

## IN YOUR OPINION . . .

*What were customers at the trade show in Dallas saying about our products?*



**JIM SEARS**, Senior Technical Leader: "Overall, customer acceptance was better than at any other trade show I've attended. The customers are pleased with the number of products we offer, and are generally pleased with the quality. In previous trade shows, we spent time listening to problems rather than explaining new products."



**DAN LYNCH**, Voice Guard System Support: "Our dealers are pleased with MCB's wide product line availability. They're glad to see that GE is becoming more of a force in the market, but a few said they'd like to see improvement in delivery."



**PAT MURPHY**, Program Manager for Public Service Trunking: "Customers responded with solid enthusiasm. They say that GE products are designed with the users in mind. Many dealers and customers were lined up anxiously waiting to see our new products."

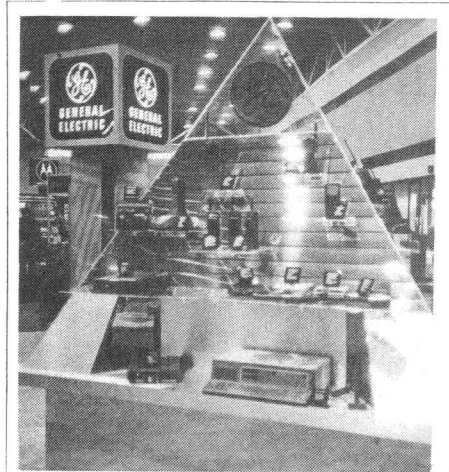
## MCB display a show-stopper at National Land Mobile Expo

*VENI... VIDI... VICI...  
I came, I saw, I conquered  
— Julius Caesar*

Judging by the positive comments on MCB's product displays at the National Land Mobile Expo, Caesar's famous quote could now be the slogan for MCB's sales and marketing force.

"The Expo in Dallas is the largest Business and Industrial trade show of 1987," explained Steve Blosser, MCB Domestic Sales Manager. "All the major competitors are there pitching their latest products and trying to impress the dealers."

"We went to Dallas with one overriding thought in mind -- to come across as an Industry leader," Steve continued. "MCB's Marketing Communications did a super job orchestrating the whole event."



MCB's product display was rated "Best-of-Show" by dealers.

Our dealers, as well as prospective dealers, and dealers who sell competitor's products, praised the professionalism and quality of our products and display.

*(See MCB display a show-stopper, Page 2)*



MCB General Manager Jim McNerney answered questions and participated in the Winshare Executive Review meeting held last week. Story and additional photos on Page 4.



# MCB display a show-stopper

Continued from Page 1

"We received so many compliments, the people who weren't there would have a hard time believing me. Here are some of the comments I heard from dealers:

'Your quality has improved tremendously.'

'GE is listening to us and designing user-friendly radios.'

'Mobile has filled the market basket, and given me a full product line to sell.'

'As I walked around Expo, the only significant new products I saw were GE.'

Steve said that MCB dealer enthusiasm and confidence were brimming. "If employees think I'm exaggerating, I can back up my words 100%," he said. "The evidence is in black and white on MCB order forms.

"We sold more than \$4 million of products in two and a half days," Steve stated.

"MCB sales representatives, marketing managers, and engineers were the people who pulled it off. They were on hand to answer questions, introduce new products, and take orders.

"These employees were also at Expo to get closer to the marketplace — to talk to our dealers and get a feel for the direction the Industry is going."

Steve added, "Our dealers are extremely pleased with our products and our commitment to being Industry leaders. BUT (there's always a catch), now that they're excited, they want to know what's next. They're already looking for the next generation of products, which means we have to keep up the pace."

*(EDITOR'S NOTE: Future issues of the GE NEWS, will feature stories on MCB's new products, Dealer interviews, and Industry competitors.)*



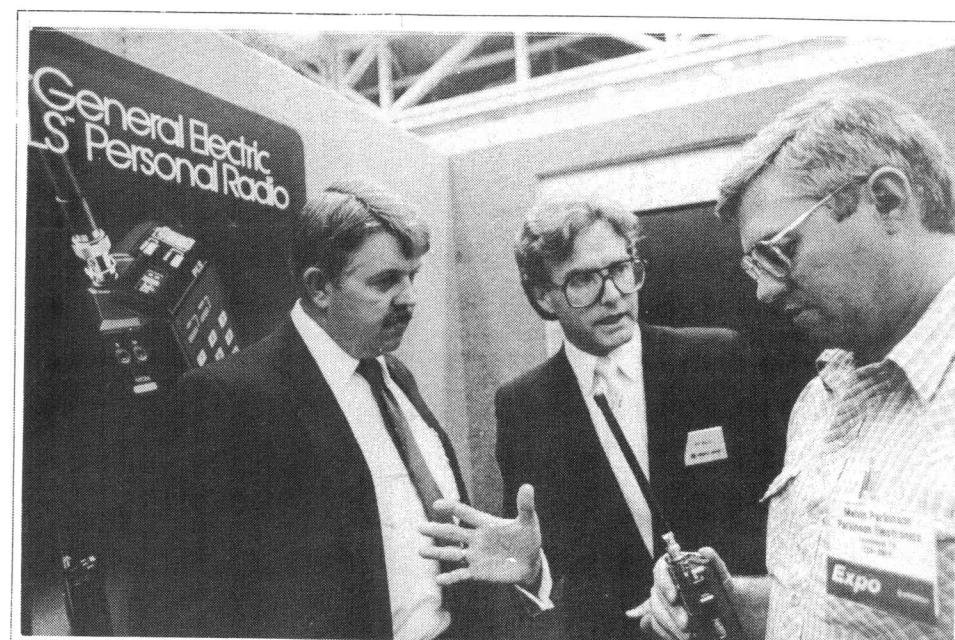
Ron Wiley, MCB Distribution Development Manager, successfully explains GE's new products, programs, and "New Solutions" advertising campaign to a smiling customer.



Hundreds of dealers and customers went through MCB's display booth at the Land Mobile Expo in Dallas. The success of GE's display can be gauged by the amount of orders taken — more than \$4 million in two and a half days. BELOW: Jim Bailey, Pacific Region Manager, talks with a GE dealer.



Phil Johnson, Mid-Atlantic Region Manager (above), gets his point across about the value of MCB's products. RIGHT: Bill Blackburn, Product Manager, Trunking (right side of photo), introduced another new GE product — the TPX(TM) Personal Series radio. In three versions, the radios can operate in trunked, conventional, or talk-around modes.



Jim Walsh, Product Manager, B&I Conventional, explains the features of GE's new PLS(TM), a hand-held, 16-channel synthesized portable.



# 1st qtr. ROA misses mark; signs positive for 2nd qtr.

At the Winshare Executive Board meeting last week, Win Team representatives learned that the ROA for the first quarter was below the hurdle rate, which meant that business wasn't good enough to merit a Winshare bonus.

However, orders were 22% above plan for March, business is picking up, and assets are down — all positive signs for the business and for the ROA calculation for the second quarter.

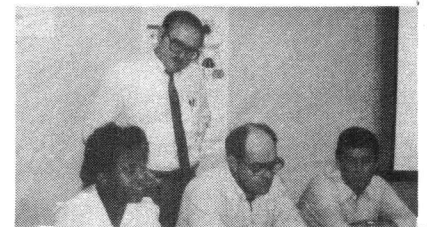
MCB General Manager Jim McNerney attended the board meeting and said he was impressed with the amount of activity, the quality improvements, and with cost improvement ideas employees are coming up with — \$3.8 million in annualized savings so far. "Winshare is vital to the health of this business," he stated. "You have my full support."

Win Team employees are now turning their attention to the Winshare Fairs at Florence on April 29th, and at MVR on May 1st.



Kathy Martin, Win Team representative, updated the Review Board and Jim McNerney on her team's activities.

After two hours of business, Mary Bailey told a joke that got a few smiles. BELOW: Beverly Samuels, representative from the Florence Win Team, explained a cost improvement idea.



## "Dear Shirley"

**QUESTION:** Can an hourly employee take voluntary lack-of-work and then retire like some of the hourly employees did last year?

**SHIRLEY:** I talked with Alex Newmark, Manager — Hourly/Non-Exempt Relations, and he told me "Yes, you can take voluntary lack-of-work/retirement at this time." If you are interested, please contact the Personnel Office.

### EMPLOYMENT OPPORTUNITIES — NON-EXEMPT:

LGO9 (MG17) Secretary A, T. S. D'Ambola, 1st shift, MVR. All forms should be in by Tuesday, 4/28/87. Information on non-exempt jobs can be obtained from the weekly postings or by contacting C. deBernard at ext. 7601.

## GE NEWS

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**Film showings on AIDS begin today in the MVR Auditorium, 11 a.m. to 1 p.m., and will also be shown Tomorrow and Thursday, 11 to 1.**

**At Bradley Park, the showings will begin tomorrow and continue through Friday, 11 to 1.**

**The Medical Clinic invites employees to bring their lunches and view the films which run 20 minutes each.**

**BLIND FURNITURE SALE BULLETIN:** George Ferguson reports that "we still have shop chairs and straight chairs at \$5; swivel chairs at \$10; and new style work benches and metal desks at \$20." Anyone interested should send a check made out to General Electric to George Ferguson, Room 1614, MVR. Pick up Saturday, April 25.

## PRE-RETIREMENT WORKSHOP SET FOR MAY 2 AND 9

A pre-retirement workshop for employees 50 and over is planned for May 2 and 9. The workshop will be conducted by Hank Loughran and will be filled by self-nomination.

The only limitations are that the employee must be 50 or older, and that only 15 couples — or a total of no more than 30 people — can be accommodated. Those applicants accepted for the workshop will receive a letter of notification from Hank Loughran.

All workshop attendees are urged to bring their spouses. If you do not have a spouse but do have a friend who is working with you on your retirement plans, feel free to invite that person.

The workshop is part of a company-wide program which got under way about three years ago. Employees want and need answers to questions such as: "How does this apply to me?" "How much will my GE pension be?" "What about insurance after I retire?" The workshop deals with such questions.

Workshop sessions get under way at 8:30 a.m., and lunch and breaks are furnished both days. The workshop is held at the Hilton Hotel.

**Dottie Tegnella**  
Room 1465, MVR

**I would like to attend the workshop Saturday, May 2 and Saturday, May 9.**

**I will be bring my spouse (or friend or relative)**

**Name of spouse or guest:** \_\_\_\_\_

**YOUR NAME:** \_\_\_\_\_ **Pay No.** \_\_\_\_\_

**Home address** \_\_\_\_\_ **Phone** \_\_\_\_\_

**Supervisor/Manager** \_\_\_\_\_ **Ext.** \_\_\_\_\_