



Vol. 1 No. 12
April 10, 1990

New PCS delivered one day after introduction

The quick delivery of the PCS right after its announcement at the EXPO show in Dallas is a clear indication of EGE's move toward world class status as a supplier of quality radios.

The PCS portable radio with DTMF (Dual-Tone, Multi-Frequency) option was introduced at the EXPO Trade Show in Dallas, Texas, March 28, and the first order was shipped the very next day.

"It's that kind of delivery," said Steve Frackleton, Product Manager-B&I Conventional, "that will enable us to compete against Motorola's counterpart to the PCS, the Radius P200."

The customer, Salt Lake City Schools in Utah, was very impressed with the delivery and the radios' performance according to Brad Friang, Major Accounts Manager who handled the order with Sales Agent Gerald Anderson.

"The quick turn-around really added to EGE's credibility as a reliable source of high-quality radios," he said. "When the order arrived all the radios passed the out-of-box inspection and the customer was very pleased about that too."

The PCS radios are part of the Salt Lake City Schools communications system that includes an EGE Mastr II station with telephone interconnect. This system allows calls by radio to anyone with a telephone. (See diagram).

Steve Harmon, Director of Building and Grounds for Salt Lake City Schools, told Friang, "It's the best radio system I've ever used." Harmon travels a lot and often

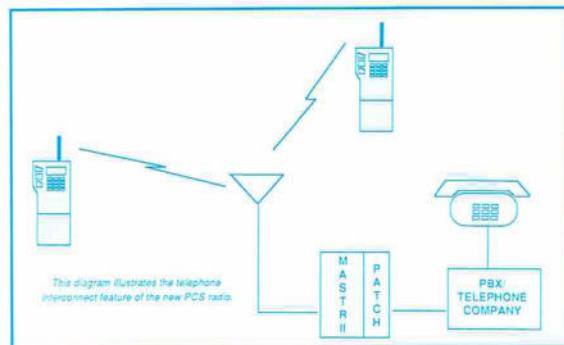
must call from areas previously believed to be inaccessible by radio but where the PCS has performed successfully.

The success of the introduction and fast delivery of the PCS with DTMF option is due to the efforts of a cross-functional team of players.

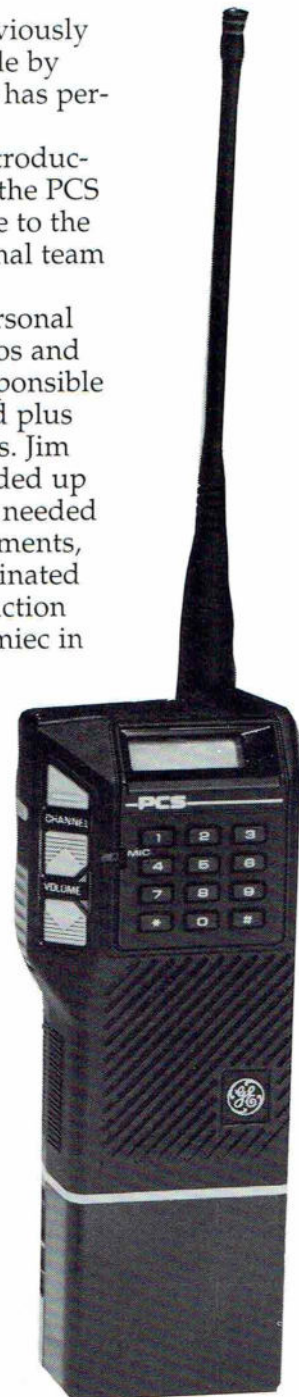
The people in the Personal Area who assemble radios and do final testing were responsible for the short turn-around plus the no out-of-box failures. Jim Duncan personally speeded up deliveries of parts when needed to meet material requirements, while Bob Crouch coordinated material flow and production schedules. Tom Prezelomiec in Marketing helped expedite the order once it got to Lynchburg. A team of engineers led by Carl Lafferty designed the upgraded version of the radio to give it the DTMF option and they completed it in time for the introduction in Dallas.

In about a month the Personal Area will start using the ALPHA system in the production of the PCS. ALPHA is the "paperless" interface from order entry to the shop floor that tracks the

Customer praises EGE quality— "It's the best radio system I've ever used."



This diagram illustrates the telephone interconnect feature of the new PCS radio.



See PCS delivery, page 2

PCS delivery *(Cont. from p.1)*

production of radios and is the key to bringing the PCS into the 48-hour delivery cycle. An ISO team led by Jim Wood is working on this project.

Steve Frackleton said this "win" for the business is especially gratifying to him.

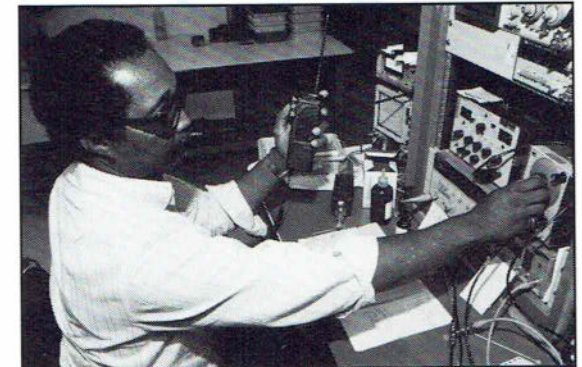
"Winning is fun," he said, "and everyone involved in making the new PCS a success story should feel good about their contribution. The success of this new product introduction and quick delivery is due to the attitude of people like Jim Duncan who made things happen even when people around him told him to his face it couldn't be done."

The PCS is a synthesized, wide-band portable with LCD and is available in 2- or 8-channel models. It is ergonomically designed, has Channel Guard or Digital Channel Guard, and operates in hi/lo RF power.

The high-tech appearance of the PCS plus the fact that it's made in the USA have also been a selling points based on feedback from other customers. With these features plus price and fast delivery, Frackleton says orders have started pick-



Jim Duncan (left) and Bob Crouch were two of the key players in the successful introduction and delivery of the new PCS portable radio.



Carrol Austin conducts a final test on a PCS. Final testing assured no out-of-box failures on the first shipment.

ing up and he sees a strong future for this versatile radio.

"Winning is fun and everyone involved in making the new PCS a success story should feel good about their contribution."

Employees favor drug testing policy

Sixty percent of the U.S. workers favor on-the-job drug testing, according to the results of a Gallup poll released recently for the Institute For A Drug-Free Workplace. The survey, done for this newly-formed organization of 14 large corporations concerned about employers' rights, said workers tended to support some programs over others.

For example, 51 percent of the 1,007 employees polled indicated that companies should have the right to randomly test any employee for drug use. Support increased to 70 percent for testing those "suspected of drug usage." Sixty percent of the sample said they favored their company adopting some sort of drug testing policy, and this did not include an additional 9 percent whose employers already have such a program. According to officials with the Institute, "workers' attitudes are far more conservative than we had anticipated. Employees simply do not want to tolerate working with drug abusers on the job." They also favor testing of employees and applicants.

SAFETY NOTICE

Unauthorized employees who enter the High Bay Storage Area are increasing the risk of personal injury due to the high level of fork truck traffic in the area.

Entry in the area is restricted to Stockroom and Traffic employees only.



Smoking in unauthorized area presents safety hazards

Smoking in the Receiving Area presents a fire hazard and is prohibited. The area in the photo is right next to the gas cage where acetylene and other flammable gases are stored. In addition, the cardboard boxes that are stacked nearby can easily catch fire from a cigarette butt carelessly dropped.

EGE's non-smoking policy permits smoking only in designated rooms or at designated areas outside the building. Continued violations of the policy will result in more extreme measures being taken. Supervisors are responsible for seeing that the policy is adhered to in their respective areas.

EGE boasts three Duke Fuqua Scholars

Craig Szczutkowski, Dave Hattey, and Jeff Childress have been honored as Fuqua Scholars in the Fuqua School of Business at Duke University.

The Fuqua Scholar designation is an academic honor awarded to students in the Executive MBA Weekend Program who finish within the top 10% of their class.

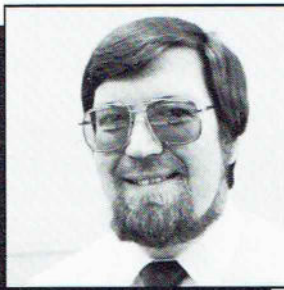
Childress completed the company-sponsored program two years ago. Szczutkowski and Hattey are scheduled to finish in August. The Executive MBA

program is designed for mid- to upper-level managers and is conducted every other weekend at the Duke University campus in Durham, North Carolina.

"Few companies are fortunate to be led by people with proven track records such as achieving Fuqua Scholar status at Duke University," said George Fath, Manager-Engineering and Processes. "Becoming a Fuqua Scholar is like winning the Super-bowl and we've got three Joe Montanas on board at Ericsson GE."

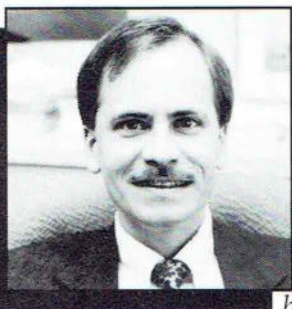
"...We've got three Joe Montanas on board at Ericsson GE."

The three Joe Montanas



Dave Hattey, Manager-PS System Design: *The Duke MBA program has helped me acquire a business intuition that I haven't had before. As an engineer, I had acquired*

an intuition for engineering problems, but as a manager, I need that same intuition for business problems.



Craig Szczutkowski, Manager-Trunked System Products Engineering: *I now have a much broader appreciation for the overall business operation*

including marketing and sales. It's also given me a better understanding of total cost pressures to the business, and our need to be focused on being efficient in producing designs which meet our customers' needs.



Jeff Childress, Program Manager-PS Trunking & Voice Guard: *The program has broadened my perspective beyond the tight focus of engineering so that I see other*

elements in the competitive business environment.

This is the second question from a survey of attitudes among EGE employees conducted by the Sounding Board.

2. What do you feel are the major issues facing EGE Mobile Communications?

- Competition
- Lack of management involvement
- Keeping prices down.
- Quality
- The challenge to meet customers' requirements, satisfaction
- The challenge to to meet design, engineering and manufacturing commitments
- The need for a stronger commitment to B&I
- Maintaining an obvious, displayed support and commitment of the systems and equipment.
- Inflation
- Communication in bringing the people together to work as a team.
- Gaining marketshare
- Becoming a world-class producer of communications products that have a 99.9% no failures rate; and individual customer service to the customer so we will have repeated sales.
- Confused, unhappy, bewildered employees; poor morale
- Making sure a product is right before building it.
- Building a good reputation
- Stop having schools that are not necessary for your job.
- Delivery
- Better communication between employees and customers.
- Establishing a good relationship between EGE in the US and Ericsson in Sweden.

EGE employees sound off to the Sounding Board.



Weight Watchers complete program

These smiling folks feel and look much better after having completed a Weight Watchers program last month. First row (l to r): Phyllis Morris, Jean Bennett, Ella Meadows, Brenda Irby, Barbara Patterson, and Jeanette Garrett.

Second row (l to r): Georgia Taylor, Vivian Hendricks, Patricia Campbell, Geraldine Patrick, Nancy Hall, Brenda Farmer, Janet Cofer, Marian Booker, Maudena Moore, and Linda Burford.

JOB OPPORTUNITIES

Hourly

LH31 Technician Electronic, R. Kantmann, 2nd shift, MVR.

See posted job description. All forms should be in by 4/20/90.



Winshare gets attention in Sweden

EGE's own Pat Eubank appeared in this photo accompanying a story about Winshare in Ericsson's employee newspaper, ERA Nyheter.

NOTICES

Medical Forms

Please note the following change of address on your medical insurance claim forms:

Metropolitan Life Insurance Company
Oneida County Industrial Park
P.O. Box 6057
Utica, NY 13504-6057

Check to see if the forms you are using have this new address. Using the old address will delay processing of your claims.

Leading Scholars Program deadline

This is just a reminder that the deadline for the EGE Leading Scholars Program is April 15. Applications for the program may be picked up in the EGE News Office.

Crates for sell

Ericsson packing crates used to ship RCUs from Sweden are now available for sell through the Employee Store for \$5 each. They can be viewed at the Employee Store today and tomorrow.

ERICSSON



THE NEWS is published by Employee Communications, Rm. 1566, Lynchburg, VA, 24502, for

Ericsson GE Mobile Communications Inc.

EDITOR: John Peniche, *Communications Specialist*

Jack Radgowski, *Manager-Communications & Relations Programs*

An Equal Opportunity Employer