

# THE HEADLINER



Network Cable Systems, Omaha Works

March 1995



Photo by Steve Miller

## Crackers, customers & competition

What does a soda cracker have to do with persuading customers to choose AT&T over our competitors? Management employees find out at Network Systems (NS) Strategy Forum II sessions now being offered through early April. The forum focuses on the NS business direction and what each employee can do to ensure its success.

*For more, turn to Page 7*

## MWBE purchases surpass the goal

**A**T&T set a record last year in purchases from minority- and women-owned businesses, an accomplishment shared by the Omaha Works.

The purchases were made through AT&T's Minority and Women Business Enterprises (MWBE) program, which was created in 1968 to encourage the growth and development of minority- and women-owned firms.

In 1994, AT&T purchased \$1 billion in goods and services from more than 3,000 minority- and women-owned businesses. The \$1

billion represents a 34 percent growth over 1993 purchases, and compares to \$100 million in purchases just 10 years ago.

Meanwhile, Omaha Works payments to MWBE suppliers during 1994 amounted to \$14.1 million—surpassing the 1994 goal of \$10.5 million, and nearly three times the MWBE payments made just two years previously.

Last year, as part of an accelerated diversity strategy, AT&T set a goal to increase MWBE purchases from both minority- and women-owned businesses by 10 percent annually.

That goal was exceeded in 1994 both at the Works and corporate-wide.

The 10 percent annual increase is a goal supported by a subcommittee of the Omaha Works Diversity Council, consisting of Bud Boyles, Logan Fontenelle, Jim Himes, Nancy Kemp and Gilbert Romero.

The subcommittee put together a survey which has been sent to about 40 major Omaha businesses. Included are questions on how the businesses administer their own MWBE programs, their top minority suppliers and their goals for 1995,

*(Continued on Page 3)*

# Newest Wise Owl: Seeing is believing

**W**hy would someone who makes no bones about how much he dislikes wearing safety glasses be forever committed to wearing them on the job?

Because, he had a split-second brush with almost certain permanent eye damage, were it not for the safety specs he wore at his work station.

Steve Willmer is the Omaha Works' newest member of the Wise Owl Club, an international program sponsored by the National Society to Prevent Blindness. The program gives public recognition to people who avoid serious eye injury by wearing approved protection.

Willmer was wearing his safety glasses as he operated a drill press in IBU 234 when a drill bit shattered. "It happened so fast," he recalled. "Before I could even blink" a piece of the bit was propelled directly into the right lens of his safety glasses, then ricocheted off his right cheek.

The cracking sound made when the fragment hit his eyeglasses was loud enough for a co-worker across the aisle to hear, he said.

Amazingly, the broken bit didn't even leave a mark on Willmer's

eyeglass lens. But it sure had an impact on Willmer's attitude toward wearing safety glasses.

Willmer doesn't wear prescription eyeglasses and has always thought safety glasses were bothersome.

"They get heavy and they slide off your nose," he said, although the "designer" safety eyeglasses he now wears are more comfortable than the ones he wore when he worked at the former Omaha Service Center and the Phoenix Works.

Before his accident, Willmer would wear his safety glasses begrudgingly. "I really didn't think I needed to wear them, but as Charlie Morecraft

(guest speaker on safety in January) pointed out, you don't get a second chance" to be safe.

"If that drill bit hit my eye instead of my eyeglasses, there's a good possibility I could have been blinded," he said.

Now, said Willmer, who has agreed to serve as safety steward for his work area, "as long as I'm here, I'm going to wear safety glasses at all times."

What's more, he plans to wear safety glasses at home when he does yard chores and such. "Accidents *can* happen to you," he said.

Faster than the blink of an eye. ■

*INSEPARABLE PAIR...Steve Willmer used to scoff at wearing safety glasses, but not anymore. Whenever he's on the job, you can bet that he'll have on his safety specs.*



Photo by Linda Ryan

## THE HEADLINER

The Headliner is an internal publication of the Omaha Works, produced monthly by the public relations department. It is printed by the Works print shop.

Your comments and suggestions are welcome and should be directed to:

**Linda Ryan, Editor**  
Ext. 3795.

*The next issue will be published on April 19, 1995. All news items should be in to the PR office by no later than 9 a.m. Monday, April 3, 1995.*

## Wise Owl members gather

Steve Willmer, the newest member to join the Wise Owl Club, received his certificate of membership at a breakfast meeting of club members held earlier in March.

Besides Willmer, three other recent members to the club received their certificates: Walter Armstrong, Cindy Schaecher and Cecil Ward.

Other members are Jim Akins, Jerry Berger, Jim Black, Luis Canal, Patricia Hamilton, Dick Lloyd, Howard Rhoten, Walter Ruff, Chuck Syslo and Dean Timmerman.

Employees who avoid injury to their eyes in accident situations by wearing proper eye protection may be nominated for club membership by their supervisors. Nominations should be submitted to the Works safety organization.



**MWBE** (continued from Page 1)

said Nancy Kemp.

Responses to the survey should prove valuable to the subcommittee in formulating a strategy to help increase MWBE purchases at the Works, Kemp noted.

In addition, the survey is an initial step in forming a partnership with these businesses that could result in increasing purchases within the community from minority- and women-owned businesses.

"The survey asks them if they would be interested in working with us on a task force to support MWBE growth in the Greater Omaha business community," Kemp explained.

**ENOA rep to discuss new program**

Estella Lemon-Hardy of the Eastern Nebraska Office for Aging (ENOA) will be at the Omaha Works on Monday, March 27, to introduce to employees its newly expanded Time Dollars Volunteer Program.


She will be in the main cafeteria from 10:45 a.m. to 12:45 p.m. to answer questions about the program, whose expansion is sponsored by the AT&T Family Care Development Fund, a joint project of AT&T, CWA and IBEW.

Time Dollars is a program that offers volunteer assistance and

companionship to senior citizens, such as transportation or minor home maintenance chores.

The expanded program now allows for older adults, if able, to earn time shares for the services they receive by volunteering their own services in return, such as by performing phone call checks on other elders, or baking cookies for young children. However, no elder is denied services if they are unable to reciprocate assistance.

Elder relatives of AT&T employees will be given priority status to receive volunteer services when an enrollment waiting list exists. Lemon-Hardy also may be reached at the ENOA office at 444-6725 for more information.



**Food for thought**

Some openings remain in

**eTOP'S spring courses**

Two-hour courses are taught once a week for 10 weeks starting April 3 and ending June 9, 1995. Classes are held during off-shift times to accommodate all three shifts: 8:30 to 10:30 a.m.; 1 to 3 p.m.; and 4 to 6 p.m.

Call Ext. 3584 now to find out what's available:

- ◆Intro to Microsoft Excel
- ◆Intro to Microsoft Works
- ◆Beginners with Windows
- ◆Intermediate Microsoft Word

*(Classes open to represented employees only)*

**Family Care Fund grants awarded**

Two child care centers operated by the Omaha Catholic Archdiocese and 24 Kids Club extended day-care sites  
(Continued on next page)

**Sign up for tennis by April 17**

*Forms and info are in the main cafeteria or call:*

Tim VanRoy, x3887  
Shervin Shamloo, x3110  
Drew Lucas, x3705  
Bob Heaton, x3300



## NEWS IN BRIEF

(Continued from previous page) administered by the Omaha Schools Foundation are the latest recipients of grants awarded by the AT&T Family Care Development Fund.

A grant of \$3,500 will be used to purchase playground equipment for the St. Bernadette Child Care Center's preschool program, and air conditioners for the day care rooms at St. Richard School.

A \$59,300 grant to the Kids Club will provide a computer station at each of the child care sites at 24 Omaha public schools, and a software library for the Omaha Schools Foundation's central offices.

AT&T employees are given priority in enrolling their children in either the Archdiocese or Omaha Schools Foundation child care programs.

### Pioneer ballots due back April 7

Ballots to elect new officers of the Cornhusker Chapter of the AT&T Pioneers have been sent to the homes of Pioneer members and Life Members.

### Moo-ving along the Information Superhighway

According to *America's Network* magazine, a Texas rancher has equipped some of his cows with beepers. They've been trained to associate the beep with feeding, so when he wants them to come to the barn, the rancher just dials the pager number.

The beeper-equipped cows start heading home, and the others—cows being cows—just follow the leaders.

That's right. You can even drive cattle on the Information Superhighway!

—Taken from "Telemanagement, the Angus Report on Communications Systems, Services & Strategies"



Norma Korff



Dee Kelly



Darwin Fager



Mozella Grigsby

Ballots must be returned to the Pioneer office by April 7, 1995, either by U.S. mail, inter-office mail, or by depositing ballots in a collection box available during regular Pioneer Porch store hours.

Candidates are Norma Korff for president; Dee Kelly, first vice-president; Darwin Fager or Mo (Mozella) Grigsby, vice-president. Write-in candidates also may be elected to the offices, each of which are for a one-year term effective July 1, 1995.

Rose Laschansky is running for Life Member representative, a two-year term. Or, voters may choose a write-in candidate.



Rose Laschansky

## You got the fever? Then get the cure...

Sign up for the Tuesday Evening  
Women's Golf League!

League play starts on April 25 at Eagle Run.

Tee-off at 5 p.m. \$7 dues plus

\$7.75 a week to play. The

league is open to employees,  
employees' spouses,

daughters and  
immediate family  
members (age 15

minimum). Signup

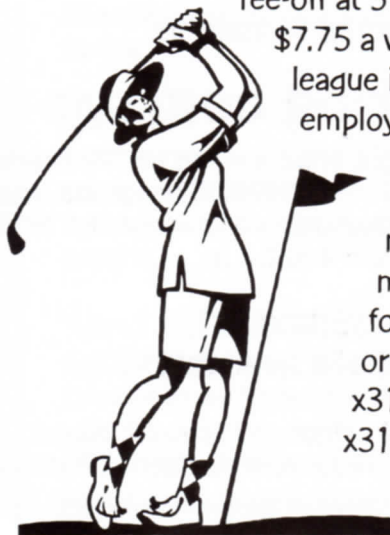
forms in main cafeteria

or call Linda Fuksa,

x3148 or Evie Winters,

x3165.

**Deadline: April 10.**





## March service anniversaries

The following employees are celebrating milestone service anniversaries during March 1995. The anniversary date is given with service years following the employees' names.

- 3/1--Diane Wulf, 25.
- 3/4--Phillip Misek, 10; Johnny Langle, 10; Larry Bleich, 10.
- 3/8--Shirley Tate, 30.
- 3/9--Jolene Marfisi, 30; James Grovijohn, 30.
- 3/11--Scott McQuin, 10.
- 3/12--Theresa Ross, 5; Barbara Novak, 10; Christopher Incontro, 5; Randy Null, 5.
- 3/13--Cathleen Lepert, 15.
- 3/15--Arthur Dupree, 30; Roger Plummer, 30.
- 3/16--Richard Murray, 20.
- 3/17--Richard Geise, 25.

- 3/18--William Meyers, 10.
- 3/20--Joseph Ksiazek, 10.
- 3/23--Judith Harris, 30; Patricia Nicholson, 25.
- 3/25--Peggy Hurd, 15; Betty Holz, 10; Nancy Kemp, 20.
- 3/26--Dennis Belitz, 5.
- 3/27--Olivia Ayala, 30.
- 3/29--Suzanne Roehr, 30; James Osterchill, 25.
- 3/30--Virginia Penfield, 25.
- 3/31--Flo Helme, 35.

## Tae Kwon Do championship

Lela Stewart, who works in the insulating area of electronic wire and cable (IBU 252), has good reason to beam with pride these days.

Her son, Brian, is the 1994 national champion in Tae Kwon Do American among 12- and 13-year-old boys. He competed in tournaments throughout

the country all last year to gather the most points to win the championship.

He has a first-degree black belt in Tae Kwon Do and attends McMillan Junior High.

## Student loan assistance

Student loans are available through the U.S. Chamber ConSern student loan program, sponsored by AT&T. AT&T employees, retirees and their extended family members may apply for a ConSern loan, a privately funded, non-need-based loan.

There are no application fees. With the option to defer the principal payment and pay only interest while in school, the monthly interest payment is \$8.89 for every \$1,000 borrowed at the current interest rate.

Applications are accepted anytime

(Continued on next page)



# How's your sense of adventure?

**This April the Outdoor Adventure Club** is sponsoring backpack hikes in Fontenelle Forest and an overnight backpack and campout at Indian Cave Park.

Here's your chance to **"test the waters"**—see how you like hiking and camping, and build up physical endurance for the Adventure Club's planned backpacking trip to Glacier National Park July 2 - 7.

Don't have hiking and camping equipment? The club will help you get the things you need.

**Beginning & experienced "adventurers" welcome!**

**For more details about April's events, contact: Kevin Arnold, coordinator--Ext. 3671**





## NEWS IN BRIEF

(Continued from previous page) throughout the year for private high schools, approved technical schools and accredited colleges/universities.

For more information call 1-800-767-5626 (1-800-SOS-LOAN), or stop by the Employee Resource Center (ERC) off the main cafeteria.

### Product quality rates an 'A'

Quality Assurance has awarded the following IBUs the grade of "A" for their product quality achievements

**If you haven't signed up yet for AT&T's True USA Savings, you just don't get it.**

Savings on your long-distance calls, that is, in addition to your AT&T employee telephone reimbursement!

Make at least \$10 in monthly long-distance calls and get 25% off your bill. Make \$50 or more in long-distance calls and get a 30% discount!

**Enroll now!**

**Call  
1-800-TRUE-USA**

for the February 1995 rating period:  
**IBU 226--DSX;** 11-type cable stubs; 300-type central office connectors; 78, 89 and 112 connecting blocks.

**IBU 22A--**110 patch cords.  
**IBU 222--**188, 189, 190, 300 building entrance protectors; screw-in protector units.

**IBU 23M--**710 connectors; 700-type connectors; N-type cable terminals; 8-, 9- and 142-type cable terminals; miscellaneous protectors, terminals and connecting blocks.

**IBU 23H--**76 and 108 terminal blocks; 40-, 42-, 841- and MSDT-type cabinets.

**IBU 234--**710, 788 and miscellaneous tools.

**IBU 237--**Metal fabrication.  
**EW&C--**Station wire; inside wire cable.

### Retirements are official

Several more names have been added to the list of employees who have retired from the Omaha Works.

In addition to those pictured on this page, retirees include:

Geraldine Gould, 28 years  
Mary Howard, 32 years  
Charles Rush, 27 years.



*Robert Selvig*  
38 years



*Bona Nicholson*  
19 years

## Reminders...

**Pioneer Food Drive:** March 27 - 31. Give monetary donations (to purchase meat products) to food drive reps in your work area or place non-perishable foods in collection bins at plant entrances. Proceeds go to Greater Omaha Food Bank to supply local food pantries.  
**Coordinators: Bonnie Stuto, Doug Study, Dennis Karloff.**

**Seminar for women:** April 5, noon - 2 p.m., auditorium. John Heindel, Rutha Awbrey and diversity consultant Sally Ware to address women's issues.  
**Sponsored by the Omaha Chapter, Women of AT&T (WATT).**

**Sand volleyball:** Sign up by April 7. Play at 4:30 p.m. on Thursdays at McCormack's. \$100 per team.  
**Contact Bryan Rademacker, Ext. 3380.**

**Pioneer Cultural Fair:** May 24, auditorium. Participants invited to set up booths. **Contact Joy Storjohann in the Pioneer office, Ext. 3617.**



# Who are we and where are we going?

It's not an uncommon affliction among those who work for large corporations like AT&T. You think you have a pretty good vision of what your job and business are all about, but every now and then your focus gets a little fuzzy. New products, new markets, new competitors, and all the restructuring in between can be overwhelming.

Helping us keep a sharp focus on our business direction and what each of us must do to ensure success is the objective of AT&T Network Systems (NS) Strategy Forum II, a program in which Omaha Works management employees have been participating since mid-February.

"Our biggest challenge going forward is getting everyone engaged around a common focus, said Rich McGinn, NS chief executive officer.

Forum II is an outgrowth of Phase I of the Strategy Forum (Leadership Forum) which focused on managers in bands C-E who, in turn, developed and oversee the delivery of Phase II to A and B band managers.

Already, some 13,000 NS supervisors/managers have attended Forum II sessions worldwide. Works management employees are among another 15,000 employees scheduled for sessions during the first half of 1995.

Locally, the 2½-day forum sessions are held off site, conducted by the Works' leadership staff. Open dialogue and an exchange of ideas are encouraged on changes that can be made for NS to achieve global market leadership.

Topics covered include how the integration of the Works' SBU and Network Cable Systems (NCS) strategies relate to Network Systems and AT&T strategies; the importance of Customer Value Added (CVA), People Value Added (PVA) and Economic Value Added (EVA); and the impact of the "leadership/followership vision."

Participants also get back confidential results from a "360-degree feedback" survey of supervisors and co-workers who identified participants' strengths and development needs. They get a chance to ask questions on how they can form a plan of action in response to the feedback.

Various exercises are conducted, including one on practicing key leadership and followership behaviors, and others to help participants understand and internalize various strategy elements.

Participants rate two brands of crackers in one such exercise designed to illustrate the impact of CVA on our business and things

we can do to ensure positive results. The discussion of CVA was particularly interesting to planning engineer Karolyn Allen, who said it helped her identify the specific tools she can use in her job to influence CVA results.

Overall the forum was "informative and useful," she said, adding that what she had learned about business strategy up until now had been "in bits and pieces. It was nice to get it all together and see how it relates."

Electronic wire and cable (EW&C) coach/supervisor Marlene Collins, who transferred here last summer from operator services, said the forum helped her as a newcomer to NS, providing "a better understanding of why we're going global." It should help her to address the concerns of associates on her EW&C team, she said.

The forum gave planning engineer John Krance a much clearer understanding of "where AT&T stands as a competitor." He also said he liked having the Works' management staff give the forum presentations. "The opportunity was there to give input directly, evidence of the team approach to manufacturing," Krance explained.

Shop supervisor Joe Avery said the forum offered some "very valuable information," that was particularly helpful because it was presented in terms of how it relates to Omaha Works business.

"I enjoyed it and I'm enthused," he said, referring to the forum's potential to engage all Network Systems employees in achieving customer satisfaction and profitable growth.

Avery plans to use information from his Strategy Forum workbook to develop presentations along forum lines that he will share with his IBU 222 employee team.

Meanwhile, the Network Systems Strategy Forum team that designed Phase II of the forum now turns its attention to Phase III for the rest of Network Systems' 63,000

employees who have not yet participated in the program.

The model for that program, which could be rolled out by mid-year 1995, will take into account opinions given on past employee surveys and feedback from forum participants.

Organizers of the Omaha Works' Phase II forum sessions said it has not yet been determined how Phase III of the program will be presented to employees. ■

*"We tend to point and say, 'If only they...' We need to stop pointing and turn around to see how many are pointing at us and realize that we are 'they'...that we need to bring about changes."*

--Bob Niewenhous  
Network Systems  
Strategy Forum team



# Works' hand injuries are on the increase

*(If your name appears somewhere in this article, call Ext. 3583 or Ext. 3415 to claim a \$40 gift certificate to one of six popular local restaurants. The names of two employees are featured.)*

**By Rich Schmitz**

Hand injuries can happen to any employee—a machine operator, a lab technician, an office worker—anybody.

As of March 8, 1995, and since the beginning of the year, 18 Omaha Works employees have sustained hand injuries.

They include sprains, lacerations that require sutures, fractures to fingers caught between reels rolling into each other, and fingers crushed in a brake press or punch press. In

all, hand injuries account for about 50 percent of all Works injuries recorded so far this year.

Nationally, nearly one in four work-related injuries involve the hands and fingers. In fact, our thumbs and fingers are the second most likely parts of the body to be injured, resulting in temporary discomfort and pain or, worse, permanent disability.

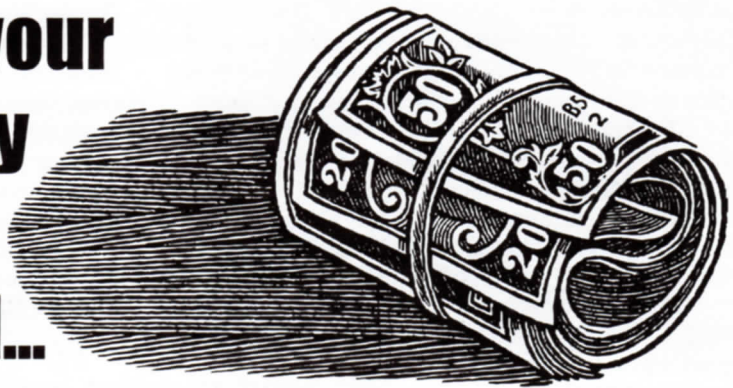
Still, hand injuries can be avoided if these guidelines are followed:

- Be alert to potential hand hazards before an accident happens. If you Michael Coultas have questions about hand safety on your job, ask your supervisor.
- Be alert to possible unguarded pinch points.
- Always use push-sticks, guards, shields and other protective devices

when appropriate. Do not remove guards.

- Use brushes to wipe away debris.
- Inspect equipment before and after tasks to make sure it is in good operating condition.
- Disconnect power and follow established lock-out Emelda Whigham procedures before repairing or cleaning machinery.
- Never wear gloves, jewelry or loose clothing when working with moving machine parts.
- Use appropriate personal protective equipment (gloves, safety glasses, etc.)
- Wear gloves that fit properly and are rated for the task you are performing.
- Select tools designed to keep wrists straight to help avoid repetitive motion/overuse problems. ■

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*(More information or an AT&T Foundation Matching Gift Program Guidelines brochure also is available by calling the above number.)*