



UPDATE

INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND

Jan. 17, 1977
305.68

Program for Individual Careers Helps Close the Gap Between You and Opportunity

On January 19, 1977, the Information Services Business Division introduces the Program for Individual Careers. It will be offered to Headquarters employees for approximately one month before being expanded to all field locations.

Information Services Business Division's Program for Individual Careers enables employees to nominate themselves for positions open within the Division, and thus have a greater degree of control in their career planning. Direct involvement in one's own career goals is one of the major features of the Program for Individual Careers that will be an ongoing system within the Division.

While many of you may not be familiar with the self-nomination concept, similar programs have been successfully implemented at several General Electric businesses. The Relations Operation evaluated these programs and used them as a model to develop our own self-nomination system. The program will have numerous benefits for both you and the Division. By making all employees aware of open positions, and providing the opportunity to nominate themselves as candidates, the program will greatly help management to identify, place and make better use of available personnel; and offer more recognition and self-fulfillment of employee needs and career interests. Additionally, self-nomination will assist management in achieving the goal of having employees placed in positions that make the most of their qualifications. . . and that provide them with challenge and opportunity.

Open Posting Will Help Make Opportunities Known

A manager will open the position by completing a Request for Personnel (RFP) and having it approved by appropriate management. When these approvals have been obtained, the position will be officially "open." Descriptions of the open positions will be posted each Wednesday locally or nationally for two weeks. Additionally, this information will be available on-line through Cross-File. At Headquarters, a summary of Rockville, local and national open positions, with pertinent information about each, will be posted weekly using a document known as *Program for Individual Careers—Position Opportunities*. In the field, a designated Program Administrator will obtain the listing from Cross-File.

During the biweekly posting period, you, the employee, can review the requirements as defined in *Position Opportunities*, and then make your own decision on nomination. If your background and skills match the position requirements and, if you feel that the position would complement your career objectives, you can nominate yourself.

To be eligible for applying for an open position without your immediate manager's approval, you must be in your current position for one year. If you do not meet the time requirement you may apply after obtaining your immediate manager's signature on the Application.

Self Nomination. . . The Opportunity to Sell Yourself

You can nominate yourself for an open

position by using a *Program for Individual Careers Application*, available from Employment at Headquarters, and from the Program Administrator in the field. Fill out the application summarizing your interest in the position and your qualifications. An Individual Experience Record and/or resume also may be attached if you wish. Mail or telecopy your application to the employment representative shown on the *Position Opportunities* listing within fourteen (14) days of the posting date.

In the past, employees have sometimes learned of a position opening too late to do anything about it. How many of you have thought: "I really would have liked to be considered for that job." With the Program for Individual Careers you will now be aware of open positions. . . and more importantly, have a fair and equal opportunity to be considered.

You've Nominated Yourself. . . Now What?

Once the employment representative receives the *Program for Individual Careers Applications* from self-nominated applicants, and as appropriate other qualified candidates have been added to the list, the employment representative will review the nominees with the hiring manager, who will then draw up a candidate slate of approximately two to four qualified individuals. Self-nominees who do not make the candidate slate will be notified by phone, by the employment representative, within two working days of the decision.

GENERAL  ELECTRIC

Continued on page 2



Individual Careers *Continued from page 1*

At the same time, if you are a nominee who has made the candidate slate, you will be informed and you should set up an interview with the hiring manager. When you reach the interview stage of the cycle, you should discuss your candidacy with your manager before arranging an interview date with the hiring manager.

After all interviews have been conducted, the hiring manager will make his or her own evaluation of the candidates' qualifications for the open position and then make the decision. Naturally, only one of the candidates will be selected. The hiring manager will inform the other candidates of the decision. . .and how it was arrived at . . . immediately after the selected candidate has accepted the offered position.

In every instance, a sincere effort will be made to keep all applicants up-to-date on the status of their self-nominations. It must be stressed that the concept of self-nominations is not cosmetic in nature. . . it is the outgrowth of a belief that by making employees more directly involved in their career paths, both they and the Division will benefit. As with many new programs, there may be questions left unanswered. Please communicate your suggestions and concerns — as quickly as these surface — to your manager or anyone in the Employee Relations Operation. We all want this program to be meaningful and worthwhile.

Questions & Answers

Listed below are some of the most frequently asked questions from both employees and managers when self-nomination programs were implemented at other General Electric components.

Q. . .Will All Open Positions Be Posted?

A. . . No. All positions open, up to and including subsection level, will be on the list, dependent on the locale. The idea is that most positions which can be filled locally, will be advertised only locally. On the other hand, those positions for which candidates are less numerous may be advertised nationally. For example, if an administrative professional position opens in Rockville, and appears to be fillable in Rockville, it won't be advertised in San Francisco . . . unless some special circumstances are involved.

Q. . .What Kinds of Positions Might Not Be Listed?

A. . . The following are some examples of positions that might not be listed:

Level changes where an individual retains the same position title, but the level is increased because of increased responsibility.

Reassignment of responsibility within an existing component resulting from a reorganization where changes do not result in promotional opportunities.

The position is to be offered to an employee on lack-of-work who is entitled to a best possible offer.

The establishment of temporary, co-op, program trainee or summer positions.

Q. . .Will Other Candidates be Considered?

A. . . To give the hiring manager the widest possible choice of qualified candidates, the program accommodates the simultaneous consideration of external and internal candidates in filling open positions. External

candidates might include those employees on lack-of-work, returning veterans, employees from other Division or Company locations and persons from outside the Company.

Q. . .Can I Nominate Myself for Any Position At Any Time?

A. . . This program assumes a responsible attitude by all employees. However, you may nominate yourself for any position open, provided that you seriously believe you fulfill the qualifications, and provided that you've been in your current position a minimum of one year.

You may nominate yourself for positions when you do not have the minimum time in your current position if you obtain your immediate manager's signature on the Application.

Q. . .What Happens If I Get a New Position As a Result of This Program?

A. . . Generally, it is expected that the selected candidate for a new position will be released by his or her manager as soon as possible. You must be released within 30 days from the date the new position is accepted, except when negotiated differently by the releasing and hiring managers.

Continued on page 3

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



Individual Careers *Continued from page 2*

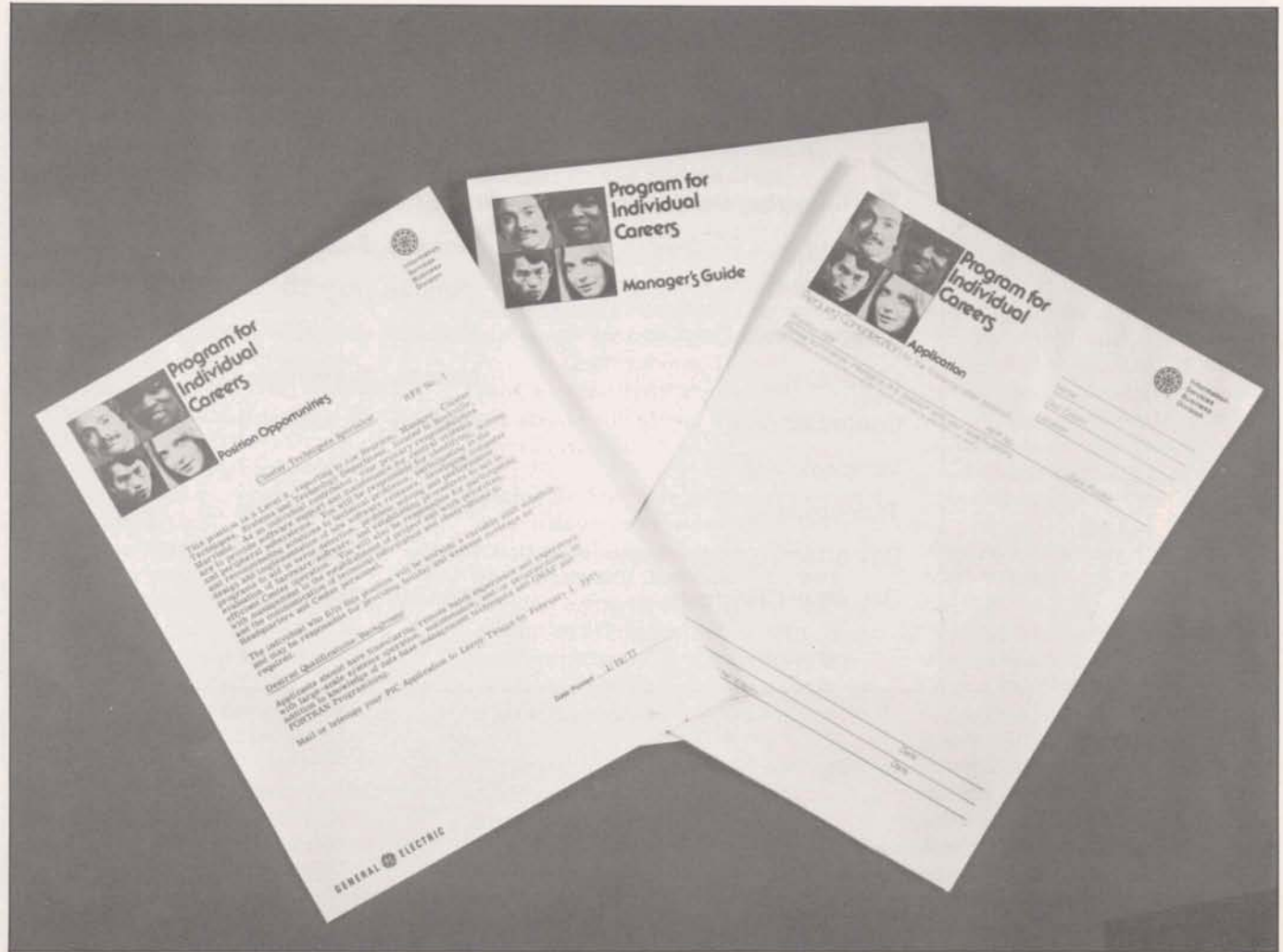
Q. . . Can I Discuss the Selection Process?

A. . . If you wish to more fully discuss the selection process at any step of the procedure, you may contact the Manager, Employment and Community Relations. If further communication is still required, you may refer to the Appeals Section of the Employee Handbook.

Q. . . What Are The Key Elements That Will Make This Program Successful?

A. . . The Program for Individual Careers will require the whole-hearted support of all employees and managers. Employees will be expected to treat the opportunity professionally and attempt to evaluate position requirements with their quali-

fications before nominating themselves for a new position. On the other hand, it will be incumbent upon managers to review carefully each nomination with their employment representative and to make certain that all applicants and candidates are informed of the hiring decision during each step of the process. If we all treat the program as the opportunity it is intended to be, it will be a success and we will all benefit.



n. 17, 1977
5.68

Tools for advancing your career with General Electric's Information Services Business Division. At left is a typical "Position Opportunity" to inform ISBD employees and describe a position which is currently open. The booklet in the center, the "Manager's Guide," explains how ISBD's

new Program for Individual Careers works, and how to prepare and post a Position Opportunity. The multi-copy form at right is the "Program for Individual Careers Application" which you must complete if you wish to nominate yourself for any particular Position Opportunity.



1977 Holidays

The following are designated as holidays for 1977:

Washington's Birthday	Monday, February 21
Memorial Day	Monday, May 30
Independence Day	Monday, July 04
Labor Day	Monday, September 05
Columbus Day	Monday, October 10
Veterans Day	Monday, October 24
Thanksgiving	Thursday, November 24
Day after Thanksgiving	Friday, November 25
Day after Christmas	Monday, December 26



**US
DATA**

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

Jan. 27, 1977
305.69

New Organizational Realignmentments in Rockville

In our continuing evolution toward more efficient and effective internal organization, Dr. George J. Feeney, Vice President and Division General Manager, has announced organizational realignmentments in several of the Division's departments.

Marketing Department

F. Don Montgomery, formerly User Systems Manager in Systems and Technology, has been appointed Manager, Data Management Operation in the Marketing Department. Don will head up a staff in Nashville, Tennessee, with two basic purposes: to continue the development of data management systems such as DMS II; and to pursue further implementation of ISBD's largest single account, the Hospital Corporation of America.

Dick Bretagne will be joining Don in Nashville. Formerly Business Systems Manager in Systems and Technology, Dick now assumes the new position, Manager, Health Care Services.

Harold R. Moore, formerly Data Management Systems Manager in Rockville, also joins Don in Nashville, as Manager, Data Systems.

The Market Programs Operation, managed by Peter B. Salisbury, also announced several changes. In this component, Dana M. Lowry, Product Planner, has been appointed Manager of Business Data Services. Dana's component will focus on main-stream operational business applications, with order service receiving special attention throughout 1977. Other areas such as manufacturing, marketing and distribution, are also slated for special focus later in the year.

A. William Gindra, formerly Product Planning Manager, also joins Pete's team as Manager of Management Data Services. His responsibilities will be aimed at the business planning market, and will target such areas as business forecasting, financial analysis, planning, and analysis services. MAP Services offerings will be included as part of this organization's functions as well. The target prospects will be top management people in major U.S. and foreign countries.

N. Lee Beyer, Manager of the Product Programs Operation, also has some major changes. Donald G. Bishop, formerly CAO Project Manager, has been named Manager of Product Integration, a new function in Product Programs. This component will function as a communication interface between the

Marketing Department and Systems & Technology in helping to define Marketing's requirements for new products and product enhancements.

Another new function in Product Programs is VS Programs, which will be managed by Lyle Plitt, formerly VS Marketing and Sales Support Manager. This particular change is very significant, as it reflects the integration of the VS marketing functions into the Marketing Department. VS sales functions remain in the Sales Department.

The Customer Service Operation, Mel Szot's newly expanded organization, now also includes Business Systems Development, of which Mel is the Acting Manager, and Manufacturing Systems Development, managed by Joseph R. Schmid. Both of these functions were formerly in Systems and Technology, and have been moved to Customer Service to aid in ISBD's commitment to bringing application development closer to the user and more responsive to his demands.

Systems and Technology Department

Aksel Olesen's Advanced Technology Systems Operation has been trans-

GENERAL  ELECTRIC

Continued on page 2



Don Montgomery



Dick Bretagne



Hal Moore



Dana Lowry



New Organizational Realignments *Continued from page 1*

ferred from Strategic Planning to the Systems and Technology Department. The goal of Advanced Technology Systems is to provide a technical plan for ISBD's 1980 systems. Within the Advanced Technology Systems Operation, James D. Babcock has been appointed Manager, Advanced Software Technology. Jim was VS Services Program Manager prior to his new appointment.

Within David J. O'Connor's Operating Systems component, Barry Siegall has been named Manager of VS Special Systems; Lee K. Stanton is the new Manager of VS Operating Systems; and Robert H. Penny assumes the position of Manager, VS Product Systems.

The primary purpose for the move of these VS Services to Operating Systems

is to place both VS and GCOS Background operating systems together and improve communications between the two and with Foreground Operations. It is expected that this will help make still better use of manpower and expertise resources in all these areas.

Language Systems, under J. Peter Manzo, has been transferred from User Systems to David F. Foster's File Systems Operation to enhance the required close interaction between File Systems and Language Development.

Sales Department

Bruce K. Barnard, formerly Manager of the VS Sales Operation, has been named Manager of the Sales Depart-

ment's new Sales Consulting Operation. The primary function of this new organization is to improve branch revenue performance by providing concentrated assistance to the field in the areas of planning, territory analysis, local market focus, branch operating procedures, priorities, and assignments.

At last month's Field Management Meeting, Roger Hobbs, General Manager of the Sales Department, announced a "Metro Plan" designed to capitalize on the high potential markets of Los Angeles, Chicago and New York. As part of this plan, a new management organization has been established in

Continued on page 3



Bill Gindra



Don Bishop



Lyle Plitt



Joe Schmid



Jim Babcock



Barry Siegall



Lee K. Stanton



Bob Penny



Utah Merger To Bring GE New Area of Opportunity

The shareowners of the General Electric Company and Utah International voted overwhelmingly December 15 to approve the merger of the two companies. Utah's principal business is mining, predominately outside the United States.

Following the GE share owner meeting in Stratford, Connecticut, and Utah's share owner meeting in San Francisco, General Electric's Chairman Reginald H. Jones told reporters at a special press conference in New York that the merger "will hold great promise for the share owners of both companies.

"This merger will bring General Electric into a whole new area of opportunity, natural resources. This is an area of enormous potential for future earnings growth because the world is industrializing and demand for fuel and raw materials is increasing very rapidly." said Jones.

Utah shareowners will markedly increase the diversification of their invest-

ment by becoming share owners of General Electric. In addition, Jones pointed out, "Utah will add greatly to GE's well-advanced diversification beyond the manufacture of traditional electrical equipment and into the faster growing materials and services business." Jones said that services and materials accounted for about 14 percent of Company earnings in 1966, about 27 percent in 1976, and that this would increase to 40 percent with the addition of Utah — with 60 percent of earnings coming from equipment manufacture.

The Utah merger also advances GE as a worldwide Company, according to Jones. General Electric's international sales have been growing twice as fast as its domestic sales, and Jones indicated that two-thirds of GE's international business has been coming from countries that are growing faster than the United States. As a major contributor to the U.S. balance of payments, GE had a favorable balance of trade totaling \$5 billion in the past five years, of which

\$1.5 billion was achieved last year. "Our exports," said Jones, "provide about 80,000 jobs in the United States, directly or indirectly.

"The planet is undeniably growing smaller and more interdependent. Worldwide marketing, sourcing, and competition are the wave of the future. Companies that limit their horizons to one country are restricted in their strategic potential. Of course, we have to protect ourselves against cyclical swings and currency fluctuations in various markets, and we have plenty of experience in that regard," Jones stated.

The ability of Utah International's reserves of natural resources — minerals in the ground — to help offset the effects of inflation and Utah's proven record as an outstanding growth company were also cited by Jones as major factors that would be supportive of the merged companies' long-term strategic objectives.

Jan. 27, 1977
305.69

New Organizational Realignmentments *Continued from page 2*

Los Angeles and Chicago to direct the activities of the multiple branches in those locations. Mike Schermer, formerly Manager of the Chicago Commercial Branch, has been named District Manager for Chicago. The Los Angeles

District appointment will be made shortly. In New York, the District function will not be necessary due to the higher market density and closer proximity of branches in the Eastern Zone.

Also in the Sales Department, Ronald V. Rasmussen has been appointed as the new Manager of the Northeast Zone. Stephen A. Marmion has been named Manager of ISBD's Detroit Branch.



Bruce Barnard



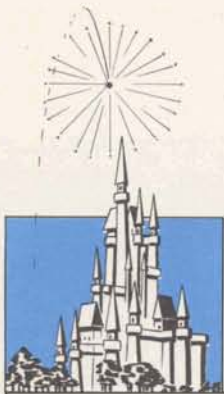
Mike Schermer



Ron Rasmussen



Steve Marmion



GE Carousel of Progress May Be Greatest Show On Earth For Us

If the old adage of "there's no business like show business" holds true, GE has certainly drummed up a lot of customers with its longest running show—the GE Carousel of Progress.

The curtains for the popular show, depicting progress through electricity, recently rolled up for the ten millionth guest in less than two years at Walt Disney World in Florida. And this is in addition to the 46 million other people who visited the show when it made its debut for GE at the 1964-65 New York World's Fair and then reopened for an eight-year run at Disneyland in California.

On hand to help GE mark the occasion of its ten millionth guest were Mickey Mouse and Donald Duck. Stepping through the turnstile on a sunny Florida December 9 morning for the honor was Mrs. George Houseweart of Greensboro,

North Carolina. With her was her husband and their two children, Susan, 9, and David, 4. The family received a gold key to the Magic Kingdom from Mickey Mouse and a GE Toast-R-Oven from GE Resident Manager Tom Widmer.

In commenting on the entertaining and educational show, which has also informed the public of contributions by GE employees in improving the quality of life, Widmer noted there are special value ticket books for GE employees. These can be obtained by writing Georjanne Edmon, GE Carousel of Progress, Walt Disney World, Post Office Box 40, Lake Buena Vista, FL 38230. The ticket books give employees membership in the Magic Kingdom Club and are good for visits to Disneyland in California as well as Walt Disney World in Florida. Membership also gives you reduced rates at participating Howard

Johnson motels across the country.

Even if you don't happen to be one of the lucky ones this year making a trip to see GE's "greatest show on earth," you might want to tell your friends and neighbors about the show. It is designed to explain progress through electricity, and that's what GE jobs are all about.

Stock Prices and Fund Unit Prices for the Year 1976

Here are the GE "Stock Prices" and the average "Fund Unit Prices" used in the crediting of participants' accounts for the various months of 1976 under the Savings and Security Program.

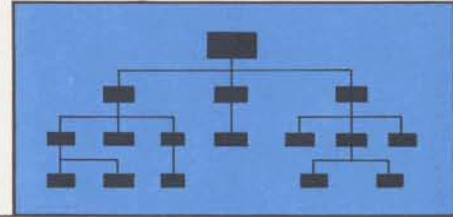
The "Stock Price" is the average of the closing prices of GE Stock on the New York Stock Exchange for each trading day in the calendar month.

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



BECOMING THE TEN MILLIONTH guest (and potential customer) at GE's Carousel of Progress at Walt Disney World last month was Mrs. George Houseweart of Greensboro, North Carolina. She and her husband and their two children, Susan, 9, and David, 4, are shown being welcomed and receiving a gold key to the Magic Kingdom by two of Disney World's most renowned figures.

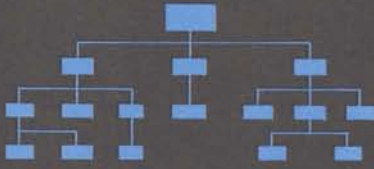
	Stock Price	Fund Unit Price
January	\$52.220	\$26.986
February	53.329	28.042
March	52.098	27.962
April	53.190	28.088
May	51.469	27.547
June	54.722	27.317
July	56.899	27.987
August	54.790	27.759
September	54.798	28.310
October	52.000	27.255
November	51.444	27.175
December	52.858	27.961



The ISBD Organization January 1, 1977

George J. Feeney, Vice President and General Manager Information Services Business Division	John M. Griffin, Manager Industry Accounts Operation	Felix Y. DuPont, Manager Special Projects	Walter A. Lees, Manager Sales Administration
Norman B. Barth, Manager Information Services Relations Operation	Ralph E. Bice, Manager Electric Industry Accounts	A. William Gindra, Jr., Manager Management Data Services	Ellen R. Kistler, Manager Eastern Zone
Donald C. Clark, Manager Affirmative Action Programs	Robert E. Evanoff, Manager Industry Accounts Support	Dana M. Lowry, Manager Business Data Services	Robert B. Manning, Manager Central Zone
Frank W. Gibbins, Manager Employment and Community Relations	Robert O. Fohl, Manager General Industry Accounts	Jon S. Melnyk, Manager Network Software Services	Ronald V. Rasmussen, Manager Northeast Zone
Allen U. Nuss, Manager Personnel Practices and Development	Kenneth G. MacDonald, Manager Petroleum Industry Accounts	Robert A. Simmons, Manager National Training Operation	Frank H. Robertson, Manager Pacific Zone
David A. Shepherd, Manager Employee Relations—Sales	Everett L. McCleary, Manager General Electric Accounts	N. Ed Wetzel, Manager Headquarters Training Operation	James P. Schuster, Manager Southwestern Zone
John P. Werbicki, Manager Employee Relations—Systems and Technology	Richard A. Mirro, Manager Banking Industry Accounts	Fred A. Wood, Manager Product Training Program	Sally A. Smith, Manager Federal Sales Operation
George J. Feeney, Acting Manager Information Services Strategic Planning Operation	Arthur B. Sims, Manager Management Services Accounts	Paula A. Zak, Manager Field Training Operation	James W. Spencer, Manager Southern Zone
Norman W. Harvey, Manager Strategy Development	Thomas F. Vinci, Manager Telephone Industry Accounts	Melvin F. Szot, Manager Customer Service Operation	Paul R. Leadley, General Manager Information Services International Department
Conrad G. Persels, Manager Strategy Development	Marvin F. Lewis, Manager Custom Applications Operation	Joseph Adams, Jr., Manager Validations Billing	Warner R. Sinback, Manager International Facilities Projects
Robert R. Hench, General Manager Information Services Marketing Department	Willard A. Gilly, Manager Project Review Office	Margaret T. Holt, Manager Product Support	Robert F. Streight, Manager International Market Development
N. Lee Beyer, Manager Product Programs Operation	Robert E. King, Manager Custom Applications Project	Timothy B. Madison, Manager Customer Assistance	Hugh S. Jackson, Manager Brazil Project
Donald G. Bishop, Manager Product Integration	F. Don Montgomery, Jr., Manager Data Management Operation	Joseph R. Schmid, Manager Manufacturing Systems	Robert H. Rogers, Manager International Market Development
David E. Cearnal, Manager Special Programs	Richard F. Bretagne, Manager Health Care Services	Mel F. Szot, Acting Manager Business Systems	Paul L. Wexler, Manager International Support Operation
Thomas L. Joehl, Manager Foreground/Background Programs	Harold R. Moore, Manager Data Systems	Glenn W. Uthe, Manager Expediting	Robert Donnestad, Manager International Accounts
Gerald A. Paulsen, Manager Application Programs	John M. Neuenschwander, Manager Marketing Support Operation	Robert T. Hobbs, General Manager Information Services Sales Department	Anthony R. Kench, Manager International Sales Support
Lyle A. Plitt, Manager VS Programs	William R. Hewlett, Manager Marketing Communications	Bruce K. Barnard, Manager Sales Consulting Operation	Raymond W. Marshall, General Manager Information Services Systems & Technology Department
Harold Stover, Manager Terminals Project	Thomas B. Hickey, Manager Pricing	Michael J. Emmi, Manager Atlantic Zone	Jerome M. Butler, Manager Systems Planning
	Marianne M. Millett, Manager Market Analysis and Competitive Pricing	Paul H. Inserra, Manager Headquarters Sales Operation	William R. Bacon, Manager Systems Deployment
	Peter B. Salisbury, Manager Market Programs Operation	Roger B. Gregory, Manager Remote Facilities Management	
		Robert E. Huber, Manager Forecasting, Analysis & Measurements	

Continued on page 6



The ISBD Organization January 1, 1977 *Continued from page 5*

William F. Brill, Manager Foreground Systems Deployment	James A. Rowley, Jr., Manager Network Distribution	Zigmund Quastler, Manager Quality Assurance	Richard H. Gray, Manager Disbursements Accounting
Robert A. Mikelskas, Manager Security Operations	Eugene Shanklin, Manager Network Transmission	David J. Clark, Manager Foreground Service Quality	Robert N. Kellar, Manager Revenue Accounting
Alan E. Paul, Manager Facilities Projects	Thomas E. Taylor, Manager Maryland Supercenter	Verkuel N. Eubanks, Manager Background Service Quality	Carolyn S. Littles, Manager Investments Accounting
Howard E. Robinson, Manager Procurement	Robert D. McCalley, Manager Communication Systems	Harry T. Rainey, Jr., Manager Quality Programs & Measurements	James B. O'Brien, Manager General Tax Accounting
David F. Foster, Manager File Systems	Christopher T. Brook, Manager Central Communications Software	Kenneth R. Strandberg, Manager Maintenance Programs	William J. Kerr, Manager Operations Analysis
Lee E. Anderson, Manager File Support	Lawrence J. Mauceri, Manager Remote Communications Software	Ralph H. Taylor, Manager Communications Quality	Edward H. Buchanan, Manager Financial Analysis—Sales
Joseph P. Manzo, Jr., Manager Language Systems	David J. O'Connor, Manager Operating Systems	Donald L. Shell, Manager Technology Systems	William L. Hayden, Manager Financial Analysis
Marcia A. Mascarello, Manager Physical Input/Output	Howard A. Anderson, Manager Foreground Operating Systems	James S. Keene, Manager Systems Integration	J. Michael McGaha, Manager Financial Analysis—Systems
David J. Miller, Manager File Management	Robert T. Grissom, Manager GCOS Background Systems	William F. Marshall, Manager Systems Engineering	James F. Richards, Manager Financial Analysis—International
Robert L. Johnson, Manager Remote Operations	Robert H. Penny, Manager VS Product Systems	Jacques J. Perron, Manager Central Systems Hardware	John H. Meyer, Manager Auditing
Louis J. Ciccone, Manager Switchgear Remote Operation	Barry Siegall, Manager VS Special Systems	James A. Porter, Manager Systems Program Support	Robert A. Niemann, Manager Information Systems
Charles F. Crotty, Manager RFM Technical Support	Leroy K. Stanton, Manager VS Operations Systems	Kenneth F. Sumner, Manager Communication Systems Hardware	Larry A. Capriotti, Manager Billing Systems
Ade C. Graham, Jr., Manager GCOS RFM Projects	Aksel Olesen, Manager Advanced Technology Systems	Leo B. Ramer, Manager Information Services Finance Operation	Albert G. Ertel, Project Manager Order Entry & Receivables
Thomas C. Schuyler, Manager Erie Remote Operations	James D. Babcock, Manager Advanced Software Technology	Jack A. Hanson, Manager Credit and Collections	Robert W. Hamilton, Project Manager Revenue Systems
Richard J. Lewis, Manager Systems Operations	Gerald A. Gay, Jr., Manager Advanced Communications Technology	H. Max Harris, Manager Accounting Operation	Patricia A. Hickert, Manager Internal Use
Albert F. Jones, Manager Ohio Supercenter		Arthur S. Cleary, Manager Personnel Accounting	William L. Johnston, Manager Financial Systems
			David Sherman Division Counsel



These Steps Help Make "Reasonable & Customary" Provision Work for You!

A very important feature of the General Electric Insurance Plan is the one which provides broad financial assistance to meet necessary costs which are "reasonable and customary." This key approach makes it possible for the GE plan to give flexible protection on medical fees, unlike the many plans which limit payments to a fixed benefits schedule.

The "reasonable and customary" provision has the added value of protecting Insurance Plan participants against excessive charges. This helps everyone in an inflationary period when hospital and medical costs rise rapidly.

To make sure the "reasonable and customary" provision serves well, you should take three important steps when you, or one of your covered dependents, is to have surgery or other extensive medical treatment:

- 1.) — Tell your doctor that the General Electric Insurance Plan provides reimbursement for "reasonable and customary" fees as determined by the insurance carrier, Metropolitan Life. If the doctor needs further information, suggest that Metropolitan can be helpful in discussing what is reasonable and customary. The insurance company can protect you most effectively against charges which are higher than reasonable and customary **if you do not agree in advance to pay the doctor a specific amount.**
- 2.) — **Authorize the payment of benefits directly to the doctor** by completing the authorization section of the Insurance Plan's medical expense claim form. This will allow the insurance company and the doctor to work out problems if the charge appears to be higher than reasonable or customary.

- 3.) — After the insurance company has paid the doctor, you should then pay the balance of the fee, if any, **up to the reasonable and customary amount** as advised by the insurance company.

The insurance company determines whether a doctor's fees and other medical charges are reasonable and customary on the basis of long experience. Most fees are routinely paid without question. In the few cases where the fee does not seem to be in line with "reasonable and customary" levels, the insurance company carefully reviews the case and contacts the doctor to determine if there were unusual medical circumstances. Most questions about fees are resolved at

this point. If not, the insurance company will continue to try to resolve the question with the doctor. They will also respond to any question about the payment of the amount not considered reasonable and customary.

The reduction of a fee can result in savings to you since, under the Plan, you pay 15% of surgical charges exceeding \$500 in a calendar year as well as 15% of non-surgical medical charges.

If you have a question about covered expenses, contact Gwen DeLacy, Insurance Benefit Administrator, at 8*273-4220.

Good News On Long-Term Disability Rates

The claims experience under the long-term disability insurance (LTDI) plans for hourly and salaried employees in 1976 has resulted in employee contributions either remaining the same or going down in 1977.

Under the LTDI plans, the insurance carrier establishes the rate of contribution for employees at the beginning of each year. The rates are based on claims experience under the plans.

The contribution rates, which went into effect with the pay period nearest to January 1, 1977, are:

For the salaried plan, the contribution rate of \$1.80 a month per \$100 of monthly benefits in 1976, will remain the same in 1977.

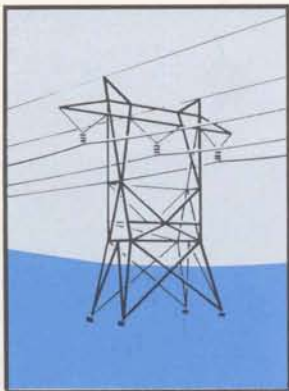
For the hourly plan, the contribution rate for hourly employees with less than 14 years of service went down to 1.35 percent of normal straight-time

earnings in 1977 from 1.50 percent in 1976.

The contribution rate for hourly employees with 14 or more years of service remains the same as in 1976 — \$2 per week.

The hourly plan was improved in 1976 to pay claimants at least \$50 a month, even though they might be receiving incomes of 50 percent or more from other disability plans. This change became effective with respect to disabilities which began January 1, 1976. However, it was not necessary to raise the employee contribution rate for 1977 because of the favorable 1976 experience.

The long-term disability plans are optional plans which employees may purchase to provide replacement income in the event of total disability which extends for over 26 weeks. The plans provide valuable coverage at favorable rates based on experience.



Two GE Products United in Unique Experiment

Two new homes are nearing completion on Flint Falls Drive in Dallas, Texas. The neighboring houses are practically identical, except for an easily visible, startling difference—ten large panels tilting skyward from the roof of one home.

The panels are GE solar panels and the homes are part of "Solar '76," a unique solar energy research project launched by the Dallas Power and Light Company (DP&L).

DP&L will be gathering data for five years which will compare energy usage and costs for the two homes—one using a GE solar-supplemented Weathertron® heat pump heating system, and the other a conventional heating system using a GE heat pump and a water heater.

Because the construction, floor plans

and energy requirements of the two houses are identical, the project will be the first controlled comparison of electric and solar equipment of its kind under "average" home-living conditions in the United States.

According to DP&L Vice President W.W. Aston, the costs of solar heating are far from competitive. However, Aston states that, "As fuel prices continue to rise and standardized production decreases solar equipment cost, the year is likely to come when it may be practical to supplement home heating and water heating with solar energy."

William B. Frogue, GE's Southwestern regional relations vice president, agrees that the future looks bright for the GE products used in the project. "I am confident that the marriage of these two products—the solar collector and

the Weathertron® heat pump—although not commercially available at the present time, has a real potential. Of course," Frogue added, "we have produced the heat pump for years. It's a tried and proven device—a real winner as far as energy conservation is concerned."

Frogue also stated that the GE heat pump's steadily increasing sales were mainly responsible for almost 900 employees being recalled from layoff or newly hired at the Tyler, Texas, plant since the first of this year.

After construction is completed on the two project homes in October, they will be open to the public until March, 1977, when their owners will move in.

Continued on page 9

New Consumer Business Sector First Step in General Electric Reorganization

As the first step in a reorganization of the General Electric Company, Chairman Reginald H. Jones has announced the appointment of Stanley C. Gault as Vice President and Sector Executive of the Consumer Products and Services Sector with responsibility for all of GE's consumer businesses. The appointment is effective February 1. Gault is presently Vice President and Group Executive of the Major Appliance Business Group.

Jones said, "In order to cope with the increasing complexity of both the company and the business environment, we are going to reorganize the company during 1977 from our present nine Groups into perhaps six operating components, with our wholly owned subsidiary Utah International as the seventh. We will call the larger operating

components 'Sectors' rather than Groups because in some cases the Sector Executive will have one or more Groups as well as divisions, departments, and affiliates reporting to him.

"The purpose of the reorganization," said Jones, "is to assure the continued manageability of the company as we evolve to 'world company' status."

Jones also announced the appointment of Robert R. Frederick as Vice President of the Corporate Strategic Planning Staff, also effective February 1. Frederick is presently Vice President and Group Executive for the Consumer Products Group.

Dr. Charles E. Reed, presently Senior Vice President for Corporate Strategic Planning and Studies, will become

Senior Vice President in charge of a newly established Corporate Technology Staff. Dr. Reed's responsibilities will include the Corporate Research and Development Center in Schenectady and a Technical Resources Staff in Fairfield, Conn.

Gault and Frederick will report to Vice Chairman Walter D. Dance. Dr. Reed will report to Vice Chairman Jack S. Parker.

Jones also announced that Richard O. Donegan will replace Gault as Vice President and Group Executive of the Major Appliance Business Group in Louisville. Donegan is presently Vice President and General Manager of the Major Appliance Product Management Division.



Two GE Products *Continued from page 8*

How "Solar '76" Heating Works

Conventionally—With a Heat Pump

GE's heat pump, made in Tyler, Texas, is sold under the trade name "Weathertron." It cools in the summer by absorbing heat from inside the home and discharging it outside. In the winter it absorbs heat from outdoor air—even at temperatures below zero—and discharges it inside the home.

The Weathertron® heat pump, like any central air conditioner, consists of a compressor, an outdoor coil, an expansion device, an indoor coil and air moving systems. The compressor pumps a refrigerant between the indoor and outdoor coils, carrying heat from one to the other. A switch-over valve is used to reverse the refrigerant flow to cool or heat as

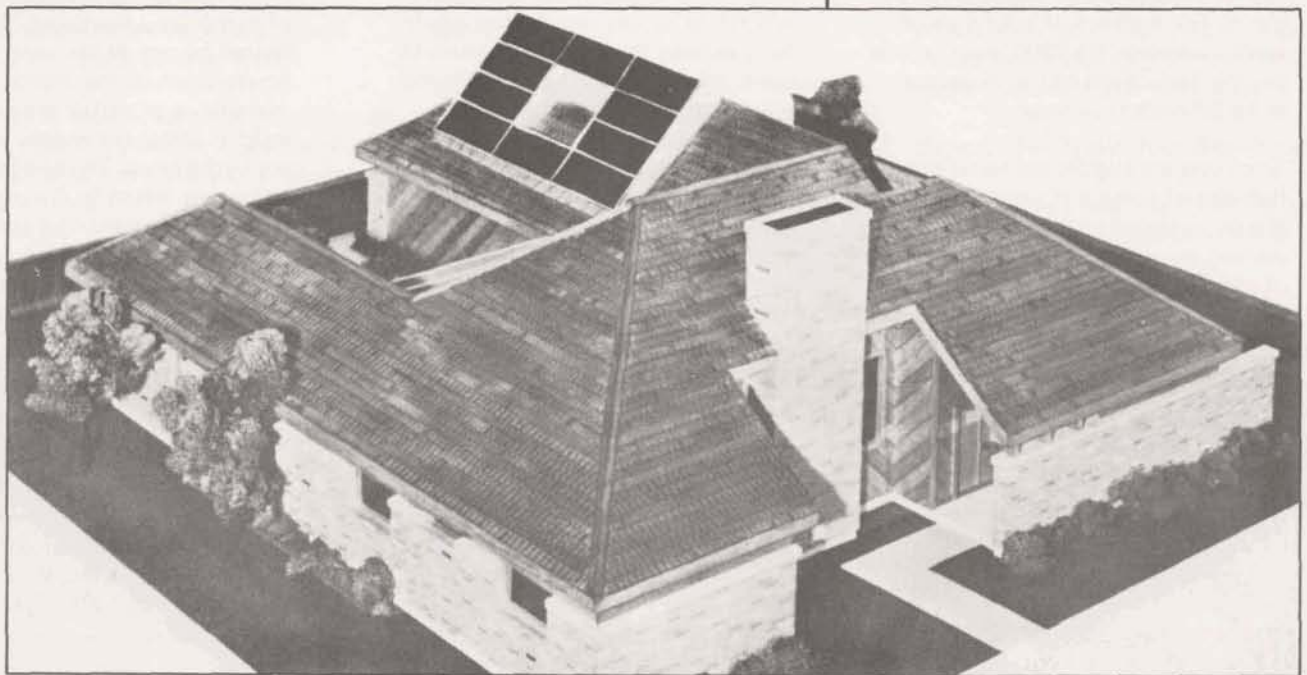
required to maintain year-round indoor comfort.

Unconventionally—With a Solar Assist

The sun heats a liquid similar to antifreeze inside the roof-top solar panels. This heat generation is passed through a series of pipes to water in a 1,200 gallon tank. This tank acts as a shared heat source for both house and water heating. A heat pump indoor section distributes air heated by the tank to warm the house and heat water. It's estimated that solar energy will supply all heating and most of the hot water needs until the outside temperature drops below 50°F. Below that temperature, the GE heat pump becomes the primary heat source.

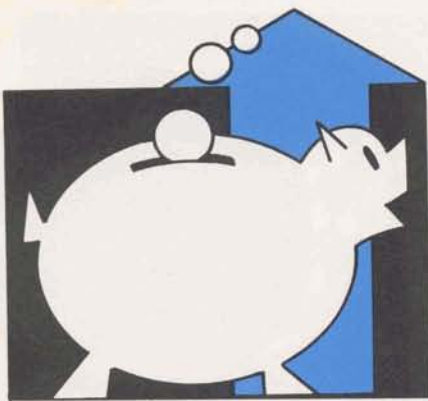
In Other GE Divisions. . .

- **AWARD WINNING**—General Electric has once again won the greatest number of awards—five—in the annual I-R100 competition sponsored by industrial Research Magazine. Three of GE's five winners were developed or co-developed at the Research and Development Center in Schenectady. Over the years, GE has received a total of 102 I-R100 awards, more than twice as many as any other organization.
- **LYNN**—According to Edward C. Clark, deputy division general manager, the largest piece of Industrial and Marine Steam Turbine (IMSTO) new business is an order from the Korea Electric Company for two STAG 400 combined cycle plants. The IMSTO portion of the order includes two 110 megawatt steam turbine-generator sets, plus the steam cycle unit control systems that will be made by the Lynn Utilities Operation.



A SOLAR TOUCH. This model of the "Solar '76" home using a solar-supplemented heat pump clearly shows where

some of the heat will come from --- those solar collector panels on the roof.



Your Benefits and You

Under the terms of the Weekly Sickness and Accident provisions of the General Electric Insurance Plan, disabled employees may currently receive 60 percent of their straight-time earnings for as long as 26 weeks, with a maximum benefit of \$175 per week. (Effective with disabilities which began prior to January 1, 1977, the maximum was \$150 per week.)

For salaried employees, there is a \$15-a-week payment during the first 20 days (four normal work weeks) during which their salaries are continued. Then the 60-percent benefits (up to the \$175 maximum) will be paid up to 26 weeks more. There is a one-week waiting period for all employees unless they are hospitalized.

The intent of the Plan is to provide continued income during a lengthy illness, and the 60 percent benefit has added value when you realize that this payment is not subject to the standard payroll deductions of your regular paycheck. For instance, if your normal weekly earnings are \$200, your regular payroll deductions can be expected to be 20 percent or more.

Since you are eligible for benefits on the first day of absence if you are immediately confined to a hospital as a bed patient, or no later than the eighth day of absence if you are under a doctor's care, there is no reason to delay completing the claim form. Personnel Accounting recognizes that the S&A benefits are intended to replace your regular paycheck, and will make every effort to process your claim quickly. However, we cannot act on your claim until you and your attending physician have provided the information requested on the claim form.

Claims submitted to the Personnel Accounting Office on a delayed basis are troublesome — not only because we know we are not providing payment

for the period when it is needed, but also because when we review claims after the fact, it oftentimes will further delay the determination of benefits.

In case of an extended illness, certain requirements must be met in order for the insurance company to continue payments through 26 weeks of disability. After you submit the original claim, you must continue to be under the care of a licensed physician. From time to time during your absence, the doctor will be required to provide supplemental information about the dates of treatment and the estimated date of your return to work. If your doctor doesn't provide this information, the benefits could be delayed or even discontinued.

Occasionally, an absence will exceed the normal time that would be expected from a particular diagnosis, or the doctor will fail to supply details that would fully explain the estimated return-to-work date. If that's the case, the Plan requires that the employee be examined by a doctor appointed by the insurance company. In this way, the insurance company will be able to substantiate the need for your extended absence.

The Weekly Sickness and Accident benefits can be an important stopgap for disabled employees by providing them with a continued income. GE is eager to see disabled employees return to work at full earning capacity, and at the same time provide them with the full amount of benefits to which they're entitled. Unfortunately, it's possible to abuse the plan if employees don't return to work as soon as they're able, which obviously leads to excess costs for the Company. That's why there's a need for these controls in the administration of the plan.

General Electric Sponsors Four Barbara Walters Specials

In keeping with General Electric's tradition of sponsoring high quality television programs, the company is sponsoring three more Barbara Walters specials to be shown on ABC-TV during 1977. GE people will want to call them to the attention of friends and neighbors.

The first "Barbara Walters Special" was broadcast Tuesday, December 14 on ABC. The program included interviews with people in the news from all fields — including politics, sports, and entertainment. Ms. Walters traveled worldwide to secure interviews which were done "on location" — where guests live or work, and not in a television studio.

According to Karl Koss, GE's manager of corporate advertising, "These shows, hosted by one of the most famous newswomen of the decade, will make news as well as provide new insights about the people who are in the news. The specials also add a new aspect to General Electric's tradition of sponsoring quality entertainment and information programming such as the 'GE Monogram' series, which were telecast on ABC in 1972 and the ongoing 'GE Theater'."

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

GENERAL  ELECTRIC



JIM LOWRY NOMINATED FOR 1977 PHILLIPPE AWARD

Jim Lowry, Manager of our Charlotte Branch office, has been named ISBD's nominee for the coveted Phillippe Award that recognizes outstanding public service. Jim's contribution was organization and leadership of the Metrolina Native American Association, a group dedicated to improve the deprived living conditions of Lumbree and Cherokee Indians of the Charlotte, N.C., area.

Himself a Lumbree Indian, Jim established the Metrolina Association and temporarily acted as its first chairman. He initiated action to pursue development of Indian-owned business, improved education, better health care, and financial assistance for economically troubled families.

JEAN CURL RETIRES AFTER 35 GE YEARS

After 35 busy years with GE, Jean Curl hates to leave. Retiring from her position as Production Control Coordinator at our remote facilities management operation at the Switchgear Division in Philadelphia, Jean says she'll miss her friends and would like to keep an eye on the continued progress of women within the Company.

During the free days ahead, Jean will be enjoying a pension many times greater than her original starting salary at GE years ago—\$15 a week. She's planning to spend some of those pension

He also launched a massive fund-raising drive and set up a "family profile" program to determine the areas of greatest need.

Jim's commitment to this project earned him the nomination for General Electric's prestigious Phillippe award.

The Phillippe Award was created eight years ago by General Electric in memory of the late Gerald L. Phillippe, former GE board chairman and a national leader in the field of public service. In the previous seven years, 35 individuals and one employee group have been selected for the awards, which consist of the Phillippe medallion and the opportunity to select a



Jim Lowry

charity or educational institution for a \$1,000 grant from the General Electric Foundation.

Jim is one of 77 GE employees and employee groups nominated this year by components in 47 locations in the U.S. and overseas for the award. Winners are scheduled to be announced in March.

NEW SYSTEM FOR REACTOR RADIATION DOSAGE REPORTING ON MARK III

Last winter and early spring, ISBD's Capital branch, working with the Health Physics Services of Baltimore Gas & Electric Company (BG&E), developed a totally new Dosimetry System for BG&E, a computerized program designed to permit administrative control and reporting of the radiation dosage of every employee working in or having access to a nuclear plant. The system has been active now for about six months. It enables BG&E to meet data collection and reporting requirements placed upon them by the Nuclear Regulatory Commission (NRC)

through their licensing for operation at the Calvert Cliffs Nuclear Plant.

BG&E has consented to make this unique system available, through MARK III Service, at no premium to any other electric utility with nuclear power plants.

According to Ralph Bice, Electric Utility Accounts Manager, "This system has stood the test of actual usage by a utility to meet the NRC and their own internal data collection, processing and reporting requirements. By its use, major clerical tasks are eliminated and the utility,

See Photo Inside

GENERAL  ELECTRIC

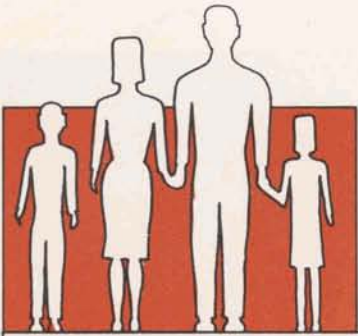
Continued on page 4

ISBD

INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND

Mar. 25, 1977
305.70



FAMILIES GET ACQUAINTED WITH MARK III SERVICE

The first two sessions of an innovative educational program has been recently completed with enthusiastic cheers from the students. The courses,

designed especially for spouses and children of employees, explained the fundamentals of international remote computing, MARK III Service, and various

popular applications. Student response to the course was so encouraging that a second set of sessions is now in progress.



Son & Daughter graduates: Seated, from left: Mary Crotty, Janine Vernot, Janet Graham, Elizabeth Feeney and Karen Salisbury. Standing, from left: John Crotty, David Vernot, David MacDonald, Chris Dupont, Steve Rollins, Larry Eubanks, Jeff Graham, David Goldstein, Chuck Crotty, Donald Goldstein and Instructor Steve Mudick. Not shown: Simon Feeney and Collen Mullen.



Spouse graduates: Seated, from left: Sallie Gray, Elizabeth Harp, Gloria Wang, Sandra Kent and Rose Marie Underwood. Standing, from left: Instructor Henri Monnier, Joseph Fincutter, Edith Isaacs, Cheryl Jenkins, Gary Link, Chris Fincutter, Susan Gay and Kenneth MacDonald.

EIGHT CHICAGO ISBDers HONORED AT YOUTH MOTIVATION DINNER

Mike Schermer, Chicago Commercial Branch Manager; and Chuck Fiden, Employee Relations Manager for Hotpoint's Chicago plant, recently presented eighteen GE and Hotpoint employees, eight of them ISBDers, with awards for outstanding participation in the Chicago Youth Motivation Program.

Honored were Rod Belle, Chicago VS District Manager; Betty Brantley, Technical Representative; Cheryl Clark, Account Representative; Barbara Garner, Account Representative; Mike Fuller, Senior Account Repre-

sentative; Frances Jackson, Senior Technical Representative; and Mike Nelson, Account Representative.

The ISBDers spoke to students of high schools with a high concentration of minority students and discussed various career paths and the educational requirements to be successful.

GENERAL  ELECTRIC



NEW/REVISED DOCUMENTATION

Fourteen major documents issued and revised at the end of the year were listed in the documentation column of the Winter issue of *Leader*. Check your copy to bring yourself up to date. Here are additional major documents published between end of year and late March.

A supplement (2000.01C-1), *New GCOS Background Service Features*, was issued in January and documents BSTATUS improvements, purge after FCOPY, job naming, and new options.

There has been one update (5101.23-1) to the loose-leaf *Employee Accounting System*

user documentation. Distribution was made to holders of those looseleaf books.

The *GETURN* reference manual (5304.22C) has been revised, its first updating since 1974.

Four pocket-sized "vocabulary card" booklets were revised: *System and Edit Commands* (3501.02E), *FORTRAN IV* (3102.04E), *FAL II* (5103.24A), and *Currency Exchange Database* (5103.25A). The last two replace the plastic cards issued for World-Wide 76.

Latest revision of the *International Access Directory* is January 1, 1977 (1401.01R).

The *Publications Price List* (402.01J) was updated with prices effective December 28. It not only lists prices, but groups documents for convenient reference, and shows all revision letters.

Two important internal documents, *Market File Index* (1.09F) and *Instructor's Guide to Course Materials* (4001.10C), both revised in January, have been distributed to field locations.

Watch for early April editions of the three preceding documents.

As of March 25-31, FORTRAN 77 will be documented in four booklets: *FORTRAN 77* reference manual (3106.01A), *FORTRAN 77/FORTRAN IV Comparisons* (3106.02A), *FORTRAN 77 Loading & Overlaying* (3106.03A), and

JEAN CURL *Continued*

dollars on travel, even suggests dropping in at our Amsterdam Supercenter one of these days.



Retiring Henrietta "Jean" Curl doesn't attempt to hide her pleasure as Paul Beaudry, Compensation and Practices Manager, explains the details of GE's retirement benefits. She is flanked by Lou Ciccone, Manager, Switchgear Remote Operations; and Bob Johnson (right), Manager, Remote Operations.

FORTRAN 77 System Routines (3107.01A). Advance release versions that supported field testing should be destroyed and no longer used.

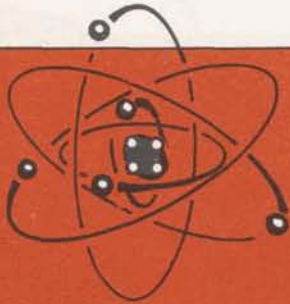
DMS II is currently documented in a stand-alone supplement (5610.01B-1) to the old *DMS* user's guide and in four advance release documents: *HISAM* reference manual (5605.05) and

Continued on page 4

JOHN GILLETTE MARKS 25 YEARS WITH GE



John Gillette, Subcontract Administrator, receives his 25-year pin from Frank Haluch (left), Purchasing Manager, as Howard Robinson, Procurement Manager looks on.



SERVICE AWARDS DEC - JAN - FEB

Thirty-Five Years

Doris H. Fratantuono
(Dec.) Rockville

Twenty-Five Years

Richard D. Henderson
(Feb.) Rockville
Richard Mankowski
(Jan.) Erie

Fifteen Years

Marvin E. Bergen (Jan.) Dallas
Edward L. Isaacs (Jan.) Rockville
Ronald H. Pushee (Jan.) Schenectady
Shelvie L. Wood (Feb.) Lynchburg

Ten Years

Charles E. Abel (Dec.) Cincinnati
Ernest C. Birge (Dec.) Oak Park
Ronald J. Garuckis (Dec.) Rockville
Frank Haluch (Dec.) Rockville
George B. Klumph (Dec.) Rockville
Mack Mauldin (Feb.) Brook Park
Andrew Miller (Jan.) Watertown
John P. Mitchell Oak Brook
David R. Morris (Feb.) Atlanta
Jennie L. Munder (Feb.) Cincinnati

Five Years

Alta R. Davis (Jan.) Rockville
Judie H. Gronkiewicz
(Feb.) Rockville
Toni Schettewi (Dec.) Rockville

DOCUMENTATION (cont.)

the *DMS II* reference manual (5610.09), both published in January. And the *DMS II Retrieval and Reporting* user's guide (5610.10) and *DMS II Database Administration* user's guide (5610.11), both published in early March. The advance release versions are to be used until final documents are published at the end of April.

NEW SYSTEM FOR REACTOR RADIATION *Continued*

through our network, can monitor multiple reactor locations with ease. And the information, which includes the amount of exposure in various situations, is collected by badge number. This, in turn, is collected and maintained in each employee's data file."

Ralph said one of the unique features of this system, relative to some utilities, is that it permits the use of multiple terminals at any one location, and at the same time, multiple locations for any one utility. "MARK III Service neatly ties everything together through the network, and the various reports needed to satisfy current NRC regulations.

The system is currently capable of monitoring up to 2,500 employees, 24 hours a day, seven days a week. It can easily be expanded to accommodate additional employees as required. Qualified users may access the system through normal security passwording at any time, day or night. Additional security levels prevent unqualified users from accessing programs which modify data related to actual dosage.

On-line data files maintain information for the current operating year for immediate access; past years' data is maintained off-line in archival storage. The latter may be accessed on 24 to 48-hour notice. Considering the quantities of information involved, this technique provides extremely low-cost data storage for past years, yet enables utilities to meet their reporting needs.

Basically, here's how the system works: employees wear two badges to record dosage—SRD's (Self Reading Dosimeter) and TLD's (Thermo-Luminescent Dosimeter). Data entry for normal day-to-day exposure is based on the SRD. SRD accumulations are kept and compared to TLD readings, which are read and entered on a monthly cycle. The MARK III System stores and catalogs all information it receives. As NRC reports or operating data for the utility are necessary, the MARK III System generates them quickly, on demand.

"We are currently talking with four key prospects regarding implementation to meet their needs", Ralph said. "And some of them are among the nation's biggest electric utilities. Their reception to the system has been enthusiastic." Ralph believes that this is probably the most promising, versatile dosimetry system yet to be made available to electric utilities with nuclear plants.

Ralph pointed out that he has already targeted 18 electric utilities which he believes to be prime prospects for the new dosimetry system, but that he is convinced there are many more throughout the United States. He urges all account representatives who feel their utility customers may be potential MARK III Service customers, thanks to this new system, to contact him at 8*273-4722.

For General Electric Employees Only



GE

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

Apr. 25, 1977
305.71

MIAMI WINS TOP SPOT ONCE AGAIN

Superior sales performance has captured "Outstanding Branch" title for the Miami/Tampa sales team for the third quarter in a row (2nd, 3rd, and 4th quarters of 1976).

The record-setting performance of the Miami branch is based on two factors: the highest realization of quota across all 15 members of the branch staff, and the highest percentage of branch growth in revenue over the past year.

In hard, cold fact Miami/Tampa reached second from the top in total revenue (not computed by percentage), edging out other big revenue-generating branches such as New York Commercial.



The friendly, efficient voice of Ellen Hosker, Branch Administrator, is first point of contact for most Miami customers and prospects.

SUPERCENTER #3 UP AND RUNNING IN AMSTERDAM

Our first European Supercenter officially went into service on February 1, 1977, in the Dutch municipality of Amstelveen, a suburb of Amsterdam, The Netherlands, marking the newest milestone in the continuing global expansion of MARK III® Service.

Paul R. Leadley, General
Manager-Information Services
Continued on page 3

"Our Miami/Tampa people have really opened up the market there," comments Roger Hobbs, General Manager — Sales Department. "They've earned the Outstanding Branch distinction, not only once which is tough enough, but three times running. That's what I call spectacular selling!"

(For more details on the Florida "Team" and the people who used it successfully, see inside pages 3, 4, 5.)



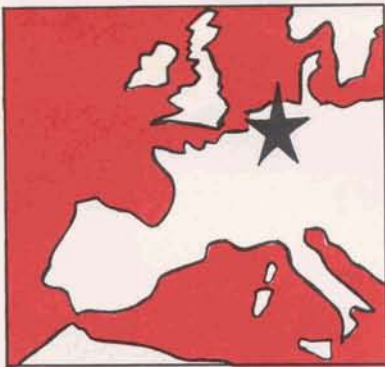
Performing the symbolic cutting of the ribbon to inaugurate our first MARK III Service European Supercenter is Division General Manager and Vice President George J. Feeney. Looking on at the festivities are several members of our Division Management staff plus key personnel of the Amsterdam facility.

MARK III PLUS IS ANNOUNCED AT EIGHT CUSTOMER MEETINGS

At the recent series of spring zone meetings, more than 250 important customers and prospects were introduced to MARK III PLUS, a set of five major products and service enhancements released on March 25. Customers and prospects also received a review of the current MARK III Service capabilities and future Division direction.

Each Zone also held special Field Sales meetings to discuss the application and potential markets of the new MARK III PLUS features, as well as recent expansions to the system and the network, and to review new sales challenges for the months ahead.

Presentations to customers and prospects were made by mem-
Continued on page 8



MARK III SERVICE EUROPEAN SUPERCENTER OPENING



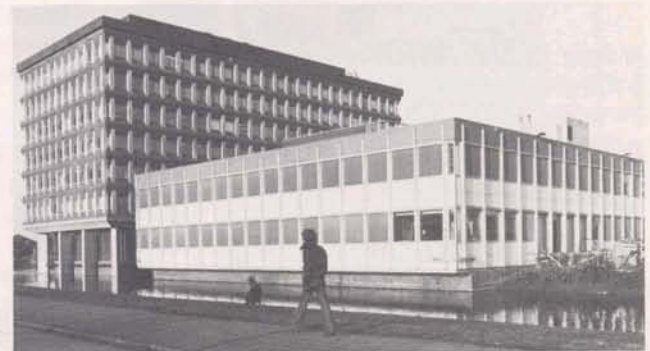
George Feeney is shown here talking to U.S. Ambassador Hon. Robert J. McCloskey as Honeywell's Russ Henderson and GE's Manager-European Operations Gary Mueller look on.

Vice President and Group Executive-Special Systems and Products Group Dr. T.A. Vanderslice is shown here talking to Mr. W.P. van Duyl, Directeur General-Honeywell Bull (Nederland) N.V., Amsterdam. In the background are Mr. Maxime Bonnet, Directeur General-International, Compagnie International de l'Informatique, Honeywell Bull, France, and Mr. R.G. Henderson, Vice President, Honeywell Information Systems and Managing Director-Honeywell Information Systems Ltd, England.



This Supercenter, the equipment it houses plus our employees — all working together — have brought expanded dimension to the MARK III Network.

— George J. Feeney





AMSTERDAM *Continued*

International Department, stated that, "The addition of the European Center enhances the MARK III Remote Computing Network by increasing the capacity to support Europe's growing international business and permits a greater distribution of the processing load around the clock."

Raymond W. Marshall, General Manager — Systems and Technology Department, added that, "After well over a year of planning, implementation and staffing of the first off-shore Supercenter was achieved virtually on schedule to the day. Now, with only two short months of operation behind it, the European Supercenter has already picked up the load for many of our European customers and a balance of U.S. customers. It handles 90 international catalogs as well as catalogs for internal users and 140 U.S. customers. The transfer of all catalogs was made over eight consecutive weekends, within the time restrictions of allotted load windows for each file system. Through all of this delicate load procedure, the up-time record was excellent."

The people of our Systems and Technology Division manage and operate this new Supercenter as well as our earlier Supercenters in Ohio and Maryland and our worldwide network.

As of now, Amsterdam has two Foreground systems and High-Speed Service, with GCOS Background to be added in the future.

OUTSTANDING BRANCH

Continued from page 1

Branch Manager Rudy Baldor is modest about the success. The key to it all, he says, is a staff high in technical competence and motivation plus early assessment of each sales opportunity.

"What we did was build a Plan," said Rudy, "and then we worked that Plan. We built it on many of the guidelines that Doug Palmer put into place before he moved to Dallas. And then we applied our Plan to our market and went after the prime prospects as hard and fast as we could."

Pressed for details, Rudy added, "We first figured out what we were doing wrong and stopped that. Then we figured out what we were doing right and intensified that."

There's no doubt that the Florida team has been successful. The question now is this: Can they do it again?

Rudy is cautiously realistic. "We can't keep winning forever, of course," he says, then in the next breath points out that proposed expansion of the MARK III®

An equal partner in the network, this Supercenter will offer a full spectrum of services not only to customers in Europe and the U.S., but can service customers in Australia and Japan as well.

Leadley concluded that the decision to build a third MARK III Supercenter was made after the work outside the United States quadrupled in less than four years.

Service network to South America will open up a big new prospect pool of U.S. firms that headquarter their South American operations in Miami. The City of Jacksonville is also a largely untapped market that Rudy's team plans to invade.

As a result, people in the Miami/Tampa offices have high expectations for the year ahead. "We're going after Number 4!" they state, "If we don't get it next time, we'll surely be shooting for the time after."

Challenge Accepted!

At least four other sales branches have challenged Miami/Tampa for the next "Outstanding Branch." Making a strong bid for the distinction are Schenectady, Houston, Seattle, Minneapolis, and Detroit.

THE PLAN — FLORIDA'S ROADMAP TO SUCCESS

1. For each prospect, seek out the "unfair advantage" that MARK III Service offers. If that advantage doesn't exist, stop the chase right there without expending further resources.
2. Make the "unfair advantage" analysis early: after the first call if possible, certainly by the second.
3. Line up the required resources. Go as high as necessary to get them.
4. Pursue the account hard. Make it impossible for them to get away.

THE MIAMI/TAMP

Here are the people who captured "C" consecutive quarters. In their work planning — but they thrived on it and



As first-business-of-the-day, Miami Branch Manager, Rudy Baldor scans the Daily Revenue Report that Branch Administrator Ellen Hosker pulls from the system each morning. As a barometer of Branch activity, Rudy looks for steady growth in only one direction: Up.



Mapping out account strategy, NAR Alice Parsons and TR Joe Paccione work as a team. Calling very high in the organization is Alice's approach to major customers Financial Data Planning and Florida Power & Light. Joe's technical expertise supports a large VS Background personnel application for newspaper chain Knight Ridder as well as FAL II and DMS applications for Burger King; he is proud of FDP's letter of thanks for a "fantastic job on a billing program."

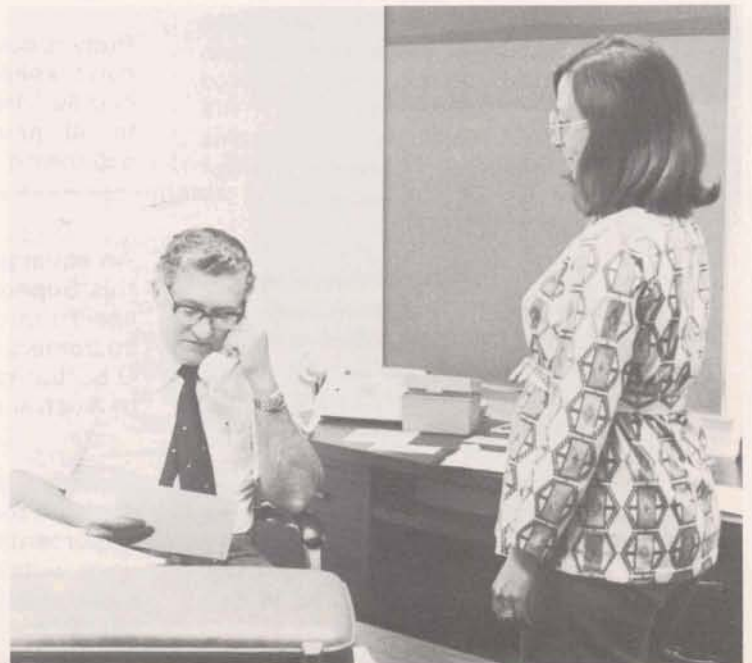


Selling TIP Service to the telephone company is quite a feat, but Senior AR Bill Muller wrapped up the account by personally writing a complex order entry system over the 1975 Christmas holidays and the early days of 1976. Southern Bell uses the system to validate telephone orders and ordering locations at 200 points from Key West to Daytona.

Technical Intern Marilyn Almanza splits her time between MARK III Service customers and the University of Miami where she majors in computer science. She already supports the Southern Bell account, is in the thick of learning FORTRAN 77, and looks forward to May when she hopes to devote full time to customer accounts.



Six strong, the Tampa office includes NAR Al [unclear] divides his time between General Tel of Florida [unclear] vided by B.J. Clingan and Chuck Seibold (lower [unclear] GCOS Background accounting system for the Co [unclear] Corp. enhance their large project management [unclear] Senior TR Charlie Walter who were serving cus



SUCCESS TEAM

standing Branch" awards for three
it took hard work and plenty of
look forward to Round #4.

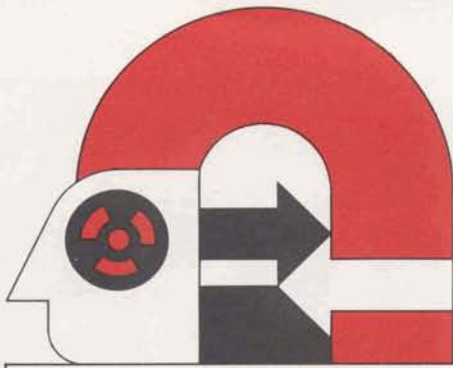
TR Armando Calienes (at the terminal) checks out a customer problem for AR Mack Jones and Rudy Baldor. Armando has put his strong technical background to work developing a CASH financial planning system for Burger King and supports Florida Power & Light as well as the Dade division of American Hospital Supply. Mack Jones, just off the FRDP program, is already deep into a budgeting application for American Express, with a second "biggie" in workforce management coming up.

Account planning is a revenue-generation system that definitely works for Mary Ann Serkin. She analyzes each customer organization, then plans the spread of MARK III Service from market research to operations planning to financial planning to MIS people and corporate planning and on and on. Her method: "I work closely with the customer's DP group the whole time I'm planning the spread," she says.

Temporary possession of the traveling trophy geochron clock has become permanent for Miami. The Branch has also earned permanent possession of a 100-lb tarpon fished from the deep a year ago by Zone Manager Jim Spencer. The tarpon, originally mounted over Rudy Baldor's desk with the proviso that it stay there until the first order-entry customer (Southern Bell) was netted, now is affectionately known as Big Jim and hangs in the office lobby.

*s and secretary Barbara Miller (lower left). All other major accounts. Technical support is pro-
(. One of B.J.'s big efforts was development of
Government. Chuck has helped Florida Power
package. Not shown are AR Jerry Dechen and
ers in Orlando when the photos were taken.*





INTERCHANGE CORNER

TECHNICAL TIPS

IND RUN STATUS

There are two features in the library which may be of value to users who want to check the status of Independent Runs. They are the function INDCHK and the subroutine INDS.

INDCHK is a function that can be called from both FIV and PFN programs. INDCHK checks the status of an IND run in the IND queue and returns one of the following numeric codes, giving the job's status:

CODE	STATUS
1	This job is not in queue
2	This job is in queue and waiting
3	This job is in queue and running

The reference sequence is

`ivar = INDCHK (runname)`

where `ivar` is an integer variable into which the numeric status code is returned and `runname` is the name of your IND job.

The following is an example of how INDCHK can be used:

```
INDTRY      11:14EST      03/23/76

10 PRINT, "THIS IS A TRIAL OF INDCHK"
30 I=INDCHK("INDTRIAL")
40 PRINT, I
50 STOP:END
```

READY
RUN

```
INDTRY      11:14EST      03/23/76

THIS IS A TRIAL OF INDCHK
      |
PROGRAM STOP AT 50
```

INDS uses the function INDCHK to determine the status of an IND RUN. One of the capabilities of INDS is to halt processing of your current FORTRAN program until the specified IND RUN is no longer in the IND queue. You have the option of choosing a period of time (in integer seconds), say 120 seconds. INDS will check the IND queue every 120 seconds

and print the status of your specified IND RUN. When the IND RUN is no longer in the queue, control is transferred to the next executable statement of your FORTRAN program.

To RUN, equate an alternate filename in your user number to INDS on the APPL LIBRARY.

Example:

```
EQU INDS APPL INDS
```

The INDS syntax is as follows:

`/INDS`

causes an IND status LIST-ALL to be processed. After listing the jobs in the IND queue, the program will ask for a specific job to monitor and a loop time. A carriage return will terminate the run.

`/INDS runname`

will cause a one shot status check of the IND job, return the status and terminate.

`/INDS runname, ix`

where `ix` is time in integer seconds, will cause the INDS program to check the status of the IND RUN name each `ix` seconds and print its status:

```
IND RUN NAME      IS WAITING
IND RUN NAME      IS RUNNING
IND RUN NAME      IS NOT IN QUEUE
```

Once the IND RUN is not in queue, the program terminates.

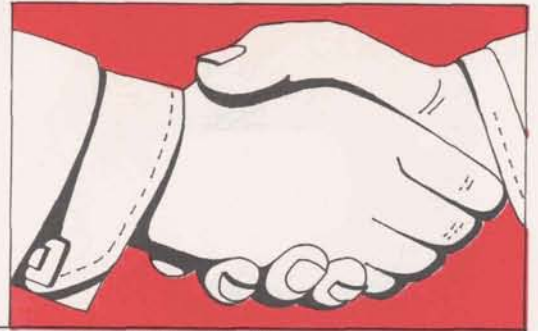
`/INDS runname, ix, iy`

This form of the command will cause the program to delay checking the IND RUN status for `ix` seconds then check status every `ix` seconds. This command could be used where a deferred IND is to be monitored. In this case `iy` would be set to 360 seconds.

INDS is useful in processing CMD files or programs that spawn IND RUNS and where the processing of the initial run must be held up until the IND RUN that it has spawned has been executed.

See example opposite page.

INTERCHANGE CORNER



HOW TO HELP YOUR CUSTOMERS HELP THEMSELVES

CARRIER LOSS PROBLEMS

Great effort is put forth by our communications people to provide customers better service. A lot of this effort is invisible to customers and shows up as the absence of problems.

Part of the on-going process consists of checking phone rotaries for abnormal disconnects to catch problems before they impact customers.

The carrier loss problems are most difficult to diagnose because of their many causes: equipment failures and hanging up the phone instead of saying BYE. Some are caused by telephone company equipment failures that result in line drops. The phone companies will fix these but we have to know the cause before we complain. Some are caused by the users' phones or terminals failing. Our phone sets can be malfunctioning.

The user-visible impact on low, medium speed and TIP service is to "hang" the port for some time. This time is usually from 10-30 seconds. We have to make sure the customer who hangs up or is the victim of a line drop is cleared properly so there is no security violation. Also, his files have to be unbusied so he can dial-up immediately and use them. The longer a port is hung, the more likely a customer will get a ring-no-answer, especially where rotaries have only a few numbers.

IND RUN (Continued)

Example:

COMMAND FILE

PUR OUTP

\$BREAK

IND-100 FILENAME,,OUTP,,

/INDS FILENAME 30

EDI PAGE OUTP

High speed users disconnecting abnormally cause their LTID to remain busy for 10 minutes. Instead of hanging up, HSS users should do an operator intervention, and say *BYE or *HELLO.

If you suspect there is an equipment problem, there are several library programs which can be run from the terminal in question to help diagnose the problem. They are:

DOT*** If you are suffering intermittent disconnects, DOTS can be run to determine the exact time of an outage. This may aid in tracing it to a particular piece of equipment.

TURN*** This program checks the turn code (either C or D) for 1200 half duplex lines. It may not be what the user thinks it is.

COMTEST*** This program prints a display that can be used to check garbled output.

INTEST*** This program can be used for 1200 baud or 300 baud terminals to check garbled input.

Remember, always say BYE.

NSS AUTHOR INFO NOW ON-LINE

Information on any NSS author may be obtained via any FAI33 user number that is validated for mailbox access. When you wish to obtain a listing by author name or catalog sequence, the system will first ask the following question:

CAT# (ABC12), cust type co=ISBDivision,
4-other GE, 7=External)

You must respond to the question as follows:

NAQ--, 0

Note that the response must be given exactly as shown above with no deviations.

For further information, give a call to Leroy Parker 8*273-4421.



SERVICE AWARDS MARCH – APRIL

Fifteen Years

Helen L. Canan Los Angeles

Ten Years

Hilda R. Blonder Los Angeles
John A. Cuney Denver
Helen A. Fincutter Rockville
Philip D. Hollis St. Louis
James E. Hughes Philadelphia

Five Years

Peter S. Bloomfield San Francisco
Carl J. Fiorenza Cleveland
William H. Love Rockville
John W. Nessen San Francisco
Gayle S. Peterson Rockville

VS SERVICE ADDS TWO NSS PROGRAMS

Users of VS Background Service now can take advantage of two new NSS programs, according to Dave Votta, VS Programs.

For simulation, SIMSCRIPT II.5 is back again, this time on VS Service. A proprietary product of C.A.C.I., Inc., it is supported by Automated Decisions Corp.

Automated Decision also supports the ESA program, a proprietary product of Ross F. Meriwether & Assoc. With ESA, users can examine the potential behavior of energy systems for buildings to determine which would be most economical to own and operate.

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

SPRING MEETINGS

Continued from page 1

bers of Division staff — George Feeney, Roger Hobbs, Bob Hench, and Ray Marshall — during a whirlwind 8-city, 19-day series of meetings around the country.

The meetings kicked off on March 21 with a gathering of key Federal Zone customers, then proceeded to Boston, New York, Philadelphia, Atlanta, Chicago, and Los Angeles, winding up in Dallas on April 8.

The new features covered by the announcement were our new FORTRAN 77, first in the industry to include the newly proposed 1977 ANSI standards; an enhanced DMS II data management system; a master computer program scheduler called JOBS; plus a new, exceptionally low-cost means of data entry and an annual program maintenance service plan.

The two-day Field Sales sessions included in-depth discussion, let by Lee Beyer, Manager-Product Programs of the market penetration and sales strategies recommended for MARK III PLUS. Lee also described the Division's new price structure which goes into effect July 1. The pricing changes are designed to counter the impact of inflation, to benefit customers, and to further improve the Division's competitive position.

At each Field Sales meeting, Zone Managers discussed zone performance and 1977 plans. In addition, five successful Branch Managers covered the following important sales subjects:

Doug Palmer "Opportunity Management"
Vic Henschel "Account Planning/Management"
Bob Lodie "Balanced Selling"
Bob Fondiller "New Business Selling"
Ed Mazur "Sales Time Management"

Another important topic, discussed by Ray Marshall, General Manager-Systems and Technology Department, is the Division's expanded processing capabilities as a result of the new European Supercenter in Amsterdam.

Roger Hobbs, General Manager-Sales Department, announced a Division goal of growing sales by 21% in the three Metro sales areas of New York, Chicago, and Los Angeles. He told of new emphasis on account planning and targeting and of the planned increase in use of various account reporting systems.

Roger also announced that the Division has succeeded in efforts to make the GSA (General Services Administration) schedule. This will facilitate doing business with U.S. Government departments and agencies.

Dr. Feeney concluded the two-day Field meetings with a discussion of present and future trends in the data processing industry. His comments addressed centralized vs. decentralized data processing, the role of remote computing services, and our Division's prominent role in meeting the data processing needs of government, business, and industry.

GENERAL  ELECTRIC



Update

GENERAL ELECTRIC COMPANY
INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND
June 3, 1977 305.72

SINGAPORE IS. NEWEST NETWORK LINK IN ORIENT

The international scope of our MARK III® Service network has expanded once again — this time to add the Republic of Singapore to the list of local-access areas.

With the addition of Singapore, the number of time zones covered by local-call MARK III Service is now 20 and the number of countries served increases to 21. Currently, over 500 cities around the world are served.

Singapore is a leading seaport and commercial center of southwest Asia. It was added to the network early in 1977, according to Paul R. Leadley, General Manager — International Department, to accommodate present subscribers in Japan and the U.S. whose Singapore-based affiliates and components require access to the use of programs and databases maintained by the parent organizations. Almost 20 companies are already taking advantage of this newest network extension.

Singapore is now covered by MARK III Service network; local-call service is available across 20 time zones.



OVER 300 EMPLOYEES NOMINATE SELVES IN PIC CAREER PROGRAM

With four months of activity now behind it, the Division's recently launched self-nomination Program for Individual Careers (PIC) has recorded 324 applications by employees who are using the system to enhance their career advancement opportunities.

During this period, 157 Division jobs have been posted. Seventy-one of these are still open. Seventy-nine positions have been filled.

"PIC has taken off very successfully," states Frank Gibbins, Manager of Employee and Community Relations. "It has already become an exceptionally valuable tool, both for helping to fulfill the personal goals of our people and to meet the needs of the Division as well."

Frank also commented that many good suggestions for improvement have been received from employees. "Some procedural changes have already been made," he said, "and other changes are being considered. But until we gain a bit more experience and formal changes are made, any exceptions to PIC are only with



PIC job postings are popular news, says program implementer Annette Reeping. Over 150 jobs have been posted in four months.

Division General Manager approval."

Day-to-day operation of PIC is handled by Annette Reeping of the Relations Operation. According to Annette, the PIC Program operates as follows:

1. Position opportunities are publicly posted on bulletin boards in Rockville, all Field Sales offices, and the Ohio and Amsterdam Supercenters. Each posting gives job requirements, responsibilities, and position level. Postings are updated each Wednesday.

Continued on page 8

FLYAWAY '77 "TAKES OFF" WITH FIELD SALES EFFORTS

When the first quarter of '77 ended in March, five field people were in contention for the 25,000 mile first prize in the FlyAway '77 awards program.

Paul Heiner, BM, William Cassedy, TR, John Barber, AR, Gerald Brown, TR, George Alber, AR — all members of the Schenectady Branch — are the period-to-date leaders each having over 3,000 air travel miles.

FlyAway '77, the Division awards program for this year, gives field sales employees the opportunity to accumulate air travel miles toward the trip(s) of their choice. Winners can use their air miles to travel to any location in the world, and can take any member(s) of their immediate family. The person accumulating the most air travel

GERMAN EXECUTIVES VISIT ROCKVILLE

High-level data processing executives from several German business firms attended a special seminar in Rockville on April 27-28. Jointly sponsored by GE and HB-Network Information Services, the seminar was attended by both potential and current German customers.

Objectives of the seminar were to inform these key executives of the global scope and capabilities of MARK III Service, and to provide a forum for interchange between domestic and foreign data processing managers.

Key presentations were made by representatives of several major U.S. users of MARK III Service — The Coca-Cola Company, Clark Equipment Company, and Beckman Instruments. In addition, GE speakers discussed the history of MARK III Service, the new features of MARK III PLUS, and network management. The German version of the "Global Village" film was also shown.

miles will receive enough additional miles to equal a trip around-the-world.

The FlyAway '77 awards are based on individual and branch performance over quota, and on outstanding individual accomplishments.

Paul Inserra, Manager — Headquarters Sales Operations, stated that, "During the first quarter many field people made a strong showing not only as individual achievers in special activities, but also in exceeding revenue goals at the branch and individual levels."

He went on to say, "Schenectady had a tremendous first quarter and was always among the top three branches. Based on reaching the highest revenue percent over quota and having the highest percentage of branch revenue growth over the past year, Schenectady was named the Outstanding Branch of the Quarter. Each eligible branch member will receive 1,000 air travel miles."

"The FlyAway '77 committee and the Sales Department Management decided to award air travel

IN MEMORIAM
LAWRENCE WOLFE

Larry Wolfe, CAO Consulting Specialist, died Saturday, May 21, a victim of cancer. Well known and respected both within and outside the Division, Larry worked for GE for 29 years. The sympathy of his friends and colleagues at ISBD is extended to his family.

miles to the top branches each quarter for the duration of this awards program," Paul added. He also noted that other branches are looking strong and Schenectady has a number of serious challenges to contend with during the second quarter.

Other branches with strong first quarter performances include: Chicago VS, Los Angeles South, Pittsburgh, Houston, and Minneapolis.

Branches showing impressive growth in January, February, and/or March were: Pittsburgh, New York VS, Minneapolis, Chicago VS, Los Angeles VS, New York VS, Los Angeles New Business and Cincinnati.



Thirteen representatives of German business and industry attended a recent Rockville seminar. Seated front row center is the General Manager of our German distributor, Dr. Manfred Wittler, Geschäftsführer of Honeywell Informations-Service, GmbH in Germany.

ISBD NAMED TO FEDERAL GOVERNMENT GSA SCHEDULE

After months of intensive effort by the Division's Federal Sales Operation, the government's purchasing agency, General Services Administration, recently signed a teleprocessing services contract with ISBD that has a potential value of \$56.7 million. The contract covers a period ending September 30, 1977.

"This is the largest Federal Government contract for teleprocessing service that we've ever won," said FSO manager Sally A. Smith. "It represents our commitment to provide the Government

with efficient remote computing service nationwide. I'm really pleased—not only as a GE-er, but as a taxpayer."

The multi-million dollar contract under the Schedule portion of the Government's new Teleprocessing Services Program will make available to Federal agencies and departments, the computer resources and technical support services of MARK III Service.

ISBD is the eighth company that has been put on GSA's Schedule.



At a recent two-day seminar, people involved in selling in the Federal Government intensified awareness of federal government data processing needs and expanded capabilities for serving U.S. agencies and departments.

NEW TERMINAL MAKES A HIT

The new, versatile TermiNet® III high-speed print station is the latest in input/output devices available to users of MARK III Service. Recently officially introduced to customers during the spring meetings, the terminal was enthusiastically received by customers and Field Sales people alike. Demonstrations at each of the eight meetings were so successful that several sales were made immediately.

The new terminal was also jointly exhibited by ISBD and GE's Data Communication Products Department at the recently-held GE

technical management conference in Belleair, Florida. Among the 400 high-level managers who attended that conference, the TermiNet III drew the same favorable response that it attracted at the customer demonstrations.

The TermiNet III includes a TermiNet 30 and a TermiNet 340 which together yield a unique capability for both low-speed (30 cps) interactive service and high-speed (340 lpm) printing. It also has the capability of emulating line disciplines for units such as the IBM 2780, 3780, and others.

MEET TOM LITTLE OF STRATEGIC PLANNING

Thomas J. Little, recently appointed Manager-Information Services Strategic Planning Operation, joined our Division staff on March 21.



Tom heads up the small, but intensive "think tank" of people who design long-term strategic business plans for ISBD. Tom picks up the operation's reins from Paul R. Leadley who was named Manager—Information Services International Department in late 1976.

No stranger to information processing, Tom comes to ISBD from the Space Division where he managed their Information Systems Programs for four years. He held a wide variety of positions in the Aerospace Group.

Tom lists the U. of Richmond and the U. of Maryland among his educational credits.

NEW PHONE BOOK TO BE PUBLISHED

A new phone book will be published in June. If your name, phone number or title is incorrect, please submit the correct data *no later than June 10*. This also applies to changes in the "Who, What, Where and How" yellow pages.

Forms located near the end of your current phone book may be used to submit corrections and deletions. Take a moment now to check all information concerning your number, address, name, job and responsibility.

MARK III PLUS TEAMS MADE IT HAPPEN ON TIME

When the curtain went up, on March 25, revealing publicly five new expansions to MARK III Service, no one felt better about it than the people who planned, developed, and labored over those features and their support.

Called MARK III *PLUS* because they add such a significant new dimension to our Service, the five new features are these:

- FORTRAN 77
- DMS II



DMS II, a standard setter for management systems, goes to the marketplace supported by efforts of Rockville's Bob Loew, Fred Wood, Wellington Pitts, Steve Mudrick, Ernie Zavisca, Roy Gamer, and Gerry Paulsen.



Annual Program Maintenance is a new approach to serving customers. Olan Jones, CAO Project Control Specialist, displays a copy of the new Agreement which he almost single-handedly steered through many weeks of planning and development.



DEM is one of the lowest priced, "rock-bottom" computing connect-hour charges around today. Data Entry Mode team members include Charles Dickman (front), Jim O'Sullivan, Curtis Jones, and Larry Rollins (center), and Carroll Roach (back).

- JOBS
- Data Entry Mode
- Annual Program Maintenance

The new features did not happen by themselves, of course. They are the product, by many of our co-workers, of hard work, long hours, and pride in quality MARK III Service.

Here are some of the people who made MARK III *PLUS* happen.



In Nashville, other *DMS II* team members display part of the massive amount of specs and technical documentation that got the new system underway. Steadying the stack is Bob Miller, flanked by Hal Moore, Bill Wright, and (seated) Bob Rittenberry.



JOBS takes the sting out of effectively scheduling complex, interrelated programming systems, thanks to Hersh Cousin, Morry Pike, Lee Shaffer, and Paul Lebowitz. Other *JOBS* contributors include Don Montgomery, Angel Ferrer, Joe Grzegorzewski, Steve Mudrick, Bob Nelson, Zahir Usmani, Harold Waddles, and Jon Weston.



FORTRAN 77 is the first on the market to meet and exceed the stringent new ANSI standards. The GE team that "built" it includes Jackie Lou, Pete Manzo, Craig Saunders, Greg Cook (standing), and Becky Hightower.

MARK III PLUS NEWS IN COMPUTER PUBLICATIONS

The news of MARK III PLUS features and service enhancements has already reached more than 400,000 people. In addition to customer announcements, made in person or by letter in late March and early April, major trade publications are printing the news. Here are the first clips. More stories should appear as other magazines and newsletters go to press.

April 25, 1977

COMPUTERWORLD

Fortran 77 Tops GE Net Enhancements

ROCKVILLE, Md. — Three products and a pair of service enhancements now available on the General Electric (GE) Mark III remote-computing network are said to provide such an improvement of support that GE refers to their capabilities as Mark III Plus.

The products are Fortran 77, which is said to meet all and to exceed many of the newly proposed American National Standard Fortran specifications; DMS II, an enhanced data base management system and report generation system; and Jobs, a master scheduler of large, production-oriented software systems.

The service enhancements include a new data entry facility called Data Entry Mode and an annual program maintenance service plan, GE said.

Fortran 77 offers structured programming constructions, streamlined data base interfaces, a unique interrupt-handling capability and "other time- and cost-saving options," a spokesman claimed.

French and German users can use the system as well as English is said to be "extensive" formatting and editing capabilities.

The ability of DMS II to handle French and German as well as English is said to be "extensive" formatting and editing capabilities.

ROCKVILLE, Md. — General Electric has added a new Fortran compiler, an enhanced data base manager, and a job scheduler to its Mark 3 remote computing service. A data entry mode, said to provide lower-cost on-line data entry, and an annual program maintenance service were also introduced.

The new Fortran compiler can handle a range of file types, GE said. DMS II interfaces with Fortran 77 programs as well as with other GE plotting and financial analysis software.

In addition to scheduling large projects, Jobs is said to automate procedures and use a "modular, standardized" approach that can conserve administrative time and costs. Jobs was described as suitable for any large management application, "in particular those spanning several time zones." No other claims were made.

Data Entry Mode provides a means for entering data into a data base through an interactive terminal up to eight financial reports on any one of about 3,000 companies. It uses a data base maintained by Investec's Management Sciences & Planning Association Standard

GE Upgrades Mark 3 Remote Svc.

Electronic News

GE ANNOUNCES NEW PRODUCTS AND SERVICES

SOFTWARE DIGEST
MAR 31 1977

Three product releases and two service enhancements referred to as Mark III Plus have been announced by General Electric's Information Services Division. The new products and services are said by a spokesman to provide a new level of value and support for the Mark III Remote Computing Network of the international market.

• **DMS II:** This next generation of GE's database management system incorporates recommendations made by many of the more than 2,000 users of GE's DMS package. GE says its modular design and easy-to-use conversational commands give users the ability to generate database systems and report or modify that data in ways not previously feasible. For instance, Fortran 77 generated code can be saved and monitored to the user's unique requirements. Reports can be processed on a single terminal, saving time and costs. DMS II also provides for such advanced features as automatic data backup and recovery, and the ability to generate reports on a single terminal.

EDP Weekly

FROM WASHINGTON, D.C.

The Leading Weekly Computer News Summary

7620 LITTLE RIVER TURNPIKE, ANNANDALE, VA. 22003 • PHONE (703) 354-9400 • TWX 710-831-0032 • TELEX 64533

Vol. 17 No. 51

April 11, 1977

Page 1

Data Entry Mode, designed to require long periods of on-line data entry, that function can be performed at considerably less cost than was previously possible with 110-300 baud and 1,200 baud metro access service.

The Annual Program Maintenance Service plan provides for a fixed level of on-call programming support for the maintenance and enhancement of customer programs developed by GE's Custom

data, time, and cost. DMS II also provides for such advanced features as automatic data backup and recovery, and the ability to generate reports on a single terminal.

PLOT II AVAILABLE

PLOT II has successfully completed its field test run and is currently available for customer use on all Foreground systems.

This improved plotting package incorporates many of the features requested by customers and Field Sales people in the past. It also includes the addition of several new plotters and terminals to the list of compatible hardware and the addition of several new plot types.

Customers can start using PLOT II immediately by referencing the simple instructions in user guide no. 511.02.

SERVICE AWARDS MAY 1977

25 Years

Donald G. Bishop Rockville

15 Years

Marla Miller Watertown

John D.

Nilsson (Dex) Rockville

Joseph N. Snyder Rockville

10 Years

Robert O. Fohl Rockville

Ellen M. Hosker Miami

Louis J. Ciccone Philadelphia

Frederick W.

Howard Rockville

5 Years

Charles A.

Seibold III Miami

Joseph M. Malinak Rockville

Evelyn V. Battle Rockville

Calvin Andrews Kansas City

NEW PROGRAM HELPS CUSTOMERS CHECK CURRENT DOCUMENTATION

A new three-star library program is now available to MARK III Service users for determining the latest revision of any pertinent Information Services documentation.

The new program, CKDOC\$***, allows customers to check their documentation in one of three ways:

1. By preparing a file of publication numbers and revision letters for publications of interest, and having CKDOC\$ read the user's file and compare it to a master list, printing out differences. CKDOC\$ will tell whether there are later revisions or supplements.

2. By entering a single publication number and having CKDOC\$ tell whether there are later revisions or supplements.

3. By requesting all publication revisions for recent months, cumulative over the last month or up to six months ago.

The master list used for comparisons will be updated on all systems monthly, usually during the first week of the month.

The program is an excellent tool for account representatives. Numbers and revision letters of the publications that a customer needs should be entered into a file in the customer number. Monthly, the customer can run CKDOC\$ himself and determine what newly revised or issued documents he needs. He can then request them from his account rep or sales office in the usual manner.

The program has been field tested with success by representatives in four branches. It is documented in "Keeping Your Documentation Up to Date," publication 401.04, available via OLOS at no charge.

NEW EMPLOYEE DEVELOPMENT PROGRAM UNDERWAY WITH YEAR-LONG TRAINING SCHEDULE

A major new employee training program is in process for masters degree graduates in mathematics, computer sciences, engineering, and marketing. Program members combine on-the-job training with formal class sessions for a year, then assume professional positions throughout the Division.



Front row: Karen Hsing, Anne Belfort, Kaili Skolnik, Carlos Gomez, Gwendolyn Dunham, Kathy Anna, and Ann Gilbert. Back row: Joe Rockmore, Mike McDowell, Frank Chube, Bob Holder, Saeho Chang, Barry Tapscott, Kevin Boyne, and Victor Lee.

MAKE/BUY GAINS MOMENTUM, PRESENTS AWARDS

Three aggressive Field Sales people — Bob Lodie, District Manager in Los Angeles; Paul Heiner, Branch Manager in Schenectady; and Frank Moros, Account Rep in the New Jersey Branch — have scooped the rest of the Field Sales Force by walking off with the first three Make/Buy award citations.

One of the most unusual of our varied MARK III Service marketing programs, Make/Buy was planned and directed by Dave Cearnal and supported by Jim Nelson. (Dave has since taken on new responsibilities as Manager — Sales Planning and Support.)

"The whole object of our Make/Buy strategy," comments Dave, "is to come up with an innovative and effective way to deal with one of the most difficult of competitors — the in-house computing equipment of our own customers. Bob, Paul, and Frank have made extraordinary strides in stopping this type of revenue erosion."

Designed to convince customers that it is a wiser business decision to continue buying data processing service from us rather than trying to create ("make") an in-house system of their own, the Make/Buy strategy is now beginning to catch hold.

Because it is a first-of-its-kind program, Make/Buy has stimulated many questions. Following are some of Dave's answers.

How Widespread Is The Make/Buy Arena?

"Opportunities are everywhere. Many customers are seriously considering cutting back on services and, instead, investing in big sophisticated systems of their own. We want to convince them that a more cost-effective way to get results continues to be MARK III Service."



Bob Lodie



Paul Heiner



Frank Moros

Make/Buy Sounds A Lot Like Remote Facilities Management. What's The Difference?

"Primarily, it's a difference of degree. If the customer is considering additional hardware to replace some or all of his MARK III Service usage, it's a Make/Buy challenge. However, if the equipment is intended to provide better in-house system utilization or to lower the unit cost of in-house computing, then it's an RFM opportunity."

How Serious Is The Hardware Threat?

"Plenty serious. Every year we lose a substantial amount of business when customers buy equipment. We also lose the value of new applications that are implemented in-house, which can run to as much as three times the value of the actual revenue loss."

How Can We Meet This Threat?

"Education is one way. We have to educate our customers in cost trade-offs that they may not have fully considered. To help our Field Sales people do this, we've prepared a comprehensive manual called *The Make/Buy Question*."

Does Make/Buy Strategy Really Work?

"You bet it does! Frank Moros, Paul Heiner and Bob Lodie can testify to that. And there are many more Field people using that strategy, right now, to change problem accounts into bigger users by helping customers explore the full ramification of Make/Buy as it relates to their information processing needs."

How Much HQ Support Is Available?

"Sales tools and training are already on deck. Additional personal support is also available. Simply dial Jim Nelson on 8*273-4360."

BOB HUBER HITS HOLE-IN-ONE

GE golfers shared the delight of Bob Huber recently when he hit a hole-in-one on hole 17 at the Redgate Golf Course using a 3 wood. When not golfing, Bob is Manager of Forecasting, Analysis and Measurements in Sales Support.

ISBD BASKETBALL TEAM TAKES CHAMPIONSHIP

Once again, GE ISBD's basketball team has taken the championship in the Rockville Businessmen's League. The 1976-1977 "A" division pennant is their second championship in a row in the team's short three-year history with the league.



ISBD Basketball Hot-Shots: (front) Joe Martin 6' and Larry Jenkins 6'4"; (center) Leroy Parker 6', Jerry Demerly 6', Charles Reed 5'11", and George Cooper 6'; (back) Roger Hobbs 6'3", Chuck Washington 6'6", Nat Hopkins 6'5", and Conrad Persels 6'1".

The team lost only two games all season (by a combined total of three points). ISBD averaged 55 points per game over the entire season, compared with an average of 34 points by their respective opponents.

The ISBD team established supremacy over their nearest division opponent, H.E.W., through a crushing late-season victory and by trouncing them in the final tournament game 53 to 37 (without ISBD's starting center).

Eight players returned from last year, contributing to the team's strength and depth. Also, according to player-coach George Cooper, fan support this year was encouraging, especially during the tournament.

IBM DOCUMENTS NOW AVAILABLE VIA OLOS

Over 50 IBM documents are being stocked in the Document Center and may be ordered like other publications via the On-Line Ordering System.

Included are system and language documents, and those supporting ASTAP, CAPOSS, CSMP, GPSS, MPSX, Project Management System IV, Vehicle Scheduling.

The documents are stocked in small quantities, like many of those supporting GCOS Background. Each order will be reviewed by Documentation personnel in an effort to minimize unnecessary orders.

Just published is a new edition of the pocket booklet, Guide to Background Documentation. It lists all the IBM documents, and their corresponding GE publication numbers and revision letters. The guide explains which are essential, which may not be required, and how to get started, and lists related catalogs.

The IBM publications are also listed in the new Publications Price List, Revision K (prices effective April 29).

Those familiar with OLOS and its stock file, STOCK*, may obtain a list of VS publications, short titles, stock quantities, and prices by using the LOCATE command on the letters VS.

UPDATE is published by the General Electric Company's Information Services Division, 401 N. Washington St., Rockville, MD 20850.

Editors: Joanne M. Thyken
T. Craig Bryars

Contributing Editors:
Linda A. Crawford
Harold D. Waddles
Ernest G. Zavisca

NEW STAT PACKAGES ON VS BACKGROUND

Two statistical packages of international reputation are now available on MARK III VS Background Service. They are the UCLA Biomedical Statistical Programs BMD and BMD/P, and the Statistical Program for the Social Sciences: SPSS.

SPSS allows a broad variety of statistical functions to be performed during a single pass through the database. Users may elect to build their own statistics subroutines and call them from within SPSS. In addition, features are included to facilitate several data management tasks. Over 1,000 copies of SPSS are in use through the world at universities and research firms.

SPSS is available as a Class B product. It is documented by McGraw-Hill.

BMD and BMD/P contain over 80 separate statistical programs. They are Class C products.

PIC CAREERS

Continued from page 1

2. Employees nominate themselves for open positions by completing the PIC application form and submitting it to Employee Relations, Rockville, or to Relations Managers/Representatives in the Field.

3. All nominees (and other qualified people) are considered for the position. Those selected for the candidates slate are individually interviewed by the hiring manager. People who do not make the candidates slate are personally informed of the action. The time cycle between job interview and selection varies, but typically takes two-three weeks.

Employees with questions about PIC can contact Employee and Community Relations personnel in Headquarters or the Field.



UPDATE

GENERAL ELECTRIC COMPANY
INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND
June 27, 1977 305.73

GCOS BACKGROUND TO OFFER

DIRECT INTERFACE

General Electric MARK III Service customers will be offered direct access to GCOS Background from remote high speed terminals as of July 4. The new capability, Direct Interface, allows users to transmit jobs directly to GCOS Background, to direct output to a Foreground file system by means of Foreground Interface, and to direct output back to the sending remote terminal. Direct Interface (DI) also allows users to check job status and abort jobs.

DI is the interconnection of front-end Network processors (Datanet 355's) to GCOS Background systems. It is an improved version of GRTS, the existing Honeywell remote computer interface. The new capability makes GCOS more compatible with Honeywell in-house systems, offers users faster turnaround, and allows for easier input/output of non-system standard data.

Customers likely to be especially interested in the new capability include other components of General Electric, Federal Government, and multi-location accounts.

Terminals currently qualified for DI service are the G-115 and the RPS III. Certain terminals emulating the G-115 are also supported.

Documentation for GCOS Direct Interface is available in a supplement to the *GCOS Background User's Guide* (Supplement 2000.01C-3) available OLOS.

For more information call Bill Jewell 8-273-4246.

BLOOD DRIVE GOES OVER THE TOP



Energy restoration step of cookies and juice is enjoyed by (from left) Bob Stolzenburg, Steve Hoberman, Craig Saunders, and John Yost. Reportedly, mint cookies out-polluted peanutbutter cookies as this-time's favorite.

(see story page 5)

NEW SELF-TEACHING "SELLING GCOS" COURSE AVAILABLE

The latest in do-it-yourself training material is now available for people who want to bone up on features and benefits of GCOS Background Service.

The new self-instructional course, entitled "Selling GCOS," contains information on the GCOS operating system, Foreground interface, and Foreground drivers. A comprehensive case study helps develop the skills required to move an expanding customer smoothly from Foreground Service to GCOS Background Service.

Consisting of 135 pages of factual information, sales strategies, examples, and exercises, the course workbook is complemented

by two tape cassettes. The entire kit is portable so that it can be studied almost anywhere, including the family car or the local bus.

Developed primarily for Field AR's and TR's who are serving customers with growing needs or who simply want to expand their own knowledge base, the "Selling GCOS" course is available through Dick Amato, Project Manager—Background Training, in Rockville. Dick's phone number is 8*273-5050.

GENERAL  ELECTRIC

CASH MANAGEMENT COURSE COMPLETED BY ISBD STAFFERS

ISBD employees recently completed a Company sponsored course in Effective Cash Management. The course was developed by a Cash Management Task Force with representatives from each Group within General Electric.

In a letter announcing the course, Reginald H. Jones, GE Chairman, stressed the importance of cash management to the Company's return on investment. Jones cited great improvement in the Company's cash position over the last two years and further stated the need to indoctrinate all profes-

sional and managerial people in the techniques of cash management.

Although the course, led by Jack A. Hanson, Manager-Credit and Collection is titled Effective Cash Management, the course material covers the management of other assets such as accounts receivable, inventory, and plant and equipment. Hanson told UPDATE, "the course emphasizes that asset management is a multi-functional endeavor and not just the responsibility of Finance. The ISBD offered course was ex-

panded to enable participants to better understand and respond to our customers needs to manage their asset investment."

George Hairston, Manager-Business Systems Development, Bill Backer, Marketing senior Specialist, and Dana Lowry, Marketing Product Planner delivered presentations covering what is offered by our division to help customers in this area.

A total of 33 ISBD employees attended the two courses offered at Rockville Headquarters.



From Germany, this geologist gets the MARK III Service message from Bill Bush. "Distance is no problem," said Bill, "we have the world's most extensive commercial teleprocessing network."



GE-ers promoting MARK III Service are (at left) Hud Huddleston with representatives of Phillips Petroleum, (center) Ken MacDonald with an official of the U.S. Geological Survey, and (right) Jim Gilbert with a representative of Texaco.

OIL GEOLOGISTS TRY MARK III SERVICE AT AAPG EXHIBIT

More than 6000 petroleum geologists, managers, and consultants crowding the conference rooms and exhibit halls of the recent convention of American Ass'n of Petroleum Geologists, had a chance to see MARK III Service in action.

Demonstrating the capability of MARK III Service with petroleum

lease analysis software and oil and gas pool databases were ISBD-ers Ken MacDonald, Manager-Petroleum Industry Accounts; Jim Gilbert, Industry Accounts Support Specialist; "Hud" Huddleston, Senior Account Rep, Denver; Ben Bush, National Account Rep for Exxon, Houston; and Victor Lee, EDP trainee. Also helping staff the GE booth were representatives of software and

database authors PSI Energy Data, the University of Oklahoma, and Petroleum Information.

The convention, one of the leading conferences for the oil and gas industry, was held June 13-16 at the Sheraton Park hotel in Washington D.C. It drew attendees from throughout the U.S. and many foreign countries.

ISBD EMPLOYEES KEY TO NETWORK MANAGEMENT

One of the most interesting challenges facing ISBD is management and maintenance of the world's most extensive commercial teleprocessing network. Equally, one of the toughest challenges our Field Sales Force faces is convincing big customers that it is wiser and more economical to continue using our MARK III Network rather than building one of their own.

A new sales tool to help put that story across is the slide presentation "Managing A Growing Network." The presentation, originally delivered by Ray Marshall, Manager—Systems and Technology Department, to executive customers during the recent spring tour, was one of the big hits of those sessions.

Pointing out that managing a large, growing teleprocessing network is a complex and expensive undertaking, the presentation depicts some of the people and key work activities involved in creating and maintaining our MARK III Network.

Here are a few visual excerpts from that presentation.



A well-conceived master plan for the network is a fundamental step. Bill Brill helps resolve such questions as where the network is to go next, when, and how.



Chris Brook, one of the network's chief designers, helps manage its continued growth. Responsible for all transmission software, Chris directed development and implementation of important large-scale enhancements to network architecture, just recently completed.



NDP's are one of the first links between customers and the network system. Here is one of 23 located throughout the U.S., Europe, and the Far East.

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Art Heredia checks NTO operation. This equipment provides high-speed, wide-band data transmission links which concentrate the data and pass it on to MARK III Systems in Ohio, Maryland, or Amsterdam.



When questions do occur, our around-the-clock National Service Operation helps customers. Marion Rich, Bill Love, Anita Ward, and Ernie Barrow are part of that staff.



Even a quality network needs constant checking. Cher Gomez observes the monitors that indicate the status of all interconnections in the network and computer systems.

TECHNICAL INTERCHANGE

FORTY CAN NOW SORT FILES

In response to requests from the field, the GCOS 600/6000 Sort/Merge program (previously stand-alone) now can be invoked from FORTY as a subroutine. Entire files can be sorted at logical decision points within a FORTY program.

Previously, you were only able to sort *arrays* within a FORTY program. The program itself could not employ the 600/6000 Sort/Merge capabilities. If files had to be sorted after preliminary processing, three job activities were necessary (an original FORTY program, a Sort/Merge activity, and a subsequent FORTY program).

With construction of the new interface, a single FORTY job activity can contain calls to the 600/6000 Sort/Merge package. A knowledgeable GCOS user, referencing the Sort/Merge reference manual (GE publication 2400.01), simply inserts appropriate interface code into a FORTY program.

The following is an example FORTY program. The routine SORTER is defined by GMAP code. The GMAP macro statements from SORT to FILCB inclusive can be modified to suit a particular application (see publication 2400.01). Below, 01 is the input file and 02 is the output file.

FORTSORT 05/16/77

```
BRUN *
BEND
##ASIS
$ OPTION FORTRAN
$ LOWLOAD
$ LABEL1. THE USE CARD SEPARATES THE SORT BUFFERS FROM
$ LABEL2. THE FORTRAN BUFFERS.
$ USE .SMA/1/, .SMB/10000/, .SMC/1/
$ FORTY INFORM,NLNO
PRINT,"DEMONSTRATE THE CALLING OF SORT "
PRINT,"FROM A FORTRAN PROGRAM."
* THIS IS THE CALL TO THE SORT ROUTINE
CALL SORTER
PRINT,"RETURNED FROM SORT ROUTINE"
STOP
END
$ GMAP NDECK
SYMDEF SORTER
SORTER NULL REGS SAVE REGISTERS
600SM
*
* 'XLBL' IS THE RETURN POINT FOR THE SORT PROGRAM.
*
* 'LBL2' IS TO DUMMY INPUT SYMDEF TO THE SORT. IT IS NOT
* USED WHEN SORT IS CALLED AS A SUBROUTINE, BUT MUST BE
* PRESENT OR THE PROGRAM WILL NOT WORK.
*
SORT INFCB,,XLBL,LBL2
FIELD (W1,W2)
SEQ (A2)
ASSIGN (01),02 FORTRAN FILE CODES FOR INPUT AND OUTPUT
FILE CODE 01 = INPUT
FILE CODE 02 = OUTPUT
*
ELECT 1,,,,,,,,,1
FILCB INFCB,**,2,,,1,15
LREG REGS RESTORE REGISTERS
XLBL LXL1 REGS GET RETURN ADDRESS
TRA 0,1
EIGHT
REGS BSS 8
END
$ EXECUTE
$ LIMITS ,18K
$ PRMFL 01,R,S,MD1B400/SORTIN
$ FILE S1,X1R,IOR
$ FILE 02,X2R,IOL
```



A PLEA FOR HELP TO THE READERS OF UPDATE

My name is Craig Bryars, and beginning with this issue, I will be the editor of UPDATE. Being new to this assignment, as well as to General Electric, I would like your help.

UPDATE needs to hear from you. It needs news tips, articles, human interest stories, technical interchange items, photographs, and, as long as they are constructive, your suggestions and criticisms about how to make UPDATE a better paper for the employees of ISBD.

Before you get on the phone to call me about your Aunt Mildred's hangnail operation, however, allow me to throw a few *caveats* into my request for help. News items are strongly encouraged. Important sales events, new company policies, new system features, new software packages, significant honors, are all the kind of stories that are the lifeblood of our little publication.

Interesting features dealing with aspects of the division or its employees are also things that UPDATE would like to print. For instance, if your branch office sets some kind of sales record and your office gets together to celebrate, let UPDATE know about it (and send a reproducible black and white photograph, please). If you are a TR who writes short stories as a hobby and last weekend you were awarded the Pulitzer Prize, let UPDATE know about that.

If you have any questions about whether an article is of interest to UPDATE, just ask. I would really like to hear the things that you think are worthy to print in UPDATE. That doesn't mean they will all be printed, but neither of us will ever know if you don't ask.

One more thing, if you have been harboring secret fantasies that you are another Brenda Starr, or Carl Bernstein, UPDATE would like to put your fantasies to work. UPDATE needs stringers, conscientious people who will keep it informed on a regular basis, about what all is going on in the universe of ISBD. You don't have to be a professional writer, just nosey and willing to blab.

Thank you for your help. The number for UPDATE is still the same: 8*273-4387. I am looking forward to hearing from you.

Over 120 Rockville employees responded to the June 2 blood drive, pushing ISBD's blood reserve goal for Washington-area employees over the top.

Red Cross professional and volunteer workers who staffed the makeshift clinic set up in the Division's international training center were outspoken in their delight at the smooth coordination and scheduling of the sizable group of donors during the day-long session.

"This is one of the best drives we've ever had," stated Dorothy Hevey, Employee Services Manager and coordinator of the activity, "and we are particularly pleased to have had so many first-time donors."

Dorothy adds that employees in need of blood for themselves or eligible family members should call her on X4757.



First-time donors Judie Gronkiewicz (right) and Judi Hardison provide personal data to Red Cross volunteers, found the relaxed atmosphere and pleasant staffers encouraging.



"It doesn't hurt a bit," smiles Kathy MacDonald. Blood removal procedures are so streamlined that it takes only 10-12 minutes per pint.

For General Electric Employees Only

IN MEMORIAM

DAVID G. BESCO

Dave Besco, Specialist Systems Analysis, died Sunday, June 19, of cancer. Dave worked for GE 17 years. The sympathy of his friends and colleagues at ISBD is extended to his family.

METRO 2400 BAUD HSS AVAILABLE JULY 1

A new data transmission rate for accessing MARK III Service using High Speed Service will soon be available. The new transmission rate, Metro 2400 Baud HSS will be commercially available July 1, in the 10 Metro areas. The service will not be offered nationally.

The new transmission speed supported by ISBD joins two other speeds, 2000 baud and 4800 baud, currently available to High Speed Service users. 2400 Baud HSS offers customers the opportunity for cost reduction. Compared to 2000 baud, the new speed is offered at Metro rates while 2000

baud is only offered nationally. Compared to 2000 baud, the modem required is less expensive, yet allows a 20 percent greater throughput. Prices for Metro 2400 Baud HSS are the same as for Metro 4800 Baud HSS. The charges for records and terminal connect hours are identical.

Access numbers for the new service will be available soon, and will be published in the next revision of the International Access Directory (1401.01S, Revision S, July 1, 1977) available via OLOS.

Many terminals already in use are equipped with 2400 baud modems. The TermiNet III and RPS III terminals are both qualified for use at 2400 baud as well as 4800 baud. Final determination of the modem speed most appropriate for use depends upon economics and other factors to be determined by the customer. The availability of 2400 Baud HSS gives the customer one more degree of freedom in making his analysis.

Further information about Metro 2400 Baud HSS is available in a flier inserted in the Spring issue of LEADER.

FLYAWAY WINNERS GOING PLACES

FlyAway '77 is heading into its seventh month. As of April, 281,600 miles of air travel have been awarded. Individual winners are beginning to rack up some impressive air miles, and if the pace keeps up there should be some very nice vacations this winter.

Each month winners are issued air mile certificates that are convertible into flight tickets for travel to any location in the world. When a winner has accumulated enough tickets for the trip of his or her choice, the tickets are turned over to Elaine Tobin, FlyAway Coordinator, who authorizes IMP travel to issue the airline tickets.

Winners have already begun to cash in their certificates for trips. Milt Plant, CAO Zone Project Manager, Torrence, California, took his wife, Shelly, to Las Vegas for their 8th wedding anniversary. The Plants spent two days in Disneyland for adults enjoying the games, the sun, and the shows the city has to offer.

Perhaps the most unusual trip planned so far has been scheduled by Terry Faff, Account Representative, and Al Weingartner, Branch Manager, in Los Angeles. Al and Terry have turned their certificates

in for a seaplane trip to Catalina Island, 26 miles across the sea, the Island of Romance. UPDATE isn't sure about how much romance can be found in twenty-four hours on Catalina Island, but Al and Terry are counting on a pleasant day of picnicing and swimming with their families.

Joe Krupa, Account Representative, Houston, is saving his air miles for a trip to Lake Tahoe with his wife. Donald Wright, Account Representative in Chicago is going to go to his brother's wedding in Wheeling, West Virginia. Barbara Bilka, Account Representative, Schenectady, is planning a trip to Bermuda with a friend.

In coming issues UPDATE hopes to feature more travel plans by winners. We will also publish a list of top winners for the year to date. Here they are for April:

FlyAway '77

TOP WINNERS YEAR-TO-DATE

NAME	BRANCH	MILES EARNED
Paul Heiner	Schenectady	4000
George Alber	Schenectady	3600
John Barber	Schenectady	3200
Robert Suna	New York VS	3200
William Cassedy	Schenectady	3200
Gerald Brown	Schenectady	3100
Donald Wright	Chicago VS	2600
William McClary	Schenectady	2600
Ronald Pushee	Schenectady	2600
Joseph Krupa	Houston	2400

SERVICE AWARDS JUNE 1977

25 Years

Norman W. Harvey	Rockville
James J. Kessler	Dallas
Henry D. Struve	Denver
Robert H. Knight	Rockville

20 Years

Raymond W. Marshall	Rockville
Ralph H. Taylor	Rockville
Charles A. Radford	Lynchburg

15 Years

Alice S. Brent	Lynchburg
Charles P. McInnes	Rockville
James F. Richards	Rockville
Albert G. Ertel	Rockville
Gerald A. Gay	Rockville

10 Years

Clarence A. Smith (Ike)	Rockville
Henry A. Martin	Rockville
F. Dennis Mulford	Cincinnati
Myrl D. Peterson	Houston
Richard K. Sumner	Wash., D.C.
N. Lee Beyer	Rockville
Lawrence J. Mauceri	Rockville
Richard A. Garipey	Schenectady
Eleanor M. Smith	Rockville

5 Years

Robert T. Grissom	Rockville
Robert J. Binkert	Watertown
Doris A. Chavis	Rockville
Peter A. Curtin	Chicago
Robert C. Lodie	Los Angeles
Nancy Lumsden	Rockville
Lorraine F. Miller	Rockville
Philip H. Snyder	Rockville
John M. Durkot	Brook Park
Geraldine C. Mille	Rockville
Sung Park	Pittsburgh

HEADQUARTERS MAILBOX SYSTEM

Those of you who have been making use of the Headquarters Internal Mailbox System, please note that the system will be phased out effective the last working day of June. After that, all

users will make mailbox requests by utilizing the Field Mailbox System.

A formal announcement has been distributed to all Section/Sub-section Managers. This contains suggestions for coordination of useage and contacts for opera-

tional questions. In order to provide ample time for an effective transition both the Headquarters and Field mailboxes will be available for use during the month of June. Any questions which may come to mind prior to the formal announcement should be directed to TED DAY on 8/273-4675.



Ralph H. Taylor, Manager, Systems and Technology Communications Quality receives his 20 year pen from Zigmund Quastler, Manager, Quality Assurance. UPDATE asked Ralph how he felt about spending all his working life with one company. "I wouldn't have done it if I didn't think it was the right thing to do . . . When I first started with GE there were no such things as computers. I have been very fortunate to be around for the birth and development of a whole new technology. It's almost like being a midwife." he chuckled.



UPDATE

GENERAL ELECTRIC COMPANY
INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND
SEPTEMBER 12, 1977 306.75

FLYAWAY '77 SPECIAL AWARD WINNERS



Rich Panfil



Karen Peters



Carol Wetmore



Ram Sidhaye

Each month the FlyAway '77 Awards committee distributes air miles to field people who are nominated by their managers for extraordinary job performance. They are commended for service to their customers that has positive impact on Branch performance, Zone performance and the overall success of the Division.

UPDATE interviewed Peter Curtin, Chicago Industrial Branch Manager, to find out more about four recent special award winners. Pete told us that "all of the winners are hard working individuals, committed to serving the customers by working long hours and giving high quality service.

"For instance Ram Sidhaye, a Technical Representative, received 300 air miles for meeting a critical deadline on a Bell & Howell project. Ram put in 10-12 hours a day for 2 full weeks, implementing an additional section to a cash flow application," Pete said.

Because Ram met this time-critical deadline with fine work and dedication to the project, Bell & Howell is considering the addition of a profit and loss and corporate consolidation module to the cash flow application.

"To date, this project has generated \$2 thousand with \$6-10 thousand MPR expected when the project

is extended to other Bell & Howell Divisions," Pete added.

Another award winning Chicago Industrial Branch member is Account Representative Karen Peters. According to Pete, "After 6 months sales effort, Karen closed a contract with Swift Dairy and Poultry worth \$21.9 thousand PSA with \$13.1 thousand CDR and 6 TermiNet 30's to develop a Phase I OMNI Order Service System."

Karen was awarded 500 air miles not only for closing the contract, but for coordinating all the activities involved in getting this application running successfully.

The Phase II customized system originally scheduled to start next year, was moved up to begin this fall in time for Swift's seasonal rush. The PSA for this Phase is estimated at \$20-40 thousand. Pete also added that Karen's extremely positive and tireless work undoubtedly contributed to the successful sale.

"Rich Panfil, a Senior Account Representative was also awarded 500 air miles for saving the Powers Regulator account, the third largest account in the Industrial Branch," Pete stated.

"In January a new Director of MIS was appointed at Powers Regulator. He immediately placed an order to upgrade his in-house equipment with specific intentions of bringing all

time-sharing services in-house. Along with revenue, he planned to eliminate 30 TermiNet 30's, 7 TermiNet 300's and 1 TermiNet 1200."

Rich began immediately to build a counterattack against the planned in-house conversion. He built his case based on features, advantages and the benefits of the five GE applications, emphasizing the cost reduction through terminal renewals and CUP Plan upgrade.

(Continued on Page 3)

NEW PHONE BOOK TO BE PUBLISHED

A new phone book will be distributed in October. If your name, phone number or title is incorrect, please submit the correct data *no later than September 16*. This also applies to changes in the "Who, What, Where and How" yellow pages.

Forms located near the end of your current phone book may be used to submit corrections and deletions. Take a moment now to check all information concerning your number, address, name, job and responsibility.

Send corrections to:

Sam Wenck, 2NE

FEDERAL SALES BLITZ GREAT SUCCESS



The wheels started rolling the middle of June, but by the second week in July, Federal Sales Operation's July Sales Blitz was moving full tilt.

The purpose of the blitz was to acquaint the government community with GE Remote Computing Services and to announce the fact that

the Division is now on a GSA TSP Schedule Contract.

To reach decision makers as well as potential users of MARK III Services, two kinds of meetings were held. In five cities half-day Executive Seminars were held to inform higher level people of MARK III Ser-

vice capabilities. In four cities all-day Users Seminars provided a more in-depth look at GE capabilities incorporating demonstrations of DMS, FAL II, JOBSIII and other system features.

It took many individuals working together to pull off such an ambitious program on such short notice. Local arrangements were handled by Bill Reddig (Denver), Charles Hasert (Seattle), Dave Thacker (Los Angeles), and Delano Morgan (San Francisco). Fletcher Honemond (FSO, Washington, D.C.) coordinated all the arrangements under direction of Sally Smith, Manager, Federal Sales Operation.

Turnout for the meetings was gratifying. Over 250 people attended the meetings and several good solid prospects resulted which are currently being followed up. A side benefit of the meeting was that government executives in the field are contacting their counterparts in Washington, who in turn are requesting more information on MARK III Service.

WORD PROCESSING NOW AT ISBD

What has been described as a most significant trend in office systems is happening now at ISBD headquarters as word processing begins to tackle the tremendous volume of written communications generated by the Division.

"In a very real sense, words are the Division's major product. When you consider the incredible volume of reports, manuals and specifications generated by the Systems and Technology Department alone, I think you can begin to appreciate the need for something like this here in Rockville."

Something like this is the Word Processing Center newly relocated on the second floor. Nancy Levin spoke with UPDATE about the Center and the work it is doing.

The Word Processing Center uses

CTR terminals and a 40-character per second printer to perform the typing, editing and revision of documents that once were handled by secretarial staff.

"The turnaround time for a complex set of specifications many times took several weeks because of the work load," Nancy Levin said. "The Word Processing Center can usually turnaround a lengthy document in a few days."

Documents are initially typed into the system and stored on floppy discs which contain the necessary programming and can hold up to 80 pages. Longer documents are broken up into sections. Since the printer and input terminals work independently of each other the system can be initially typing or revising one document while another is being

printed. "Even complicated revisions are handled easily, says Nancy, "but probably the biggest advantage is that secretaries have been freed from a tremendous typing burden and are able to do other important work."

The equipment installed at ISBD's Word Processing Center is Wang System 20. Nancy Levin is Coordinator for the Center. Eunice Ruth and Chris Pruitt are the Editing Secretaries. "We are very happy with the response to the Center," Nancy told us. "We recently surveyed our contributors and they all gave us very high marks on turnaround time, ease of revision and reformatting, as well as having a positive and cooperative attitude." The way she smiled as she talked about the Center, UPDATE could see why people are so pleased.



Eunice Ruth
Editing Secretary



Chris Pruitt
Editing Secretary



Nancy Levin
Coordinator, Word Processing Center

Fly Away Award Winners

(Continued from P. 1)

"In the face of overwhelming evidence," Pete told us, "Powers Regulator dropped conversion plans and renewed all 38 TerminiNets."

After a year long sales effort, Carol Wetmore, a Senior Account Representative, closed a contract with Standard Oil Company worth \$19

thousand PSA for CAO to develop a Phase I OMNI Order Service System.

According to Pete, this was a significant move for Standard Oil. This application represents the first commercial production system they have purchased outside, and the first CAO contract ever signed with GE.

"Standard Oil, an extremely conservative company, spent a long time examining and reviewing our system. Carol's tremendous selling ef-

forts against a large international in-house network won her a lot of respect at Standard Oil and finally paid off in a sale—not to mention 500 air miles," Pete concluded.

These four people exemplify the outstanding individual work going on in the field. So far this year the FlyAway '77 Awards Committee has distributed 102,400 air miles to many people just like these. People who make our division a leader in the industry.

ATLANTA TR USES AIR MILES TO COMPLETE DREAM VACATION

Ronnie Genser, Senior TR in the Atlanta Branch, made some careful plans and used her FlyAway air miles to make a dream trip become reality. On a recent vacation, Ronnie flew to Copenhagen, Denmark.

"After completing a 2-year graduate program and receiving a Masters in Humanistic Psychology, I decided to treat myself to a European vacation," she explained.

"I planned to take a charter flight to Amsterdam, and spend several days visiting friends. Then by train, I would travel to Brussels, Belgium.

"When I examined a map, I realized Copenhagen was only 469 miles by plane from Brussels. I also remembered that I had accumulated 400 air

miles from the FlyAway '77 program. So I decided to use the air miles and fly to Copenhagen," she continued.

After turning in the air mile certificates and paying the difference in cash, she received the plane ticket and was on her way. Ronnie's five-day Copenhagen tour included visits to the Statue of the Little Mermaid, the Danish Resistance Museum, Christianborg Palace, the Louisiana Museum of Modern Art, and a shopping spree—Copenhagen style.

"I can't tell you how excited I was about visiting Copenhagen," Ronnie explained. "Those 400 air miles really helped make my European vacation extra special."

OMISSION

In the article "The Men and Women of Summer," UPDATE, August 17, 1977, three names were inadvertently left off the list of summer interns. They are:

Cynthia De Bois, Illinois Institute of Technology
Ann Law, Tulane University (MBA)
Carolyn Prather, Howard University (MS)

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Editor: Craig Bryars

Contributing Editors:

Linda Crawford
Janet Mroz

GENERAL  ELECTRIC



Pictured left seated: David E. Luttrell, Senior Technical Representative, GE, Information Services Business Division, Indianapolis, Indiana Branch. Center standing: Rodney L. Everhart, Manager of Finance and Administration, General Electric Components Sales Department, Fort Wayne, Indiana. Right seated: Donald D. Barlow, General Manager, GE Components Sales Department, Fort Wayne, Ind.

September Service Awards

20 Years		
Leroy K. Stanton	Rockville	
Franklin G. Mosley	Rockville	
15 Years		
John R. Southan	Rockville	
Matthew F. Schuyler	Lynchburg	
10 Years		
Leo G. Kotschenreuther, Jr.	Rockville	
Fakhruddin Kurawadwala	Rockville	
Irene A. Bettinger	Cincinnati	
Henry Koeppel	East Orange	
5 Years		
Roger I. Marcus	Rockville	
Lisa Rosenblatt	Cleveland	
Harold E. Boyd	Rockville	
George R. Hampton	Oak Brook	

Hertz/GE Automobile Rental Agreement

Effective September 1, 1977 through August 31, 1979

Discount Program

The discounts shown below will apply to all Hertz automobile rentals by GE employees regardless of whether the rental is for Company business or personal use. All discounts shall be given at the time of rental on an across-the-counter basis.

- 40% on regular time and mileage rates (gas included) within the continental United States, Alaska, the Hawaiian Islands and Puerto Rico.
- 20% on special rates (driver pays gas) to include without limitation, subcompact rates, monthly rates, weekly rates, promotional rates and all rentals that do not include gasoline, within the continental United States, Alaska, the Hawaiian Islands and Puerto Rico.
- 25% on regular time and mileage rates for international rentals excluding Canada.

- 40% on regular time and mileage, 20% on flat rates (normally referred to as prediscounted or nondiscountable rates) and 10% on all other special rates within Canada.

Other Provisions

The following incentive provisions will also apply on all automobile rentals by GE employees for business or personal reasons.

- No drop-off charge for rentals within the continental U.S., the Hawaiian Islands or Puerto Rico.
- Cash deposits will not be required if the employee indicates that rental charges will be settled by a cash payment at the time of rental return.
- GE employees will be considered as having met Hertz credit qualifications upon presentation of Company identification at the time of rental. A major credit card need

not be provided as a condition of rental.

- The Renter's or GE's responsibility for the deductible portion of accidental loss or damage to any vehicle (within the continental U.S., the Hawaiian Islands or Puerto Rico) is waived by Hertz. Employees shall continue to initial the block on the Hertz Standard-Form Rental Agreement declining acceptance of the collision damage waiver.

General Information

Employees should make certain that the GE identification number (GPD-ID #28608) is recorded on each individual Hertz Standard-Form Rental Agreement for world wide cost tracking purposes.

AVIS Agreement

The Corporate Agreement with AVIS will continue in effect. Following are the terms of the AVIS Agreement (see below).

AVIS/GE Automobile Rental Agreement

Effective November 1, 1976 through October 31, 1978

Discount Program

The discounts shown below will apply to all Avis automobile rentals by GE employees regardless of whether the rental is for Company business or personal use. All discounts shall be given at the time of rental on an across-the-counter basis. Note that Avis no longer provides a regular time and mileage (gas included) rental plan calling for a 35% discount. Instead, they have switched to all dry rates (driver pays for gas) on a system-wide basis.

- 20% on package rates within the continental United States.
- 15% on all special rates including unlimited mileage and weekend specials within the continental United States.
- 15% on dry rates (driver pays gas) in Alaska.
- 10% on all rates in Canada regardless of the rental plan utilized.

Other Provisions

The following incentive provisions will also apply to all automobile rentals

by GE employees for business or personal reasons.

- No drop-off charges for rentals within the continental U.S.
- Cash deposits will not be required if the employee indicates that rental charges will be settled by a cash payment at the time of rental return.
- The Renter's or GE's responsibility for the deductible portion of accidental loss or damage to any vehicle (within the continental U.S. or the Hawaiian Islands) is waived by Avis. Employees shall continue to initial the block on the Avis Standard-Form Rental Agreement declining acceptance of the collision damage waiver.

General Information

Employees should make certain that the GE identification number (AID #A777700) is recorded on each individual Avis Standard-Form Rental Agreement for worldwide cost tracking purposes.

New Hertz Automobile Rental Agreement

A new two-year automobile rental agreement has been signed between The Hertz Corporation and General Electric. The agreement is effective September 1, 1977 and applies to all rentals by GE employees, and employees of GE subsidiaries, on a worldwide basis. All provisions of the agreement will apply on personal automobile rentals as well as rentals in connection with Company business. Therefore, it is suggested that all employees may wish to obtain a GE/Hertz identification card whether or not they travel on Company business since the company continues to enjoy a financial benefit from your rentals with Hertz.

Hertz has requested that they be allowed to furnish new GE/Hertz identification cards and stickers to all GE employees who desire them. Until the new ID card is received, the old ID from the previous agreement will still be honored by Hertz personnel at all locations. The new ID cards will be distributed as soon as available.