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# WESTERNER

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Omaha Works  
March/April 1989



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## On the cover

Bob Gillam, an employee in Dept. 581, applies a stay rod to a door for an 841 repeater case. He works in an area where the floor layout was designed totally by Gillam and his co-workers. Employee involvement in support of manufacturing operations at the Omaha Works is being shown in many different ways throughout the Works. In all cases, the ultimate goal is to gain and maintain a strong customer base in the market. Turn to Page 6 to find out more about what Works employees are doing to help.

## WESTERNER

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# Life in the sales lane

**N**ot long ago, Rosemary McCormick sat patiently in her airline seat on a runway at O'Hare's International Airport, waiting for her flight to be cleared for takeoff.

As she gazed out of her window, she bid a silent "hello" to her husband, Bill, whose flight was due to land somewhere at O'Hare at that very moment.

Her husband, a planning engineer at the Omaha Works, was to make a connecting flight on his return home from a business trip. Rosemary McCormick — off on a business trip of her own — smiled to herself, thinking that this was the closest contact the two had had all week.

McCormick is a regional sales



*LEAVING FOR THE AIRPORT . . . Rosemary McCormick is out of town much of the work week. When she is in town she tends to "do more things with my family rather than postpone activities."*

associate for AT&T Network Systems Media. She is one of more than two dozen employees who have left their various jobs at the Works to take sales positions that are critical to positioning the company in the marketplace — and which entail a notable change in work and home lifestyles.

Network Systems accelerated its sales program about a year ago by offering sales internships to interested employees. Its purpose has been to positively affect the bottom line of the corporation, said Frank Kurtz, national sales manager for major accounts. But it also has afforded sales interns “opportunities they otherwise might not have had in career and personal growth.”

To gain a comprehensive knowledge of media products, they are immediately thrust into intensive training and learn how to absorb an overwhelming amount of product data on a continual basis. They quickly become veterans of extensive traveling to visit customers or AT&T product planners and engineers — four and five days of every week. And they learn how to balance expenses incurred in sales promotions.

### Constant challenge

Kurtz said it takes about two years for a sales force to reach maturity. Since the internship program began, “sales have increased by about 50 percent,” he said, “but this is only the beginning.

“We must continue to challenge ourselves by increasing sales every year,” he cautioned. That requires that every sales staff member operate on the basis of what did he or she sell today — not what was done six months ago.

“It’s a high-stress job, no doubt about it,” said regional sales manager Mike Novak. Formerly a machine operator in trades and later a Works engineering associate, Novak said his sales job has

made him realize how much he can push himself to do even more on his job.

“If I had the energy then that I have now, I probably would have two master’s degrees by now,” he quipped.

### Cross-country sales

Novak is aligned with the “system integrators” organization of the sales force. His customers are scattered across the country, most being chief executive officers (CEOs) interested in setting up specialized telecommunications networks to suit their clients’ needs.

His typical work week may take him to two or three locales, maybe to Greensboro, N.C., to meet with AT&T Network Systems engineers or to Los Angeles for an on-site evaluation of a customer’s needs.

“Whatever the client needs decides what I’ll be doing,” he said.

McCormick’s travels take her to mideastern states where she is responsible for maintaining contact with 11 offices of Anixter, a distributor of AT&T products.

Her sales responsibilities include helping train Anixter personnel about our products, and helping to keep track of product stocking lev-

els. “We want to keep better track of what is selling and what isn’t selling,” she said.

She also helps Anixter introduce new AT&T products they are carrying.

All of this requires having a good command of what kinds of products we make, she said, “and it was all so overwhelming at first.” Formerly a wirer in the building entrance protectors shop at the Works before joining the sales force last fall, McCormick said, “you have to learn while you work.

“It’s scary and kind of ambiguous,” she explained. “In the shop it seemed that everything was black and white.”

A person can’t know all of the answers, she said, but the key to good customer relations is to work hard at getting those answers for the customer promptly.

“You have to be flexible,” she said, carefully balancing the time she spends “on the road” with time spent at the office to organize projects and paperwork and time spent with her family.

The McCormicks have four children, one a Down’s Syndrome child still living at home. Since

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# Life in the sales lane

(Continued from Page 3)

business may take both her and her husband out of town at the same time, they have learned how to plan their schedules to spend time with their daughter and for her care in their absence.

"Bill sees this as a terrific opportunity for me," McCormick said, adding that she has always had a fascination with sales work — at one time maintaining a real estate license and working full time at the Works. "We've always been there for each other over the years."

Novak agreed that the support of one's family is important for a sales person to be successful. Novak is married and has three children. His wife, Karla, "has been very good about taking care of things around the house," he said.

Developing a camaraderie among co-workers on the sales force also helps to juggle personal responsibilities. For example, Novak, said, on a recent weekend he and fellow sales team member Larry Blanke swapped skills to their mutual benefit. Blanke came to Novak's house to help lay carpet, while Novak installed shock absorbers on Blanke's car.

"I'm always pushing. You've got to push to get things done," Novak said.

## More opportunities

Still, it's a job both he and McCormick seem to relish. Novak, a general contractor before starting at the Works five years ago, thinks he has a better chance to advance his career and to apply his skills in sales. McCormick likes having personal contact with customers and the opportunity to help shape AT&T's growing sales organization.

And both are fascinated and challenged by the chance to finally get answers to questions asked by those of us employees whose jobs do not directly intermingle with customers: What do customers really think about AT&T? Are we making products of real value to them? How secure is our future?

Both were delighted to discover "how much the customers really do like our products," McCormick said, and how "customers view

AT&T with respect," Novak added.

The challenge comes in winning customer business, they said, because even though customers may hold AT&T in high regard, other factors influence whether they will do business with us.

Shipping intervals that are too long can negatively affect sales. Standardized contracts with competitors must be honored until we can convince the customer to standardize (in effect, sanction) our products in new contract periods. And there's always the issue of cost.

Say one of our products costs more than a competitor's, McCormick explained. Even if customers are better off with it, "some look at the bottom line only and shop for the dollar."

So what can be done to increase sales? Novak and McCormick said

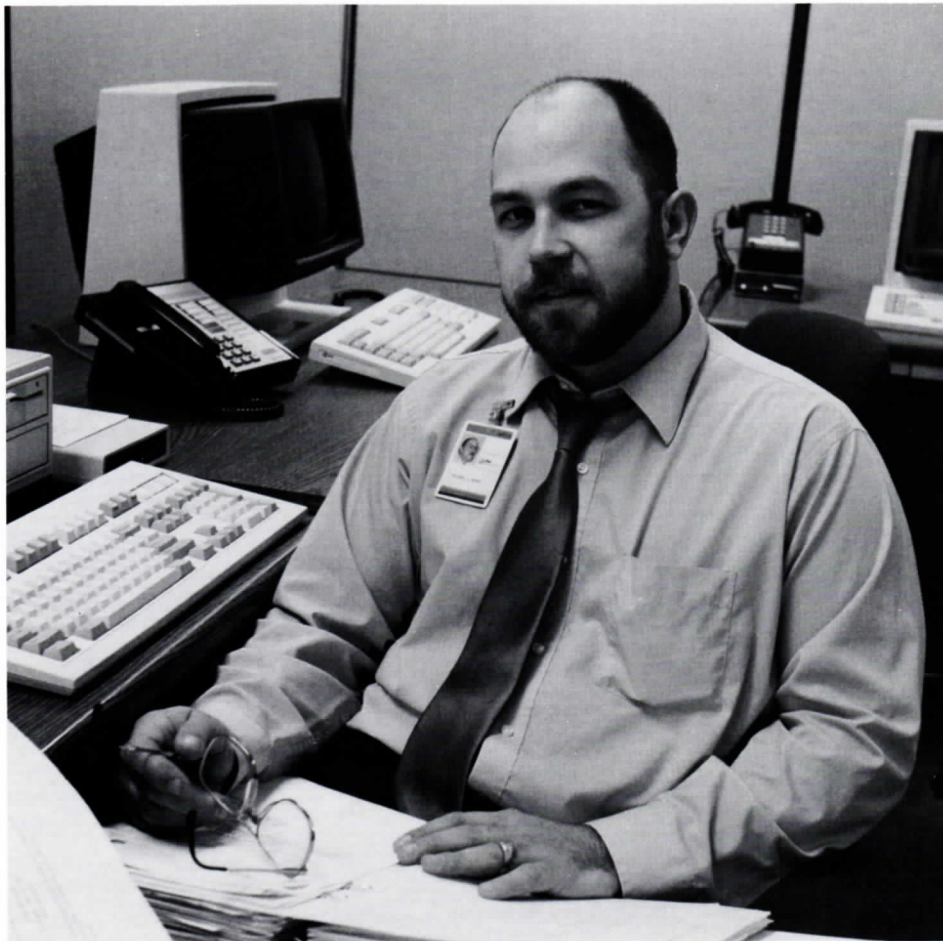
they look for support from their Omaha Works co-workers.

"Commitments must be honored," Novak said, while McCormick reiterated the importance of attention to quality and "working smarter" to keep costs down.

"I know there is a desire in all of AT&T that we want to be the best," McCormick said. "More than ever it means we have got to work together."

"Every one of us has a job to do that has an impact on how competitive we will be," she said, but added that a rethinking of our priorities is in order.

Short-term goals that reflect a "what's-in-it-for-me attitude" (what McCormick calls "turf building") are out. Instead, we must operate on the long-term basis of "what's in it for the customer."



*TOUCH BASE AT OFFICE . . . Mike Novak does some research at the office before he's off on another business trip. The sales reps sometimes hold "practice sessions" before giving a presentation, "asking every possible question a customer could ask."*

# Display center's goal unchanged

It's been 11 years since the Omaha Works' Product Display Center was officially dedicated — 11 years that have witnessed substantial changes in the kinds of products we make, not to mention divestiture's change in the very structure of AT&T.

Through it all the display center has remained steadfast in its purpose. According to Paul Bracken, intercompany sales and display center engineering manager, that purpose is "to provide customers with the knowledge and visibility of media products in a 'hands-on' environment."

Today's display center is staffed with the expertise required to best serve customers' needs. Bracken, along with sales specialist Frank Markesi and display center secretary Sue McClellan, are the official Omaha Works hosts to all display center visitors. They are the point of contact for AT&T's account management teams, product management and local staff for each visit.

"We want to guarantee that each customer leaves with a positive memory," Bracken said. "To do it means we don't work a 7:30-to-4 o'clock day. We work long hours communicating with customers."

Sharing office space with Bracken's local field support team are four product consultants in sales support who report to AT&T's Product Line Management (PLM) group in Atlanta: Fran Gill, Vern Larson, Rich Plotsky and Charlie Scott Jr. They work closely with the regional Account Management representatives and their customers, giving assistance ranging from on-site installation training to staffing product display shows.

Visitors to the center include traditional Bell companies, non-traditional operating phone companies and "value-added resellers" such as Graybar and Anixter, the latter being distributors of AT&T products. In any given week, three to four customer groups visit the center.

It used to be — before divestiture — that we would "tell the customer what's best for him. That's not true anymore," Bracken said. "We really have to listen to customers and

*ON TOUR . . . While Kathie Palu works on hooking ground to a 307 block, Tom Green (right) — Southwestern Bell division manager for distribution services — is taken on a tour of the Works' 80-type cabinet area.*



meet their requirements" if we want to sell them products.

Today's customers want quality and they want it at the lowest price possible. In fact, a growing number of customers are standardizing products and suppliers, Bracken noted. They are conducting their own quality evaluations and choosing what products they will buy and from what supplier on a long-term contractual basis.

Standardization cuts customer costs by centralizing their purchasing activities and reducing investment costs, Bracken said, but it can make our sales job even tougher. It's no longer a matter of selling AT&T products to customers on a daily basis: Long-term contracts awarded to competitors are real obstacles precluding our sales efforts for several years.

So it becomes important for AT&T's sales personnel — in the display center or in the field — to

maintain contact with customers, updating them on new products, highlighting the features and benefits of those products. That way, when a customer becomes dissatisfied with a competitor's product or a contract is up for renewal, "he'll think of us," Bracken said.

Visitors are given an overview of media products in the display center and taken on shop tours.

Shop operators "are experts on the job and the customer enjoys speaking with them," said Frank Markesi. They particularly are impressed by testing and inspection demonstrations.

Visitors often speak well of the openness and friendliness of Works employees, Markesi said. "In the customer's view, employees who project a positive attitude are apt to carry it over into their workmanship."

# Those who can ... DO!

**W**alk down the east aisle of Building 50 and you will come across a bulletin board that features a large "Shield of Quality" and photographs depicting the manufacturing operations of Dept. 552.

Included is a scroll with the signatures of the employees and supervisors from the department's three shifts. Written by employee Lula Perryman, it is a "contract" that states: "We the employees of the 700 series job at AT&T, the Omaha Works, put quality and pride into our product. We are committed to satisfying our customers with this assurance of excellence."

In a statement about the company's mission, AT&T board chairman Bob Allen has asked all employees "to apply their talents, knowledge and skills" to win customers and keep them satisfied. It requires "an unqualified devotion to quality in everything we do." Since then more and more employee involvement activities and projects — like the bulletin board — have been springing up throughout the Omaha Works.

The bulletin board, which Dept. 552 employees volunteered to develop, is one way to increase employee and visitor awareness of

the area's commitment to job quality, said employee Nikki Rust. But that's just for starters.

Employees also are working on plans for a formal display of the department's products, which will include photos and samples of cable products. Other employees have volunteered to work on a training manual and videotape, to be completed with the help of the Works' training department.

Rust said the manual and tape are important to help train newcomers to the department, but they also will benefit current department employees.

The department has used similar training tools in the past, Rust said. This time, however, the focus will be on quality and the value of teamwork. "It will be a way to sharpen our skills, too," Rust noted. The manual and videotape will show "not only how we do something, but why we do something that way. In the long run it will reduce scrap and help cut costs."

## Neatness counts

Meanwhile, an employee involvement activity of a different nature and larger scope is also under way in the electronic wire and cable (EW&C) shops. A house-

keeping program which began in February recognizes on a monthly basis those areas in the EW&C shops that demonstrate exceptional housekeeping practices.

What does housekeeping have to do with selling our products?

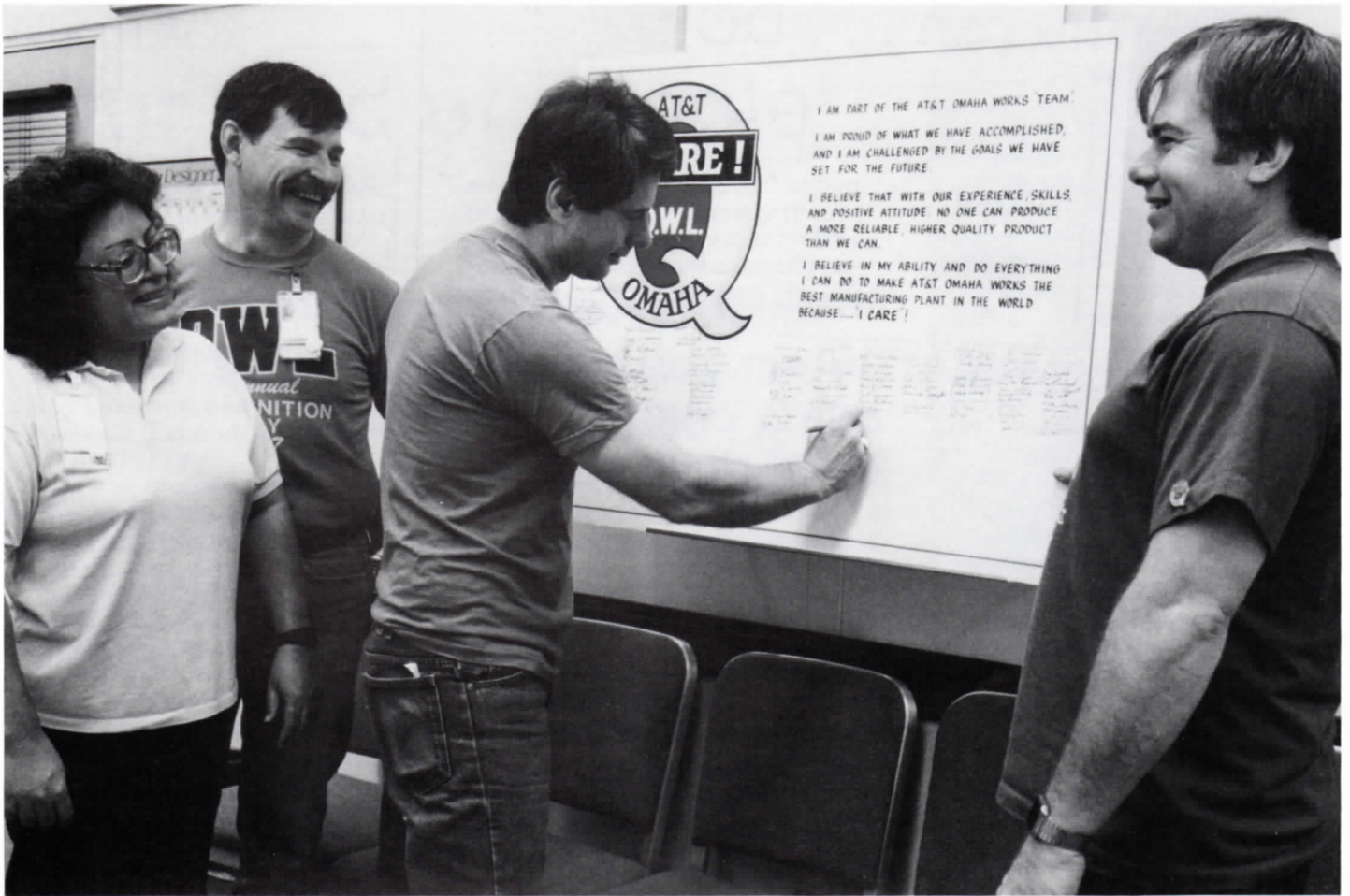
As one cable shop employee explained, "If a customer comes in here and sees a clean and well-organized work area, he's more likely to think that we take pride in producing a quality product."

Nate Shaw, individual business unit (IBU) manager for quality in Building 50, said the housekeeping program does more than make our shops safe and comfortable places to work. It helps maintain an awareness of housekeeping practices which ultimately "leads to other improvements in quality and productivity with less scrap and waste." It contributes to controlled inventories, better deliveries and "makes us more competitive in the market, as well as provides customer satisfaction."

A total of 38 work areas are inspected by a rotating team of employees from the various EW&C shops. Monthly winners are announced in the Works' WEOMA News and listed on a large banner that hangs in the shops. First to be recognized in the program was Dept. 552 (700 series cable), followed by Depts. 551 and 553 (PVC and JIT twisting).

Across the courtyard in Building 30, the employees who make 841 repeater cases — a type of cabinet — have moved to a new work area of which they are quite proud.

And with good reason. They designed the floor layout from start to finish. As members of Dept. 581 (a total of 11 on two shifts), they are part of the protector and out-



side plant and metals SBU operations of the 580 organization.

Last fall department employees attended Just-in-Time training sessions where they learned — among other things — the dynamics of quality on the job, communication skills and teamwork. Shortly thereafter the employees were invited to plan the new floor layout for the department's impending move.

At first employees were slow to respond to the invitation, recalled department employee Dan Pfeifer, and employees were skeptical about how much of their input really would be used.

### Cooperative effort

But it became apparent to them that management was serious about "getting us involved in the manufacturing process," Pfeifer said. They were "more willing to listen. And we figured since we're the ones who use the area, we may as well design it the way we want it."

Pfeifer said employees had the full support and cooperation of their supervisory levels and engi-

neering, production control and training departments.

As they planned the layout, employees kept in mind how the department was to function as a self-contained business unit with no inventories kept in the work area. It meant incorporating operations that used to be spread out in different shop locations.

"Now we build the cabinet from start to finish," Pfeifer said, and pack the final product for shipping."

They drew up six floor plans in about three weeks, Pfeifer said, but chose three to present for review by their line management and associated engineering and production control groups.

"They like it. We got everything we wanted," Pfeifer said.

Pfeifer thinks department employees are being realistic about the project. "There still is some apprehension over how certain aspects will work out, but that's to be expected," he said.

They are able to exercise better control over product flow, which

*THE SIGN-UP . . . Members of QWL Circle No. 22 ("Mind Over Metal") officially accept their "I Care" pins by signing the pledge board. From left are Dee Garcia, Mike Craft (circle leader), Ron Ohme (co-leader) and Don Burress.*

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# Those who can . . . DO!

(Continued from Page 7)

affects service to the customer, Pfeifer noted. The physical layout itself seems to make their work more interesting now. "We know more about the product and its progress," he said. "We don't feel isolated. We really are a team."

Two other departments located in Building 30 have found a way to counter the isolation we, as makers of products, can feel when we're not sure what our customers really think about specific products.

The employees who make 80-type cabinets in Dept. 581 and 710 connectors in Dept. 571 have designed postage-paid, customer feedback forms which they pack with their respective products for shipment. In both cases, the forms were projects of the areas' Quality of Work Life (QWL) circles.

## Products rated

Although each circle developed its own forms, the forms are similar and require little time to complete. Basically, they ask customers to rate the quality of the product, whether it worked properly after installation, and if they would use the product again or make any suggestions or improvements. The forms list the names and address of the Works circles and request the name and address of the company and installer using the products.

Feedback forms for 710 connectors were first distributed in December shipments, said Susie Harriman, Circle 3 leader, and responses — generally from field installers — are beginning to trickle in. Although it is premature to gauge overall customer response, Harriman is confident that the feedback will help employees to improve or maintain product quality to meet the customer's needs.

"And I think employees themselves are beginning to appreciate the value of the forms," she said.

Bill Sucha, former leader of the QWL circle in the 80-type area, estimated that some 200 feedback forms have come back to the department since the project began two years ago. The responses, like those sent to Dept. 571, are shared with the Works

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**'When you see someone else being positive, you tend to be positive, too.'**

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QWL and Employee Involvement Steering Committee and operating engineers.

Occasionally, complaints are received, but generally "customers seem pleased with our quality," Sucha said.

If a customer suggests a design change, it is forwarded to AT&T Bell Laboratories for consideration. However, some suggestions point to a concern that can be remedied easily by the operating engineer, Sucha noted. Frequently the customer suggests a product or service that is available, but didn't know about it. That's when the engineer follows up and makes sure the customer is made aware of what we have to offer, he said.

## Getting 'pinned'

Teamwork, pride of accomplishment, concern for quality and customer satisfaction are the basis for yet another employee involvement project which began with QWL facilitator Tom Schulte.

All QWL circle members and a growing number of other Works

employees are wearing eye-catching enamel and gold "I care" pins. The pins signify that the wearer "cares about the future of the company and its goals," Schulte said, and takes a positive approach toward improvements.

As one QWL circle member pointed out, being "positive" means "realizing problems won't go away overnight but working at them until solutions are found." It means working together at resolution, not just ignoring or complaining about a problem.

The effect of the project is such that "when you see someone else being positive, you tend to be positive, too."

Employees don't have to be circle members or represented by a circle to wear a pin, Schulte said. Just contact Schulte (Ext. 3238) and go to the QWL meeting room (lower level of Building 20) to sign a pledge which states in sum: "I believe in my ability and do everything I can to make AT&T-Omaha Works the best manufacturing plant in the world because . . . I care!"

\* \* \*

**Next issue:** The employees in Dept. 572 who make the 307 central office connectors have a story of their own to tell about employee involvement. At press time they were celebrating their success at redesigning their area's floor layout and product work flow. They have cut floor space, slashed inventories and demonstrate an enthusiastic team approach to manufacturing. Watch for their story in the May/June 1989 Westerner.



Alberta Brown is . . .

## 'Our kind of people'

Variety may be the spice of life, but a sense of humor can't be too far behind.

Alberta Brown's co-workers in Dept. 573 think her ability to find the humor in life's daily routine is a gift that continually brightens their day. That's why Lillian Wyatt, Kathy McGinnis and Joe Ann Swirzinski nominated Brown for "Our Kind of People."

"If you're in a bad mood or down in the dumps, she can make you laugh and forget all about your problems," they wrote.

Their assembly of protectors seems to go smoother when Brown recounts one of her humorous

stories about something that happened a week ago or many years ago. Like the one about her falling into a 25-gallon container of pancake syrup while wearing her father's work boots as a small child.

Her brothers and sisters cleaned her up, unknown to her parents, pouring the syrup from the boots back into the container. "Every-time they had pancakes for breakfast, Alberta wouldn't eat," Wyatt said.

"She has a wonderful optimistic viewpoint. Some people carry their troubles with them all day. But that's not Alberta."



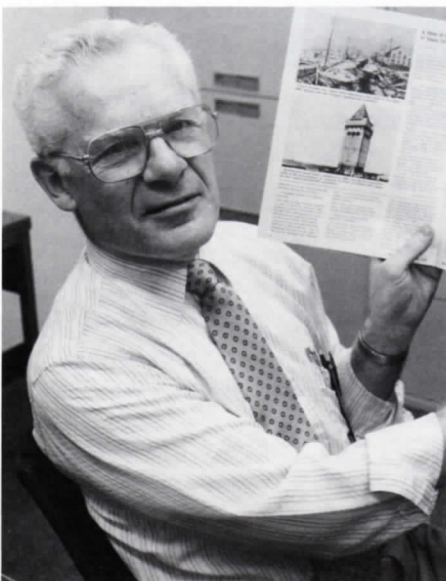
ALBERTA BROWN . . . Humor makes her co-workers' day.

## AT&T is part of family tradition

It's been said, "Like father, like son."

But in Jim Williams' family it's more like, "Like father, like son, like grandfather, mother, sister and a whole bunch of other people, too."

Many Works employees have



JIM WILLIAMS . . . Williams holds an old copy of the Hawthorne Works employee newspaper which shows where his grandfather worked, in "The Tower."

family members who also work or have worked for the company. Williams is one of those employees and through the years the association with the company has truly been a "family affair."

Six of Williams' family members retired from what was then Western Electric manufacturing locations, he said. Another three relatives have worked for AT&T at Western Electric plants — four if you count Williams' daughter, Marie, who works for the Bell Federal Credit Union.

The family members have a combined service of more than 200 years invested in the company, including Williams' 30 years at the Omaha Works.

Grandfather Edward (Ned) Webb started the tradition and eventually retired from the Hawthorne Works in Cicero, Ill., where he was an assistant manager in merchandise.

Williams' great-uncle, Charles Webb, also retired from Hawthorne, as did an aunt, Lorine Webb, and an uncle, Edward W. Webb. Another uncle, William Jennings, retired from the Winston-Salem (N.C.) Works.

Williams' father, J. Bruce

Williams, retired from the Omaha Works, but at one time worked at the former Duluth plant and at Hawthorne, where he met Williams' mother, Marcia Webb.

Great-Aunt Mary Webb worked at Hawthorne, and Williams' sister, Janice, used to work at the Omaha Works.

Between them, they have shared many happy — and some not-so-happy — historical moments in the company. In fact, Grandfather Webb was instrumental in organizing emergency procedures when, during a company outing, the excursion ship Eastland capsized in 1915 in the Chicago River, and more than 800 Hawthorne employees, families and friends died.

Another historical moment, divestiture, is behind Williams' only regret in his years with the company. Unlike relatives before him, "I'll never be able to retire from 'Western Electric,'" he said.

**Do you come from a long line of AT&T employees? If so, send a note about it to Linda Ryan in public relations. Sufficient response will warrant a follow-up story.**

# etc.

## Suggestion awards

A number of employees have been coming up with some pretty good ideas lately, judging from how many have earned suggestion awards in the employee suggestion program.

Employees who recently have earned awards of \$100 or more include the following: Don Trapp, \$960; Clois Crawford, \$716.40; Ann Nicholson, \$553; Johnilla Simons, \$480; Don Trapp, \$480; Jim Johnson, \$370; Robert Jones, \$370; Don Kirsch, \$325; David Howell, \$324; Larry Duros, \$308 and \$210; Ron Hanner, \$290; Greg Jardee, \$242.50; Joan Jacobson, \$242.50; Tom Glesinger, \$170; Ron Metzler, \$170.70; Harold Sharp, \$155; Marvin McAhren, \$155; Ajdrna Boger, \$112.35; and Don Streeter, \$105.

## From 'A' to 'Z'

AT&T Microelectronics is joining with Zenith Electronics Corp. as part of a growing effort in the United States to compete in the emerging high-definition television (HDTV) business.

Experts say that HDTV could become the cornerstone in the electronics industry. It could have applications ranging from home entertainment systems to medical imaging to defense radar systems. On the consumer level, HDTV will provide wider and sharper television pictures with high-quality stereo sound much like that of a compact disk player.

"We think HDTV will be the driver of chip technology in the 1990s, just as the personal computer has been in the '80s," said Dan Lankford, AT&T Microelectronics market development vice-president. "It will be a vital force in the direction of AT&T-ME's business."

The agreement between AT&T and Zenith to develop an HDTV receiver marks the first venture between two U.S. companies in the

new TV technology.

AT&T-ME will design and produce the integrated circuits as the brains of the prototype system, and AT&T Bell Laboratories will apply its world-class technology to key elements of the system design.

## Don't wait — get help

Having problems?

Remember that the AT&T Employee Assistance Program is available to help employees and their dependents.

Program counselor Bill Ivins encourages employees to call for an appointment to get help for problems relating to family, job, emotional well-being, substance abuse, gambling or finances. He said employees are welcome to set up an appointment even if all they want to do is talk.

The number to call for an appointment is 691-3416.

## 'People' recognition

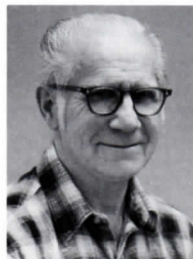
Have you given any thought to someone you could nominate for recognition in the "Our Kind of People" feature (see story Page 9)?

Well, don't just think about it — send in your nomination!

Nominations received to date seem to indicate that far more women qualify for the honor than men. Come on — there's got to be more men out there just as worthy of recognition.

Look for the blue nomination forms that are available in the Employee Activities Mall, or pick up one in the public relations office (look for column notation "2S" on the first floor of Building 20, east end). Fill them out completely and return to Linda Ryan in the public relations office. And remember, retired employees may be nominated or can participate in the program, too.

# Retirements



Harold Katz  
30 years



Vera Bowersox  
30 years



Ted White  
30 years



Henrietta Quinn  
21 years



Juanita Morrow  
19 years

Not pictured:

Marilyn Berg — 15 years  
Florence Boisvert — 29 years  
Bernard Croghan — 23 years  
Donald Goodell — 23 years  
Willard Lamb — 30 years

Betty Priborsky — 20 years  
Edgar Ruth — 30 years  
Jackuline Stephenson — 20 years  
Jacelyn Stoddard — 28 years  
Anne Vacek — 29 years

# Service anniversaries

## 30 years

Gene Baumgart	4/22
John Beck	4/13
Raymond Bohac	4/27
William Carson	4/27
Donald Carstens	4/27
Harold Clanton	4/20
Ruth Engler	4/7
Glen Hopkins	4/29
Francis Kennedy	4/14
Marcus Kennedy	4/28
Edward Kent	4/15
Larry Kroeger	4/27
Irene Lileikis	4/7
LaVonne Meisinger	4/13
Roger Patrick	4/6
Pauline Peacock	4/20
Louis Pendrock	4/6
Jackson Philby	4/1
Erwin Rueschhoff	4/13
Ronald Slattery	4/6
Carl Soby	4/3
Harold Staub	4/29
Bobby Wolkins	4/24
Kenneth Wright	4/27
Roy Yeck	4/24
Donald Zak	4/30
Bernard Bremer	5/4
Kathleen Coe	5/18
James Curran	5/18
Melvin Domina	5/25
Don Donze	5/26
Ronald Erickson	5/26
Matthew Gaggiano	5/19
Kenneth Glasshoff	5/18
Gordon Harlow	5/11
Larry Hawkins	5/25
Dennis Klebe	5/6
Dick Kobjerowski	5/4
Bruce Kreger	5/11
Ervin Liekhus	5/25
Patrick McAcy	5/11
Verne Mecseji	5/19
Frank Merrick	5/18
John Riley	5/4
Donald Rowlett	5/25
Peter Snawerdt, Jr.	5/15
Jerry Sparck	5/25
Leonard Stenneche	5/26
Sally Struz	5/26
Guy Tharp, Jr.	5/25
Dean Timmerman	5/25
Dennis Todd	5/5
George Vomacka	5/12

## 25 years

Shirley Barnes	4/26
Jorden Lovell	4/29

Joseph Modie	4/27
Charles Barber	5/5
Arturo Cruz	5/25
John Hohman	5/18
Vernon Larson	5/20
Alexander Menks	5/11
Sheila Moberg	5/18
Albert Wagstaff	5/4

## 20 years

Anthony Anton	4/29
Decresia DeFloria	4/29
James Furst	4/7
Ruby Gray	4/29
Steven Odell	4/17
Yvonne Russell	4/16
Richard Serp	4/9
Albert Spanel	4/21
Elinor Stoltenberg	4/23
Dorothy Altic	5/22
Pamela Amost	5/20
James Andersen	5/13
Carol Bliazis	5/13
Naoma Bole	5/6
Ellen Casteel	5/13
Sandra Davis	5/12
Kathy Fink	5/13
Keith Fink	5/12
Donna Givan	5/20
Mary Griff	5/21
Tilden Hawkins, Jr.	5/12
Kenneth Hunt	5/8
Douglas Johnson	5/20
Nadine Jones	5/26
Daniel Kinnally, Jr.	5/26
Jo Knott	5/19
Kenneth Kowalewski	5/5
Lonnie Malone	5/16
Donald Martin	5/26
Virginia Millie	5/26
Velda Munch	5/19
Linda Ohme	5/19
LaVonne Ostrand	5/5
Stanley Petrulis, Jr.	5/15
Leroy Prochaska	5/26
Geraldine Rewolinski	5/19
Lucille Robertson	5/4
Jerrold Sherry	5/5
Donald Taylor	5/26
Cheryl Todd	5/16
Phillip Tritsch	5/12
Sally Weckert	5/12
Donald Van Soelen	5/26
Yvette Yates	5/26

## 15 years

Karen Anderson	4/1
Mary Carpenter	4/10

Mozella Grigsby	4/16
Wayne Grundle	4/1
Linda Jurgens	4/30
Adrienne Ruggiero	5/10

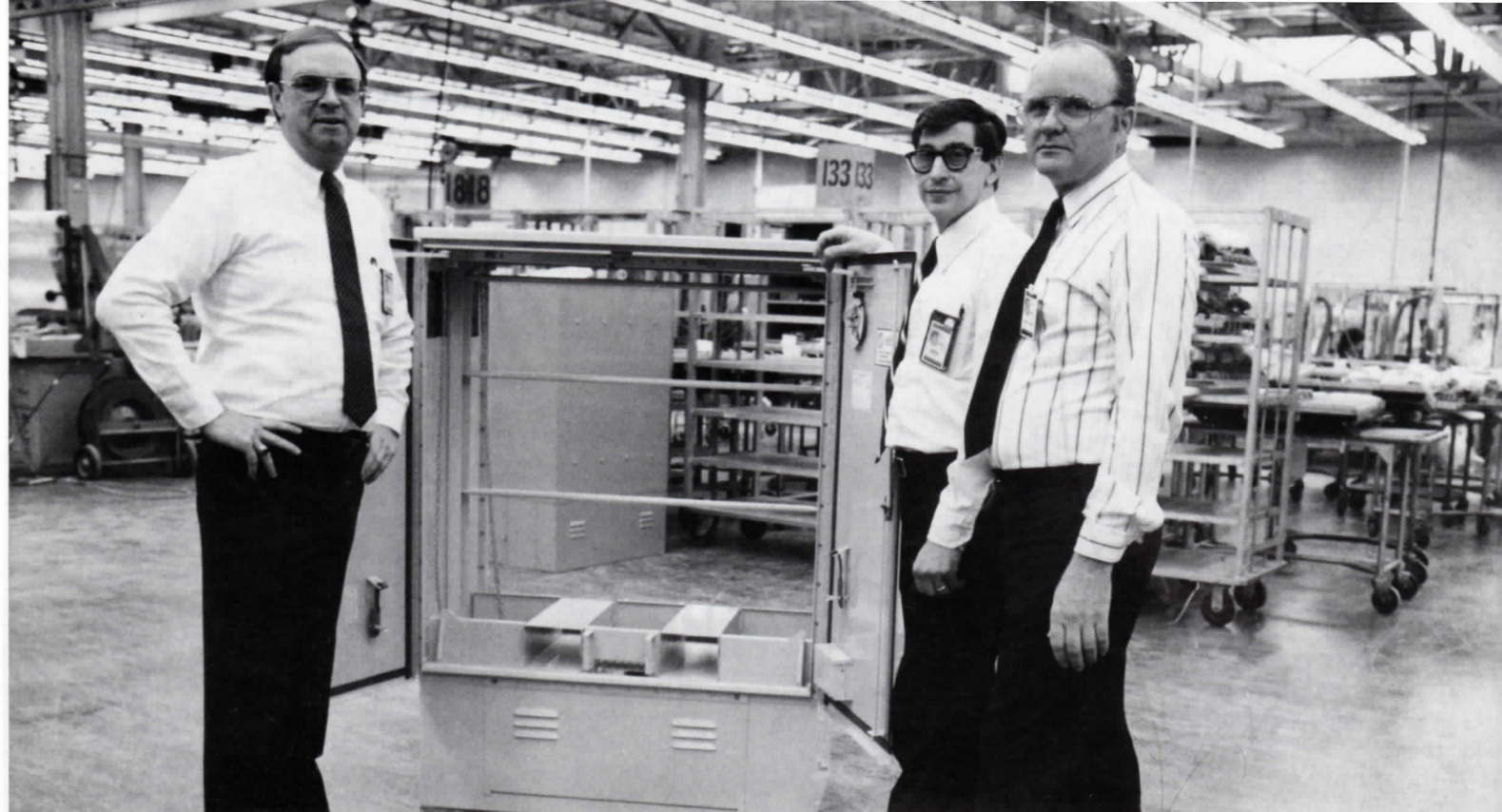
## 10 years

Vernon Ballard	4/16
Russell Bell	4/9
Ajdrna Boger	4/18
Philip Digilio	4/9
Wayne Langerman	4/23
Robert Sadil	4/30
Daniel Synowiecki	4/30
Judy Mallory	5/22
Ruth Nolan	5/12

## 5 years

Kevin Arnold	5/14
Charles Berg	5/21
Rae Cacioppo	5/29
Beverly Cavanaugh	5/22
Thomas Hamilton	5/21
Michael Novak	5/29
Carlos Palacios	5/21
Sandra Petska	5/7
Patricia Scott	5/14
Joseph Shavlik	5/29
Curtis Stephany	5/21
Daniel Svoboda	5/29
Dickie Voegeli	5/29

**Correction:** The last issue of the Westerner incorrectly stated a service anniversary. Michael Curley marked five years of service on March 26.



## Last frame

**T**he National Engineers Week theme has become a working motto: "Turning ideas into reality." Senior engineer Howard Rhoten (right) and planning engineer Bob Slothower (middle) brought Omaha Works Manufacturing Vice-President Jack McKinnon out to the shop to show him how it works to our advantage.

They brought him to a 40-type cabinet like the one they custom-built to accommodate an unusual

request by the customer, South Central Bell. Rhoten and Slothower so impressed the customer with their efforts that the sales rapport between the customer and AT&T has been greatly enhanced. So much so that the AT&T Account Management Team for the Southern Region chose Rhoten and Slothower to receive its Regional Merit Award for outstanding contributions to their sales efforts during 1988. Each received a plaque and a gift to commemorate their work.

The call for a customized cabinet came after an auto accident demolished a competitor's cabinet in Louisiana. South Central Bell wanted to avoid disruption of service to customers that would occur

if feeder distribution cable were cut for installation starting "from scratch."

Account representative Tom Walker "hussled to get AT&T into the picture," Rhoten said, and he and Slothower became involved. Their solution was to build a 40-type cabinet to fit over the damaged cabinet — which was then cut away — and to re-hang existing blocks and jumpers with no interruption of service. The procedure cost the customer considerably less money than a conventional replacement.

Rhoten and Slothower agree that such a demonstration of product and engineering flexibility should strengthen future cabinet sales.



**AT&T**

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