

the Westerner

Omaha Works
April, 1982



for your information

The first winners of AM/FM radios or binoculars in the Works' "Safety's a winner" contest have been named. They are Lloyd Reed, Dept. 312; Muriel Epley and Gary Funk, Dept. 439; Toots Wilcoxson, Dept. 437; Katie Tuttle, Dept. 445; Sandy Riepl, Dept. 444; and Wilma Dunavin, Dept. 441.

They were selected from the sub-branches which managed to have safety records free from injuries during the first two weeks of the contest.

For the remainder of the contest's 36 weeks, prizes will be awarded every two weeks to selected employees from any subbranch with a clean safety record for the two-week period . . .

. . . The 1982 in-plant Henry Doorly Zoo membership drive collected \$16,610 which will go toward building an aviary at the zoo. The amount exceeds the campaign's original goal of \$15,000, according to zoo drive coordinator Jim Woods. The citywide zoo drive is expected to raise about \$500,000 this year, far beyond the \$325,000 goal . . .

. . . Get ready to help your country and help yourself, too. The annual U.S. bond drive conducted at the Works will start May 3 and end May 14. Solicitors will be contacting employees in all departments. Buying bonds is an easy way to put away some money for a rainy day (they're payroll deductible), and to show Uncle Sam you're behind him.

On the cover

Thank goodness, it wasn't greased. Harold Klabunde of Frank McGill, Inc., was having enough difficulties as it was climbing the Omaha Works' 60-foot flagpole in the blustery winds of spring. He was installing new rope on the pole when photographer Rog Howard took this picture.

Wartime story has happy ending

Lili Carlson has always liked dolls.

And so, it wasn't unusual that she attended a showing of antique dolls at the Crossroads last month, hoping to find a doll to add to a collection for her daughters.

What happened because she went to that show, however, makes a perfect ending to a story that began long ago.

The story began during World War II, when Lili and her family lived in a small town in Germany. They had fled from their native home Latvia and "we were living in a displaced persons' camp," Lili said. "I was about 6 or 7 years old."

It was at the height of the war when "things were getting pretty bad in Germany." Meager rations of food were distributed in the camp, and "during the day we would sneak out of camp and go begging," Lili recalled. They would go to farmers or to the back doors of restaurants, asking for whatever food could be spared.

Lili's father knew of a cook who had admired a doll which belonged to Lili. Such toys were scarce during the war, and the woman had wanted the doll to give to her own children.

When the woman told Lili's father that she would give him a loaf of bread in exchange for the doll, the father told Lili the decision was hers.

"My Godfather had given me that doll in Latvia," Lili said. Still, she chose to give up the doll — "That bread sounded good to me."

After the war ended, Lili's family moved to the United States. When Lili later married and had children of her own, "I began to think about that doll," she said. She started giving collector-item dolls to her daughters at Christmas-time — dolls whose faces reminded her of the one she had traded as a child.

As she shopped for her daughters'

dolls, she kept the hope that someday she would find a doll like the one she had. Much to her surprise, she saw such a doll at the Crossroads show.

"I wanted that doll very much," she said, but couldn't justify paying what she considered too high a price.

Lili mentioned the doll to her sister, Astrid, describing how the doll had different clothes but otherwise was identical to her childhood doll. It even had the **marking of two small turtles on its back,**



LONG-LOST FRIEND . . . Almost 40 years later, Lili Carlson — now a molding press operator in Dept. 437 — has a doll like the one she gave up during World War II.

apparently a toymaker's insignia. Then, Lili forgot about the doll.

A couple of weeks later, Lili was leaving her house to visit her sister, when her sister called and asked Lili to pick up a loaf of bread on her way over. When she arrived, she gave Astrid the bread and Astrid told her, "I'll guess I'll have to give this back to you, 40 years later."

Lili's puzzlement disappeared when her sister handed her a sack. "I knew right away what it was — that doll. I got all choked up," she said.

Back home, Lili placed the doll on her piano where she would see it every day, and "I just sat down and cried."

To the casual observer, the doll may be nothing more than just another toy. And, indeed, it probably isn't the same doll given up years ago.

But to Lili, that doesn't matter.

**the
Westerner**
VOL. 26 NO. 4

Linda Ryan
Editor

Published for employees of the Omaha Works.
For information write: Editor, *The Westerner*,
P.O. Box 37000, West Omaha Station, Omaha,
Nebraska 68137 or telephone 691-3553

Member
IABC/Omaha
International Association of Business Communicators
Printed by the Omaha Works
Reproduction Department

 **Western Electric**

service anniversaries

april

35 years

G. A. Godios	726	4/16
--------------	-----	------

30 years

M. W. Barry	744	4/28
M. L. Davis	443	4/15
C. S. Patterson	253	4/7
J. R. Retzlaff	441	4/23
H. A. Short	435	4/25

25 years

G. M. Agosta	361	4/9
L. G. Anderson	745	4/23
C. A. Aufenkamp	744	4/1
J. W. Barnes	439	4/22
N. A. Blazka	723	4/9
K. S. Burda	437	4/9
D. P. Cupak	439	4/19
D. D. Eitzmann	741	4/29
D. S. Gould	251	4/2
E. J. Hamell	524	4/8
E. W. Hawk	741	4/8
D. L. Karloff	744	4/23
F. M. Kravchuk	252	4/22
C. L. Landers	748	4/22
D. J. Langdon	746	4/29
W. L. Mott	745	4/22
R. E. Springer	746	4/29
L. F. Stamp	231	4/1
R. K. Sundell	723	4/11

E. K. Turnquist	723	4/24
R. P. Winter	521	4/25

20 years

J. Cardenas	361	4/16
T. A. Chader	726	4/16
L. B. Clark	445	4/16
H. E. Curtis	252	4/8
J. J. Francavilla	745	4/24
M. Germolik Jr.	725	4/9
E. B. Hendricksen	361	4/19
G. L. Honey	437	4/30
D. F. Huenniger	282	4/16
R. E. Kusmierski	444	4/2
M. W. Nelson	725	4/11
G. L. Odell	361	4/24
D. E. Plowman	251	4/26
S. H. Roberts	725	4/30
S. W. Smalley	122	4/18
J. Verbocy Jr.	745	4/2
G. J. Ward	746	4/23
R. S. Workman	441	4/30

15 years

W. L. Anderson	411	4/17
M. C. Dergan	441	4/27
M. L. Meiman	439	4/3
M. C. Poulson	728	4/27
K. L. Smith	445	4/16
E. M. Velez	443	4/18

10 years

J. B. Henderson	439	4/27
M. H. Pfeifer	411	4/18
S. D. Schamp	282	4/26

Certificates awarded

Certificates of completion have been presented to six Works employees who have finished a six-month waste treatment plant training course.

The training was offered to enhance the operation of the Works' waste treatment plant and to foster a better understanding of environmental regulations. It was the first such course to be offered here.

The subject matter of the course was varied. It included stream standards and regulations (specifically with regard to Hell Creek), the origin of waste and processes, chemistry, plant operations and safety.

The six employees who completed the course are Glenn Lund and Marty Scheibelhofer, waste treatment plant operators; Gene Payne and Terry Pinneke, standby waste treatment plant operators; and Lyle Rochold and Roger Payne, of test set maintenance.

energy...

less is more

NEBRASKA GOVERNOR Charles Rhone (left) presented the Nebraska Energy Office "E" Flag Award to the Omaha Works, accepted by Works Director Larry Lewallen. The award is presented in recognition of outstanding achievements in the area of energy conservation. The Works received the honor for its numerous projects begun in the last three years in an effort to reduce energy consumption. Among those projects are the replacement of inefficient lighting in the plant with high-pressure sodium lights, weather-stripping doors, and adhering to the federal Department of Energy heating and cooling temperature recommendations. The governor also commended the Works for establishing an exchange program with other Western Electric locations for energy conservation ideas.



Costumed teacher means bu



HOW MUCH? . . . Doughnut buying becomes frantic in Herb Rhode's Project Business class as the tasty supply dwindles.

The regular Project Business teacher for the Wednesday social studies class of eighth and ninth graders at Omaha's Beveridge Junior High was going late. A substitute teacher would have to take over.

Into the classroom walked Achmed Muhammad Mufti, wearing an Arabic headdress and dark glasses. He carried a box of doughnuts and identified himself as a representative of DOPEC — Doughnut Producing and Exporting Countries.

He had agreed to teach the class at the free enterprise system until teacher Herb Rhodes could show up. Herb is the Omaha Works manufacturing manager for network distribution apparatus and precision tools (Organization 440).

The substitute teacher told the students that Mount St. Helen's had erupted and volcanic ash had destroyed much of the wheat crop across the United States. The U.S. government had restricted the use of remaining wheat to make only essential food products, like bread. The wheat couldn't be used to make pastries . . . including doughnuts.

With doughnuts scarce in this country, Achmed figured the students would like to buy the doughnuts exported by the DOPEC cartel. He passed out "riyals" to the students in varying amounts. Riyals, being an Arabic monetary unit, could be used to buy the doughnuts.

THE BIDDING started. One student bought a doughnut in exchange for three riyals. When another student offered two riyals, Achmed refused. He had fewer doughnuts left — why sell them for less than the first?

Bidding prices grew higher. When some students lacked enough riyals to buy doughnuts on their own, they began pooling their money to buy from the dwindling supply.

Eventually, all of the doughnuts were sold. The substitute teacher removed his glasses and headdress, and the students saw that the doughnut magnate was really teacher Herb Rhodes.

The situation certainly was contrived and far-fetched, Herb said, but it was an important tool in teaching his Project Business class. Project Business is a division of Junior Achievement, dedicated to teaching eighth and ninth grade students about this country's free enterprise system.

Herb is one of 47 business executives from 33 Omaha area firms who have volunteered to teach a class session once a week in community schools. Over the past school year, 52 classes have

been held in various schools. The executives augment the economics curriculum taught by school system teachers.

HERB IS completing his second semester of teaching at Beveridge. He views his assignment as helping "make the students think about the basic theories of production," he said.

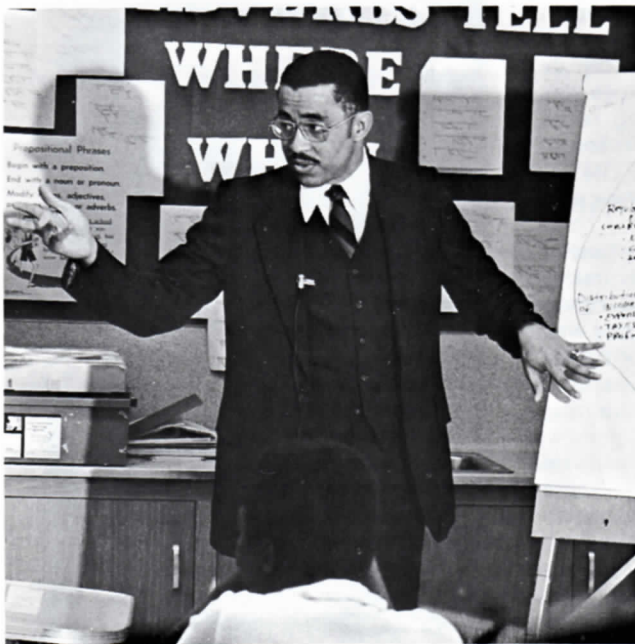
By meeting regularly with a member of the business community who can give them firsthand information about how a business works, the students also are getting a handle on possible careers, said. Furthermore, as they cover lessons on principles of supply and demand, "they are learning when and how is the best way to buy — they're becoming informed consumers."

The DOPEC routine was a way Herb used to explain supply and demand to the students, he said, and they seem to enjoy it. He's employed other tactics such as taking students to the stockyards to witness bidding on livestock, having students choose and keep tabs on a stock in the stock market, and a teaching version of the TV game show, "The Price is Right."

By the end of this semester, the 25

student's in Herb's class will have learned how the American economic system compares to those in other countries. They'll know all about money

and banking, and have a better idea of what's involved to make a living. And perhaps most important, any misconception (Continued on Page 8)



ENTHUSIASTIC . . . Consultant Rhodes considers economics as a kind of hobby.

College classes convenient

How many working people enrolled in college courses can boast that their class is within walking distance of their jobs?

Probably not too many. But close to 65 Omaha Works employees have been making that claim.

The employees have been enrolled in one of two course offerings presented by the College of St. Mary and conducted on Works premises. The classes, which end April 29, are "Introduction to Data Processing" and "Principles of Management."

Employee interest in the class on data processing was so great that two sessions were scheduled — around noon and in the late afternoon — on Tuesdays, to accommodate those enrolled from all three work shifts. The management principles course was scheduled on Thursdays.

The College of St. Mary has provided the instructors for the 2½-hour class sessions. The Works has provided meeting rooms and access to equipment needed in the course. Students in the data processing classes use terminals in the engineering computer room.

Reaction to the courses has been

favorable. Convenience is a major benefit of the program, students noted. Classes have been held immediately before or after two work shifts, and students needn't bother with transportation to a college campus.

One student in the data processing class, packer Linda Jurgens of Dept. 435, said the schedule has made it easier for her to arrange for a baby sitter during class sessions. Instead of meeting twice a week for class on a college campus, classes are combined to form a longer session once a week. She also noted, "Our whole car pool signed up so we could still come to work together."

The practicality of the course also apparently attracted participation. Data processing student Nickie Madsen, an assembler in Dept. 447, said of her subject, "It's the coming thing." She especially enjoys being able to use computer equipment.

Class fees are paid by the company for those employees who qualify according to Western Electric Tuition Refund guidelines. This is the first time an Omaha college has conducted classes at the Works, and continuation of the program is being considered.



EXERCISE . . . Nickie Madsen (front) and Lee Alvarado, of Dept. 447, work on problems in the engineering computer room as part of their data processing class.

New mall open for business

You can take out a loan, buy a birthday present, check into some life insurance, and maybe even plan next summer's vacation in just a few steps.

The Employee Activities Mall officially opened for business on April 5 with a number of "shops" from which to choose.

The Bell Federal Credit Union has an office in the mall and provides the same full service one would expect from its main location. The Pioneer Store has new display cases and clothing racks to display its merchandise. Representatives from the Phoenix Mutual Life Insurance Co. also operate from their new office in the mall.

The WEOMA Club and Cornhusker Chapter Pioneers share administrative office space, a meeting room, workshop and spacious storeroom. Along one wall outside the offices are information racks offering a variety of things from discount tickets to driver's training manuals.

And just in case you like to window shop, lighted glass display cases show off Pioneer teaching aids for handicapped children and antique Western Electric products.

The mall was designed for the convenience of employees. The various "shop" hours are as follows: Credit union — weekdays, 8 to 9 a.m., 10 a.m. to 1 p.m., 3 to 4:30 p.m. Pioneer Store — Monday and Wednesday, 7:30 to 8:30

a.m. (third shift employees); Monday, Wednesday, 3 to 4:30 p.m. (second shift); Monday, Wednesday, Thursday, 10:30 a.m. to 12:30 p.m. and 3 to 4:30

p.m. (first shift). WEOMA Club — weekdays, 7:45 a.m. to 4:15 p.m. Phoenix Mutual — varied hours; call Ext. 3599 if office closed.



SERVICE . . . It's business as usual at the Pioneer Store.



WORLD OF FINANCE . . . The credit union welcomed one of its first customers.

Resource planning emphasized

When Hank Davidson was appointed Omaha Works materials management manager for new Organization 060, it was more than just another announcement of personnel changes.

In his newly created position, Davidson is overseeing the introduction of a total manufacturing system at the Works which "will change the way we manage our business," he said.

The system is known as the Manufacturing Resource Planning System (MRP II), which is gaining increased attention in industrial circles.

Its goal is to bring about more effective management of operations by improving operating systems and performance measurements. By taking into account marketing, manufacturing, engineering and finance, MRP II seeks

to better a company's performance, productivity and profit.

Davidson, who formerly was materials manager for apparatus, cords and fine wire products, said the system uses a "closed loop" technique. The technique assures that the translation of a plan isn't lost somewhere between the general manager and shop floor operations.

"We're pulling together and formalizing functions that before were done informally and in a variety of ways by the different organizations," Davidson said.

The key to making the system work, he said, is to remember that the most important resource of any business is the people employed. For that reason, MRP II stresses cooperation, respect and accountability as well as effective measurement techniques to achieve its goal.

The system basically focuses on reducing inventories and competing effectively in the marketplace. It used to be that companies didn't worry as much about parts and finished products lining their shelves because "inventory was cheap and was used as a cover-up for poor planning," Davidson said.

Today's inflated standard of living and sluggish economy make needless inventories a costly way to run a business, Davidson said. And with consumer dollars scarce in today's market, competition is at an all-time high.

"I think we've got the potential to reduce our inventories by 20 to 30 percent," Davidson said, stressing that we still would have "what we need, when we need it, where we need it, but nothing more." As a net result, our product costs could be lowered. "We could sell more products, be more competitive, and ultimately it could mean more jobs," Davidson explained.

To help introduce the MRP II system at the Works, the management consulting firm of David W. Buker, Inc., is conducting seminars here for the plant's supervisory staff, a number of technical-professionals, representatives from the Cable and Wire Products Division's Product Control Center, and other selected Western Electric personnel.

More than 300 persons will have attended one of eight seminars (2½ days each) by mid-July, with the first offered



GRAND OPENING . . . The traditional ribbon was cut by Rol Kull, WEOMA Club president (from left); Bob Denton, Pioneer Cornhusker Chapter president; Cliff Solomonson, general

manager of the Bell Federal Credit Union; Ray Lonowski, Phoenix Mutual representative; and Jim Bosworth, manager of human resources, labor and public relations.

April 26. The seminars help to identify performance problems and deal with such things as master production scheduling, sales planning, materials and capacity planning, and shop floor control.

Within the next 12 to 18 months and beyond, teams of supervisors and techs will introduce the MPR II system to other Works employees whose jobs are directly affected by the plan. About half of all Works employees eventually may have some formal exposure to the system via training and presentations.

Hopefully, the system will affect all employees by improving our quality of work life through good work flow, increased sales and profitable results.

As Western Electric moves into the '80s and the Bell System undergoes major changes in its structure, "our management technology has to keep up with the rest of our technology," he said.

"We understand the 'new world' is going to be different. We're excited about the possibilities that the future holds for all of us at the Omaha Works, and we want to be prepared to grow with it."

retirements



Bob Dostert
45 years



Lucille Jarecki
23 years



Jacob Hoffman
29 years



Edgar Scott
24 years



Richard Gerry
25 years

Not pictured:
Joseph Updegraff — 16 years
Ferril Quick — 23 years
Elton Herrmann — 30 years
John Slama — 36 years

Rhodes doubles as teacher

(Continued from Page 5)
ceptions the students may have had regarding the business world should be resolved, he said.

Being a Project Business teacher — or rather, consultant, as they're called — "keeps me on my toes," Herb said. His young charges are "constantly sending me to the books" to further research his material.

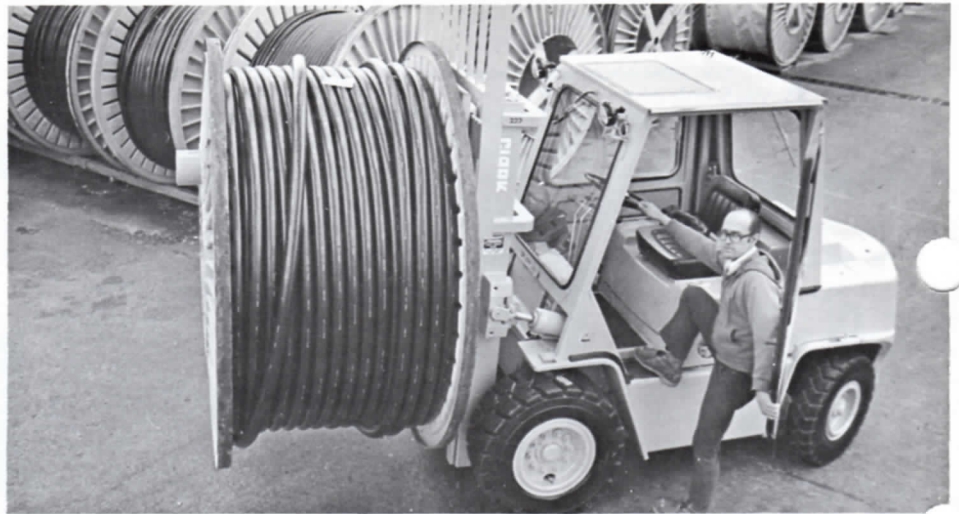
Economics is written in abstract language, he said, so he tries to familiarize himself fully with the subject in order to explain complex concepts in a way young teens will understand.

"**ECONOMICS** is a kind of hobby with me," Herb explained, and it's easy for him to present the subject enthusiastically in class. "At the end of a class, I'm exhausted," he said.

Still, his participation in Project Business is well worth it, he said. Not only does the project benefit students in the course of the normal school curriculum, but it also benefits the Project Business consultant and the sponsoring firm.

"Personally, it's helping me in my management skills," Herb said. "And it improves our corporate image. We aren't concerned just about making a profit, but for our community's children to learn how to make a living and to be better consumers."

The Omaha Works' involvement in Project Business tells the community, "We are concerned."



Move 'em out

WHAT'S FIGURED INTO THE COST of a product? Raw materials, labor and, of course, the machinery used to make that product. Some things aren't so obvious, like this brand new reel truck operated by Rich Sukup of Dept. 313. Although the truck isn't used to make cable products, it's essential for the heavy-duty movement of reels. And with a \$31,000 pricetag, equipment like this does contribute to the final cost of products. It's no wonder the Works tries to keep trucks like this in good operating shape for as long as possible. Otherwise, how else would we move a four-ton reel of cable?

BSSP/SSP results

The following are the February unit values for both the Bell System Savings Plan (BSSP) and the Savings and Security Plan (SSP) for non-salaried employees:

	BSSP			SSP	
	Units Value	Units Credited Per Dollar		Units Value	Units Credited Per Dollar
AT&T	2.5970	.3850	AT&T	1.2141	.8236
Government Obligations	2.5998	.3846	Guaranteed		
Equity Portfolio	1.7325	.5771	Interest Fund	1.3513	.7400
Guaranteed					
Interest Fund	1.2529	.7981			

