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Friday

November 6, 1985

Pinellas Plant employees agree

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Benefits of Productivity Oriented Investments Help GE in Period of Sluggish, Uneven Market

'The generally sluggish and uneven market conditions experienced earlier this year continued through the third quarter. We see no signs of any upsurge in the broad consumer, industrial, and construction sectors of the domestic economy.'

So said GE Chairman Jack Welch in commenting on GE third-quarter financial results early in October. He said that 'GE's slightly better earnings in 1985's third quarter were due to continued benefits from our productivity-oriented investments which enabled us to achieve an operating-margin rate to sales of 10.9 percent.'

Welch reported that earnings of the company were \$575 million in the third quarter of 1985. This compared with \$564 million for the third quarter of 1984.

Sales in the third quarter of 1985 were \$6.52 billion, which compared with the \$6.72 billion reported for the 1984 quarter.

Earnings for the first nine months of 1985 were \$1.676 billion. In the first nine months of 1984, earnings were \$1.628 billion.

Sales for the first nine months of 1985 were \$19.56 billion, compared with the \$19.97 billion reported for the first three quarters of 1984.

Improving competitive ability

'Despite the current weak economic environment, the company's program aimed at improving long-term competitive capability was augmented further,' Welch said. 'Additional non-recurring gains realized from dispositions of Australian coking coal investments had no impact on third-quarter net income as they were offset by further
See RESULTS page four

Open House was 'Totally First Class'



The Hallisky family looks on while Jim Wood, set-up/maint./repair, runs frame parts through the glass sealing lathe in the braze area while Jim Hilliard, foreman, braze, explains the process.

When Shakespeare wrote 'all the world's a stage' it's doubtful he had NDD's hydroforming station in mind. But then, Shakespeare didn't count on John Yeates' charming performance in turning Tour Stop -16 into a one-man show during the Family Open House last weekend.

For eleven hours on Saturday and seven hours on Sunday, this hourly employee performed his magic without leaving the stage once not even for a lunch break.

It was obvious John was enjoying himself as he explained the process of taking a metal disc and molding it into a metal dome on the hydroforming equipment in area 104. And, it was equally obvious the crowd liked John's sincere commentary and elaborate demonstration.

Pinellas Plant employees, like John, were one of the main ingredients in the extreme success of the Family Open House. Bruce Belnap, plant tour coordinator, praised these employees, 'Each employee who worked is to be commended for the impressive esprit de corps evident during the days' events. Everyone pitched in to

make the occasion memorable and the compliments we've received have shown their efforts were appreciated by all concerned. All contributors to the Open House should accept my personal thanks for an outstanding plant-wide effort.'

In addition to the Pinellas Plant employees' support, Morrison's cafeteria exerted their usual remarkable efforts on behalf of this event. Cindy Caggiano commented that the entire cafeteria crew gave out over 5500 hot dogs, 2500 cups of ice cream, 7000 cookies, and served over 5100 soft drinks.

Shirley Cheatham, committee chairperson, commented, 'All of the Morrison's staff put in over 300 hours overtime in preparation for the Open House and when they were on the job they had a super way of providing good service and always with a smile.'

In addition to NDDers and their families, Pinellas Plant retirees were spotted from time to time on the tour route. In fact,

See HOUSE page four

Glimpses of

Pinellas Plant

Family Open House







RESULTS Continued from page one provisions to restructure and reposition a number of businesses, and by the labor agreement's special lump-sum cash payment.

'In the third quarter, continued strength in the Aircraft Engine and Financial Services segments resulted in excellent earnings improvements. The turnaround in operating performance of businesses providing factory automation products and services led to much better earnings in the Industrial Systems segment. Power Systems earnings were considerably below a year ago, reflecting the low level of long-cycle product shipments. Consumer markets continued soft, with consumer electronics operations reporting a loss in the current quarter compared with a profit a year ago because of extremely competitive conditions, especially for color television. Industrial markets weakened, with relatively low incoming order rates in businesses such as motors and construction equipment.'

Manufacturing sector disappointing

The GE Chairman said that 'Failure of the manufacturing sector of the U.S. economy to participate in the broader economic recovery is most disappointing. GE economists estimate that during 1985's third quarter U.S. industrial production was a mere 12 percent above the pre-recession high in February 1980. This domestic industrial weakness is largely related to imports which serve an ever-rising portion of America's domestic demand and which are fueled by the noncompetitive U.S. Dollar.

'Although the dollar has moderated somewhat in recent weeks, at the end of the third quarter it was still more than 50 percent above the 1980 trade-weighted 10-country average, and any benefits from further declines will be very slow to develop. While some economists anticipate economic improvement in the coming months, we have yet to see any signs of it. If anything, the weakness in manufacturing earnings and the uncertainty around tax reform with its anti-investment overtones have led to a further slowdown in capital equipment orders. As a result, we are developing our fourth-quarter 1985 and year 1986 operating plans based on a flat to very slow growth economic scenario'.

HOUSE Continued from page one

almost 90 retirees and their families came for the day and names like John Sprock, Ad Persons, Irv Braun, Carl Koch, Del Pierson, Peggy Gross, Martha Igney, and Helen Williams were murmured through the hallways.

Smiles and greetings of surprise were exchanged between employees like Bill Sunderbruch, foreman, RTG, and retirees like Alma Mullinex, Dink Kaiser, and even 90 year old Art Behnke who retired from the Pinellas Plant in 1959 made his way around the entire facility. Bob Spearel, retiree commented, 'I had been here since the plant opened and attended the '64 and '76 tour. This was the best one. Very well organized. I had a very good time.'

Not only did families benefit by the tour, but employees gained a new perspective of the processes, capabilities, and even the size of the Pinellas Plant. For instance, Tom O'Brien, sr. programmer analyst, commented, 'I even got to see areas of the plant I'd never seen before. Although I'd been on the plant tour some time ago, so much of the plant has changed it really looked new to me. I sincerely enjoyed it.' Apparently, this first class look at our facility impressed many employees who now have a better 'total picture' of what exactly goes on and where at the Pinellas Plant.

Many powerful emotions surfaced during this integration of our home families and work families -- especially pride. As John Fox, resources planning manager, remarked, 'I cannot speak for the entire plant, but personally I was extremely impressed with the entire tour and the way everything was handled. As a GE employee, I have always been proud of the company and the facility that I work for, but during the family tour Saturday that pride swelled to the first magnitude. We have a fine facility here at GEND and I am genuinely grateful to the entire Family Open House committee for making it possible to show the facility to my family. So, to all who worked on the Open house, I would like to extend my thanks and congratulations for a superb job.'

John's comments typify many of the conversations overheard as NDDers walked around our facility with their families and proudly showed off the very best the Pinellas Plant has to offer and everyone seemed to agree -- our best is pretty darn terrific.

ASME Meeting

The American Society of Mechanical Engineers will meet on Wednesday, November 13, at Bardmoor Country Club with Social Hour at 6 and buffet dinner for \$12 at 7; then Gregory Cunningham will speak on 'Applied Creativity.' Call John DeGelleke on extension 8892 for reservations by Monday, November 11.

'Don't file safety away' slogan wins David Larson \$25

The first winner of safety's newest award program was announced this week by Paul Larmon, specialist, health and safety education. (See HEADLINER 85-46 dated October 18 for program details).

David Larson, vacuum operator, in Unit 457 is putting \$25 into his pocket for the first place winning slogan, 'Don't file safety away'. Other winners pertinent to November's topic of office safety will be announced in future HEADLINER issues.

Last month was the first month for this new award program, and Paul was pleased with the initial inputs. He would like to encourage all employees to submit slogans to him at mail stop 040.

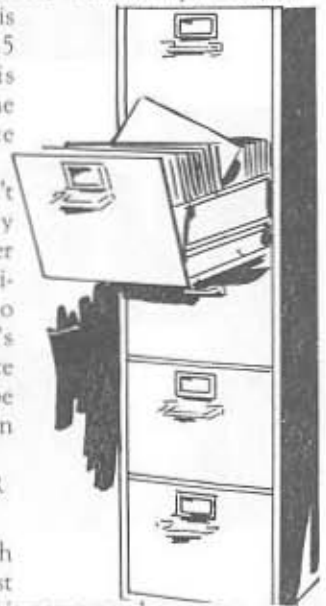
The slogan must relate to the topic of the month and be received before the beginning of the month to which it applies. There is no limit to the number of safety slogans which can be submitted, however, an individual can only receive one award per topic.

For example, if you have an idea for a safety slogan concerning December's topic of 'Off the job safety', submit it to Paul before the end of November. Don't forget to include your name and unit number.

If the topic 'Off the job' doesn't spark your creativity, Paul is announcing the topics for the next five months for your consideration. If one of these topics strikes your fancy, go ahead and mail your slogan in any time before the beginning of the month to which they apply.

January, 1986	Eye protection
February, 1986	Housekeeping
March, 1986	Electrical safety
April, 1986	Hand and finger safety
May, 1986	Fall prevention

So, grab a pencil and paper; and take a second to dream up a safety slogan that could very well turn into a \$25 winner.



SWE monthly meeting

The Pinellas County Section of the Society of Women Engineers will hold its monthly meeting on November 13, 1985, at 6 p.m. at the Steak and Ale on 6778 22 Avenue North (across from Tyrone Mall), in St. Petersburg. Please RSVP to Cindy Smith at extension 6045 or mail drop 038 if you wish to attend.



'STAR' Program search begins



As the 100 winners of the 1985 General Electric Foundation 'STAR' Program hit the books at colleges and universities across the country, the search has begun for the 'STARS' of 1986.

The 'STAR' (Student and Teacher Achievement and Recognition) Program was initiated in 1983 by the GE Foundation. It provides awards to high-achieving sons and daughters of GE employees and retirees, and recognized teachers from the high schools attended by the award winners.

No changes have been made this year in any of the provisions of the program. Up to 100 winners will be selected to receive awards of \$1000 each, and an additional \$500 will be contributed to each of their high schools. Each winner will select a teacher to suggest the use of the Foundation's contribution to the school.

For education expenses

Applicants must be seniors in public, private, or parochial high schools during the current academic year and plan to enroll in a full-time undergraduate course of study at an accredited two-or-four-year college, university, post-secondary vocational, or technical school. The 'STAR' awards are to be used toward higher-education expenses during the recipient's freshman year.

Dependent children of full-time employees, or children of those who retired directly from GE or its majority-owned domestic affiliates, are eligible to compete in the 'STAR' Program. Also eligible are dependent children of full-time employees absent with protected service, as well as children of employees who died while in active service with GE, or after retiring directly from the company.

The Citizens Scholarship Foundation of America, which had the difficult task of selecting the 100 winners from over 1200 outstanding seniors who entered the 1985 competition, will administer the program again this year. The deadline for submitting applications is January 15, 1986. All entrants will be notified by CSFA of the results of the competition on or about April 15.

A brochure which includes an application form and complete details on the 'STAR' Program may be obtained from June Marks, coordinator, assessment & training.

Medical Center to help expedite insurance claims processing

It's no secret that we've had some problems with insurance claims processing since our consolidation efforts with Valley Forge over one year ago. Many of the delays we've been experiencing are due to submitting the forms with incorrect or incomplete information.

To help improve this service to employees, employee relations has stepped in to provide assistance.

Beginning Monday, November 11, you will be able to pick up claim forms at the medical center, return the completed forms to the medical center, where they'll be reviewed by the nursing staff and sent on to Valley Forge. Of course, information relating to your health and that of your family is confidential, so the medical center will insure your privacy.

This new service is being implemented to reduce delays in insurance claims processing and minimize some of the frustrations we've all experienced.

Gifts to Aid Flood Victims In Puerto Rico to be Matched

Contributions by General Electric employees and retirees in the United States and Puerto Rico to aid victims of the recent devastating floods in Puerto Rico will be matched by the General Electric Foundation.

Foundation Trustees approved the American Red Cross in San Juan, Puerto Rico, for gift-matching under the 'More Gifts ... More Givers' program at the request of GE employees on the island. Up to 500 people are estimated to have lost their lives when torrential rains caused massive mudslides.

To get their gifts matched, employees should obtain a 'More Gifts ... More Givers' form from Kathy Ferguson, coordinator-communications support, fill it in, and send it along with their checks to: American Red Cross (Inundaciones - October 1985), GPO Box 6046, San Juan, PR 00936.

Check the HomeMinder System Out



General Electric employees looking for the perfect holiday gift for the family need look no further than the GE HomeMinder home control system. That's especially true because until December 31, the system is being offered to employees at more than 50 percent off the suggested retail price. (HomeMinder is a GE trademark.)

Under the special offer to employees, the cost of the entire HomeMinder package is \$369, including tax. That's more than 50 percent off the suggested retail price of \$800. What is the GE HomeMinder system?

It teams with any television set to provide a built-in home security and energy management system to control household lights and appliances -- even when the home is unoccupied.

HomeMinder's security system makes an empty home appear lived-in by activating lights, stereo systems, and television receivers in realistic patterns that change every day. And, if an intruder is detected while the homeowner is at home, a single button instantly turns on every light connected to the HomeMinder system. The system can even be combined with popular ADT home security systems for even greater protection.

Energy Management

HomeMinder's energy management system can be programmed to control heating or cooling better than most thermostats, because it can be set in multiple patterns and can distinguish between weekdays and weekends. That gives the system a degree of flexibility that even 'setback' thermostats don't have.

Apart from security and energy management, the HomeMinder system controls small household appliances and home lighting. It can be programmed to brew coffee in the morning, start dinner in the evening, and check to be sure the clothes iron has been turned off. The system includes an electronic 'memo pad' for leaving simple messages.

HomeMinder system owners can even control their units when away from home. Touch-tone telephones anywhere in the world can be used to operate the system or leave messages on its memo pad.

Programming the HomeMinder system is made easy by a remote-control unit and television screen displays that guide the user through each step of the programming process. The system works through existing house wiring, so there is almost no installation required.

A special four-page, full-color brochure, which includes an ordering coupon, explains the offer in complete detail. It can be obtained from Harrison Mitchell in the employee store or Mary Butson in personnel accounting.

GEEAA News**Turkey Shoot/Picnic - Nov. 16**

Today is your last chance to purchase ticket(s) to the Annual GEEAA Turkey Shoot and picnic, a real bargain at \$4 per person. It will be held Saturday, November 16, at the Skyway Gun Club.

You may purchase your ticket(s) at the GEEAA ticket counter in the back of the cafeteria during lunchtime (or contact Sarah Benjamin on extension 8308).

If you have not yet volunteered as a helper at this event and wish to do so, please contact Mary Ann Christy on extension 8798.

Christmas Dance - December 7

It is time to mark your calendar for the big event of the year, the GEEAA Christmas Dance, to be held at the Greek Orthodox social hall in Clearwater on Saturday, December 7, starting at 9 p.m. The 'Paragons' will provide music for your dancing pleasure. This year's BYOB affair will also include a catered bar and cocktail buffet, plus some exciting door prizes. The price for members and guests will be \$6 per person with ticket sales beginning on Tuesday, November 19.

**1986 Shutdown tours**

The Hawaii tour cruise has eight openings until November 15 at a reduced price of approximately \$1600 for 10 days, 7 days cruise, and 3 days/2 nights Hawaii Regent Hotel. This is a booked tour. A further reduction in prices will be available if 20 people go. The cost is \$500 down which includes all fees and meals.

Also, the Alaska 7 day tour or 14 day tour cruise needs at least 4 people for 14 day, 7 day tour which is booked at \$1700 including fees and meals. Contact Chuck Stahl on extension 8324 for more information.

Personal Notes

On November 5, 1985, Sidney Perkins Jr., a member of the Clearwater High football team died from injuries received in an automobile accident in route to home from the FSU versus Miami football game on November 3, 1985.

A scholarship fund has been established in his name at Clearwater High School. Anyone wishing to contribute to this scholarship fund can do so by contacting June Matthews on extension 8728.

Reminder of Retirement Party

Preston Mann & June Matthews
November 15
Spotos Restaurant
Cocktails 6:30

**G.E. Men's Suncoast
Bowling for Week of
November 5**

Bob Bittel, 639, 202, 217, 220; Jack Heckman 622, 222, 202; Bob Brown 591, 204, 220; Pete Bortolini 583; Keith Sawayda 576,200,203; Mike Duff 575, 213; Herb Gregory 567, 201; Bob Spearel 556, 224; Bobby Brown 547, 207; Gerry Peterson 547, 220; Charles Gaston 546, 209; Jim Ronacher 545, 212; Jim Ahern 542; Dick Wesphal 540; Bill Williams 538, 201; Ray Szynal 534; Jim Miner 530, 246; Dave Bossard 529; Nelson Caswell 527; Charles Cutting 524; Ed Starling 524; Mark Vrabel 524; Bruce Jansen 523; Art Wagner 521; Scoop Merricks 517, 215; James P. Roth 517; Elliot Smith 510; Carl Wing 509; Ed Sloan 507; Jim Murray 506; John Hoffman 505; Louie Mciver 503; Glen Miller 500.

Morrison's reminder

A drawing will be held Wednesday, November 20, at 1:45 in the cafeteria for the 'Who's on First Routine Poster'. Also, please redeem your winning tickets by Wednesday, November 20. Tickets will not be valid after this day.

**SOMEONE'S IN THE KITCHEN
AT MORRISONS**

MONDAY: Vegetable soup, Macaroni & meatsauce, Chuck wagon steak, Fish on bun, Rice imperial, Macaroni & cheese, Green beans, Breaded okra, Whipped potatoes; TUESDAY: Cream of celery soup, Chicken & dumplings, Pot roast & vegetables, Grilled ham & cheese, Whipped potatoes, Macaroni & cheese, Broccoli cuts, Vegetable sticks; WEDNESDAY: Chicken noodle soup, Beef stew & rice, Baked chicken & stuffing, Patty melt, Whipped potatoes, Macaroni & cheese, Cauliflower & cheese sauce, Okra & tomatoes; THURSDAY: Split pea soup, Chicken cordon bleu w/wild rice, Spaghetti & meatsauce, Taco burger, Wild Rice, Whipped potatoes, Macaroni & cheese, Peas & onions, Corn; FRIDAY: Clam Chowder, Fried fish fingers, Country steak & yellow rice, Grilled knockwurst Reuben, French fries, Macaroni & cheese, Sliced carrots, Spinach.

Small juice, 1 slice french toast w/syrup, 2 slices bacon, coffee.

PPGA putt-putt tournament set

The second annual Putt-Putt (Miniature golf) Tournament will be held Thursday, November 21 at Treasure Island Golf-Golf. Play will be from 4 to 6 p.m. and the cost is \$5 per person.

The tournament, which is sponsored by the Pinellas Plant Golf Association (PPGA), is open to all Pinellas Plant employees and guests. For additional information, contact Mark Peterson, extension 8897 or Dan Blake on extension 8530.

ads

Ads to be submitted to communications programs by Monday at noon for publication that week.

OTHER

FREE--110 gallon, oil tank, shut off valve & stand, 584-4528.

YARD SALE--Sat., 5171 - 49 Ave. No., St. Pete., 526-9710.

GARAGE SALE--2959 Rosemary Drive, Largo, 11/9 - 10, 581-6746.

FOR RENT

SHARE--2 bdrm., 2 bath, condo, \$200/mo. & 1/2 utilities, 393-7407.

GARAGE--NW St. Pete, 15 x 23, alley access, all/half, 347-2593.

FOR SALE

SOFABED--Double, beige & brown plaid, excellent, \$195, 343-6134.

TABLES--2 end tables, \$350; STEREO CABINET--\$75/OBO; 535-4926.

17 FT. BASSBOAT--115 hp, Evinrude, asking \$3500/OBO, 734-2358.

'77 PONTIAC BONNEVILLE BROUGHAM--Ex. cond., \$2800, 526-9710.

ROLL-A-WAY BED--Excellent condition, \$25, 393-4986.

'72 CHEVY MONTE CARLO--Loaded, excellent, \$3500/OBO, 784-3380.

'71 BUICK LESABRE--Good transportation, \$500, 546-0822.

FURNITURE--Pit group, off white, 391-7815.

COLOR TV--23 in., 5 yrs, Sylvania, \$135/OBO, 786-2492.

SOCCEER/ATHLETIC SHOES--Mitre, size 3, \$8, like new, 391-1717.

'78 C10 PICKUP--TS, PB, auto, PS, \$2500/OBO, 323-5720.

'82 OLDS TORONADO--Immaculate, 42000 miles, \$8500, 541-0168.

CONDO--1 bdrm, on lake, will trade/equity, 584-1952.

WOOD CRADLE--W/Care bear bumper set & sheets, \$50, 677-5604.

DBL. BED FRAME--Box springs, mattress, hd. board, \$150, 522-3335.

ALUM. TOPPER--6 1/2 ft. for full size pick up truck, \$50, 527-3227.

'85 HONDA 700--Interceptor w/helmet, 3300, 595-1167.

SEWING MACHINE--Singer, zig, almost new, \$100, (1) 848-6218.

'84 ASPENCADE--Helmets, camper, extras, \$5,600, will sell separate, 585-4668.