 million in benefits to beneficiaries of these GE-ers, Mr. Willis reported.

Last year — during 1970's first nine months — 112 lost their lives in off-the-job accidents, Mr. Willis said. The insurance plan paid out benefits totaling more than \$3 million in those deaths.

With the year-end holidays approaching, Mr. Willis urged employees and their families to set up personal safety rules and obey them. He emphasized the need for greater care in driving cars.

Under the GE Insurance Plan, beneficiaries of employees receive three times the employee's normal straight-time annual earnings if the insured loses his life in an accident.

Articles and photographs may be submitted to:
Barbara B. Oliver
Editor, GE News-Share
7735 Old Georgetown Road
Bethesda, Maryland 20014
Dial Comm 8*273-4121



continued

(BETHESDA MEETING continued)

number of branch offices from a total of 48 to the present 36. This change is expected to improve communications, provide continued growth, establish a clear path for management development, and place a better focus on the revenue of the Division. Mr. Sage emphasized that the key words for the Information Service Sales Department in 1972 will be "profitability" and "professionalism."

Jim Castle, manager of Information Services Marketing Operation, outlined the 1972-73 marketing objectives as (1) strategic segmentation of revenue producing activities, (2) to produce revenue growth, (3) to main-



Jim Castle disclosed the '72-'73 strategy for Marketing Operation.

tain or improve our market share, and (4) to assure attainment of the Division's profitability goals.

The challenges set for the Information Services Systems Department were explained by Ray Marshall. He stated that special emphasis would be placed on super reliability, expansion of the European operation, capacity management and facilities management.

Mr. Marshall said, "The top priority project for the Systems Department in 1972 will be Folcroft, our major thrust into remote computing, which we consider to be a superior alternative to in-house data processing." He then reviewed the Folcroft Program plan which calls for the Switchgear Equipment Division's data processing to be provided on a remote basis from the



Ray Marshall explained the Folcroft Program plan to be implemented in '72.



Paul Sage emphasized "profitability" and "professionalism" for 1972.

Brook Park center by the fourth quarter in 1972.

Bob Hench covered the objectives established for the Technology Operation in 1972. He stated that there has been a social acceptance of our service and compared our past product with the future product.

In summary Dr. Feeney said that the "Information Services Business Division must think big as we are already transcending our own past. We must work together more effectively and turn into a single entity and not let interdepartmental walls block



Objectives set for the Technology Operation were explained by Bob Hench.

Fratantuono Cited for Thirty Years' Service

On December 17, **Doris Fratan-tuono**, an accounting clerk in Division Finance, marked the 30th anniversary of employment with General Electric. Thirty years seems a long time to most people, but it isn't really, according to Doris. She said "The years have just flown by and it seems only a short time ago I joined the company."

Actually, it was back in 1941 that an employee of General Electric Supply Company (GESCO), who was also a personal friend, insisted that Doris apply for a job with the Washington sales office. Since her friend was so sold on the company, Doris did apply and was hired as a requisition typist. She remained with GESCO in many different jobs for a period of 19 years. When GESCO closed the Washington

our future growth. Each person in the Division must get smarter in '72 as the product and customer of this business are changing fast and our challenges are great. Each person in this Division will get to be an expert on this business — we'll all have to get smarter."

The meeting adjourned with our challenges and goals for 1972 clearly established for every member of the Division and a buffet lunch was served before employees departed for the start of the long holiday weekend.



Leo Ramer (l.) has just presented a 30-year service pin to **Doris Fratantuono** (r), as some of her co-workers observe the happy occasion.

accounting office, she transferred to Bethesda and worked in what at that time was called the Washington Information Processing Center.

In retrospect, Doris said, "I never had any reason to think I would remain with the company for 30 years. I have always thought GE was about the best company one could work for. I suppose I have been fortunate because I have always worked with people who encouraged me to do my job as best I could and allowed me to perform my duties this way. I guess I may have been spoiled because even though the work load has usually been very demanding, I have always felt that my efforts as an employee were appreciated."

Leo Ramer, manager of Division Finance, awarded Doris her 30-year service pin. Mr. Ramer said, "This is certainly the first time I've had the honor of presenting a service pin for 30 years' service and there is no doubt that it is also a 'first' for Doris." He congratulated Doris on this noteworthy achievement.

As some of her co-workers looked on, Jim O'Brien, manager of general and tax accounting presented Doris with a gift from some of her many friends and co-workers.