

GE NEWS

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Print and Dip Win Team dips into inefficiencies

"A little dip here . . . a little dip there Keep doing that and you can drain an entire 'swampful' of problems."

That's one way of expressing the philosophy of the Print and Dip Win Team at Bradley Park. Sure . . . It's great to have big wins — big dollar savings — but sometimes the payoff comes from attention to little things in the day-to-day manufacturing processes, and that's what the Print and Dip Win Team has been focusing on.

From this has come a series of projects that are improving the quality of our products and increasing our output.

For example, the suggestion was made during the Win Team meeting that there was a need to pre-clean the substrate and improve the flux of the solder dip. The solution turned out to be quite simple: Get a new flux. . . . This was done and the quality resulting from this particular operation was improved.

On another occasion at one of the Print and Dip Win Team meetings, the opinion was expressed that new people who solder dip the substrates had not been given adequate training.

The problem was checked out thoroughly, and — after the necessary approvals had been received — a special program of training for new operators was begun, with the program being run by those operators



SOLDER DIP PROCESS gets attention of "Print and Dip Win Team" at Bradley Park: From left are Delores McLaughlin, Mildred Campbell, Bobby Tuggle (acting supervisor filling in for R. D. Duncan who was on temporary leave for military duty), Phil Wright (the Win Team's leader), Dennis Johnson, Angela Thomas, and Pat Allen. Team members not shown: Dick Lund, Howard Bolden, and Billie Robbins.

with experience. The result: Reduced scrap later on in the process.

As Lynchburg Shop Operations Manager John Wilkins said in an interview in the GE News on September 24, ". . . . We're not looking only for a huge jackpot of ideas worth thousands of dollars (even though that would be just great if it happens!). What we really need, though, is a lot of little items — worth, maybe, a few hundred dollars apiece — that will collectively help us toward total success for our business. . . . That's the REAL jackpot!"

ONE-DAY SURGERY GROWS IN USE FOR CERTAIN OPERATIONS

Ambulatory one-day surgeries are on the rise, says Dr. Robert L. Glenn, Lynchburg GE plant physician. The percentage of surgeries done on a one-day basis has risen 77% in hospitals nationwide in the past four years, according to the American Hospital Association.

Ambulatory one-day surgeries are those that can be done without overnight hospital confinement. Patients with certain surgical problems can go into a hospital or ambulatory surgical facility, and walk out at the end of the day to recover in the comfort of their own homes.

The trend toward such ambulatory one-day surgery stems in large part from the effort to better manage health-care costs. However, it also is the result of advances in technology and the growth of "surgicenters" that are adequately equipped and staffed to perform

such surgery and have direct hookups to hospitals when emergencies occur. Here in Lynchburg, both Virginia Baptist and Lynchburg General have such centers.

"While many surgeries must be done on an 'in-patient' basis," Dr. Glenn explains, "there are hundreds of surgeries which may be performed on an ambulatory one-day basis, assuming preliminary examination indicates the operation is suitable for such ambulatory surgery alternative."

Any patient should obtain full information on the surgery required and where it can be performed, and make use of the "second opinion" benefit of the GE Insurance Plan before making a decision, Dr. Glenn emphasizes.

'QUALITY FIRST' THEME HAS SPECIAL MEANING FOR GE'ERS . . .

"When you think of companies that you associate with high quality, which five company names come to mind?"

That question was a key one in a survey commissioned by the American Society for Quality Control (ASQC) and conducted by the Gallup Organization, Inc., in mid-summer 1985.

MCBD Quality Engineer Bill Murphy — and Chairman of the Lynchburg Section of ASQC — is pleased to report the answer to that question:

Consumers most frequently named General Electric (24%), General Motors (20%), Sears (16%), and Proctor and Gamble (12%) as companies they associate with high quality. These four companies are also most frequently the first company mentioned as well.

Another four companies are essentially tied for fifth place with respect to total frequency of mention; they are: Ford (10%), RCA

(10%), IBM (8%) and Del Monte (8%).

The results of the survey tie in nicely with the ASQC's theme for National Quality Month which is being observed in October: "QUALITY FIRST."

Says Bill: "It's nice to be associated with a company that consumers think of first when they think of quality."

Other GE'ers associated with the Lynchburg Section of the American Society for Quality Control include Jim Richardson, Senior Quality Engineer, and Noel Salmons, Technical Leader - Quality Evaluation.

The survey was commissioned by the ASQC as part of a five-year campaign to help restore the confidence of consumers in American products and services and to promote the need for "Quality First" in American business and industry practices. The information gleaned from this study will provide a benchmark for subsequent surveys.

The study revealed that determining the quality of a product is anything but an exact science to consumers. On one hand, they say they look for a brand name or a particular manufacturer, consider the product's workmanship or ask a friend about a product's quality. On the other hand, these same consumers believe that a product's performance is the best measure of quality with durability of the product a second highly regarded measurement.

Availability of service is important as are ease of repair and type of warranty coverage. Specifically, consumers consider trouble-free performance the most important quality of automobiles, large appliances, home entertainment products, and small appliances.

The consumer "honor roll" released by ASQC lists — in alphabetical order — the top 30 companies American consumers associate with quality: AT&T, Black and

Decker, Campbell Soup, Chrysler, Colgate, Del Monte, Ford, General Electric, General Foods, General Mills, General Motors, IBM, Johnson & Johnson, Kellogg, Kodak, Kraft, Levi Strauss, Libby's, Maytag, Mercedes Benz, Nabisco, Panasonic, Procter & Gamble, RCA, Sears, Sony, Toyota, Westinghouse, Whirlpool, and Zenith.

Dr. H. James Harrington, President of ASQC, said, "The strong showing of American companies surprised us. It runs contrary to the general impression one gets these days. This consumer confidence in American products and services appears to be the result of major quality programs that many companies have initiated over the past three or four years in the wake of strong foreign competition."

The survey reveals two cautions, however. Consumers' expectations for improved quality seem a clear indication that recent quality gains are not enough: the public is now



Promoting ASQC "Quality First" theme are Bill Murphy, Chairman of the Lynchburg Section of ASQC; Noel Salmons, Membership Chairman; and Jim Richardson, National Services Chairman.

conditioned to expect tomorrow's quality levels to be higher than today's — even if they are happy with the quality they're getting today.

Secondly, looking at demographic breakdowns, the affluent, younger, and more highly educated

consumers — groups generally regarded as having more influence in the marketplace — tend to evaluate American product quality less favorably than the population as a whole.

Company Mounts Major Effort Beginning With Industrial Businesses

GE EMBARKS ON A NEW ERA OF CUSTOMER SERVICE . . .

A call to arms in customer service, with the emphasis on industrial businesses, has been issued by Corporate Executive Offices.



Len Vickers and Paul Van Orden confer on some points made during the Customer Service Conference.

The new Company thrust is being led by 20 customer service representatives from a cross-section of GE businesses. They came together in August at a conference co-sponsored by the Industrial Market Board and Corporate Marketing to exchange ideas and experiences on how customer service can be built into the businesses to create a competitive advantage.

Paul Van Orden, Executive Vice President and Sector Executive, opened and closed the meeting — highlighting customer service problems that surfaced during a recent corporate survey, and setting forth the corporate objective that customer service must be elevated "from a focus to a function."

Keynote speaker, Larry Bossidy,

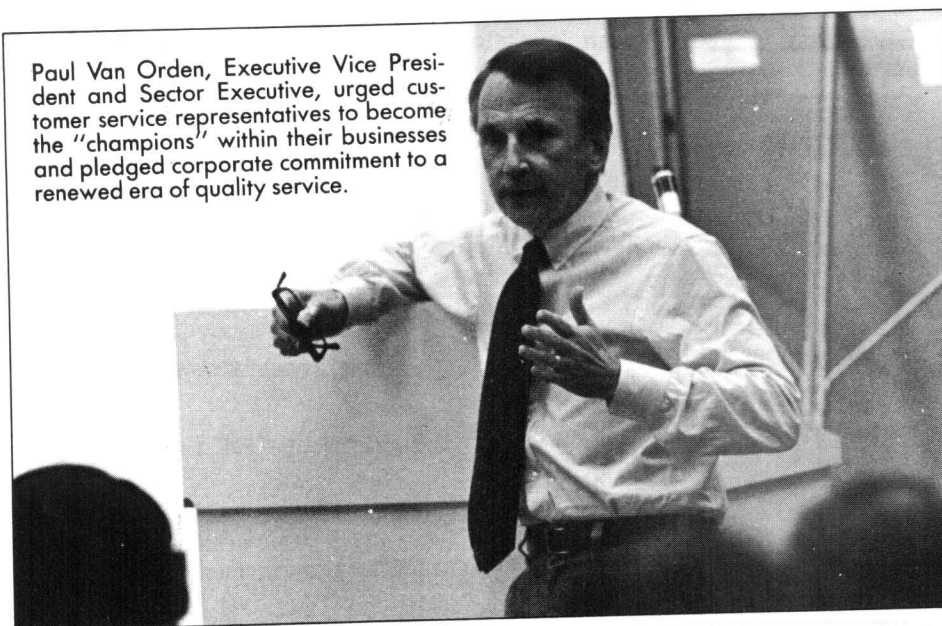
Vice Chairman of the Board and Executive Officer, cited upper management's concern over the lack of good service on the Company's part and assured the conferees that their recommendations would be backed by the Corporate Executive Offices and upper management.

Len Vickers, Vice President, Corporate Marketing reinforced the need to change attitudes toward customer service, calling it "the most studied, least engaged issue in General Electric." In his talk, "Service Ain't Servility," Vickers stressed that changes in attitudes will bring about changes in how we deal with customers. He noted that improving systems and procedures is a necessary precondition for shifting business emphasis from transactions (order processing) to relationships (non-product added value).

Promising more forums in response to the need to share Best Practices, Vickers said, "Every business shouldn't have to reinvent the wheel. We must standardize and centralize what we can . . . and differentiate and decentralize what we must."

In summarizing the meeting, Van Orden stated that since Information Systems is a top priority in the renewal of quality customer service, funding for it should also be top priority in the Strategic Business Units. Like The Answer Center, systems are an expense and initial funding is "an act of faith," that long term will prove to be a necessary adjunct to overall customer service.

He urged participants to work with Corporate as a team in order to overcome problems and urged



them to call on the assistance of corporate functional components like Corporate Information Systems, Corporate Marketing and Corporate Finance Operation. Van Orden also stated that measurements will be developed on custo-

mer satisfaction and used by the CEO to monitor improvements in this critical area. He urged continued sharing and reiteration of Best Practices, beefing up training programs and lastly told his audience to "stick with it."

Vision-care benefits of new job package begin Jan. 1

In July a special 8-page News was published summarizing the new job package. One of the items of special interest related to insurance improvements highlighted in the new GE job package. Here's more detailed information.

VISION CARE BENEFITS:

GE medical expense insurance has always covered eye care costs resulting from illness or injury affecting the eyes, but many employees have looked for coverage of the cost of normal eye examinations, glasses, contacts, etc. Beginning January 1, 1986, these costs will be covered (once every 24 months) under a schedule of benefits that specifies benefits for each item of vision care. (See example at right.)

COVERED EXPENSE	MAXIMUM BENEFITS
A) Eye Exams	\$25
B) A pair of corrective lenses	
Single Vision Lenses	\$25
Bifocal Lenses	\$40
Trifocal Lenses	\$55
Lenticular (biconvex) Lenses	\$80
Contact Lenses	\$75
C) Frames	\$30



GE salutes 25 year veteran Jeanette Jones.

EMPLOYMENT OPPORTUNITIES

EXEMPT

Supervisor Testing, Manufacturing, Level 7, J. R. Wilkins.

Managers should use the latest FIN report for absenteeism and tardiness figures.

All forms should be in by Tuesday, October 8, 1985. Information on exempt jobs can be obtained from the weekly postings or by contacting H. Quick at ext. 7353. Information on hourly jobs can be obtained from the weekly postings or by contacting C. deBernard at ext. 7601.

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AN EQUAL OPPORTUNITY EMPLOYER

PRICES ON S&SP INVESTMENTS

Here are the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used under the Savings and Security Program to credit participants' accounts.

The Long Term Interest Fund price for the last day of the month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

1985 Month	Stock Price	Mutual Fund Price	Holding Period Fund					Long Term Fund	
			Price	YTD Annual Income Rate (a)				Price	YTD Annual Reinvestment Income Rate
				1982	1983	1984	1985		
Jan	\$60.364	\$33.181	\$10.00	16.5%	13.6%	13.2%	12.6%	\$11.03	10.9%
Feb	\$63.447	\$34.967	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.80	11.2%
Mar	\$61.881	\$34.449	\$10.00	16.7%	13.7%	13.2%	12.6%	\$10.51	11.2%
Apr	\$59.696	\$34.637	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.64	11.0%
May	\$59.818	\$35.514	\$10.00	16.7%	13.7%	13.2%	12.7%	\$11.03	11.1%
Jun	\$60.906	\$36.097	\$10.00	16.7%	13.7%	13.2%	12.7%	\$11.22	11.1%
Jul	\$62.392	\$36.926	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.10	11.1%
Aug	\$61.591	\$36.318	\$10.00	16.6%	13.7%	13.2%	12.8%	\$11.16	11.2%

(a) The "announced" HP Fund Rate was 16.25% for 1982, 13.25% for 1983, 12.75% for 1984, and 12.50% for 1985.

ANGER IN THE FAMILY

Conflicts arise within the home when family members choose to shout and fight as a means of resolving problems. Anger within the family group often develops as relationships deteriorate over problems of financial management, sexual response, the complexities of raising children and many other factors.

Extreme anger can cloud our basic values and prevent us from looking at a situation in its true perspective. Anger can undermine the honesty, love and trust upon which family relationships and responsibilities depend. At this point, professional assistance is vitally needed to preserve the family unit.

Your Employee Assistance Program (EAP) is there when you need help . . . without red tape and lengthy waits. For assistance contact Charlie Grainger or Donna Abernethy by calling 845-1246.