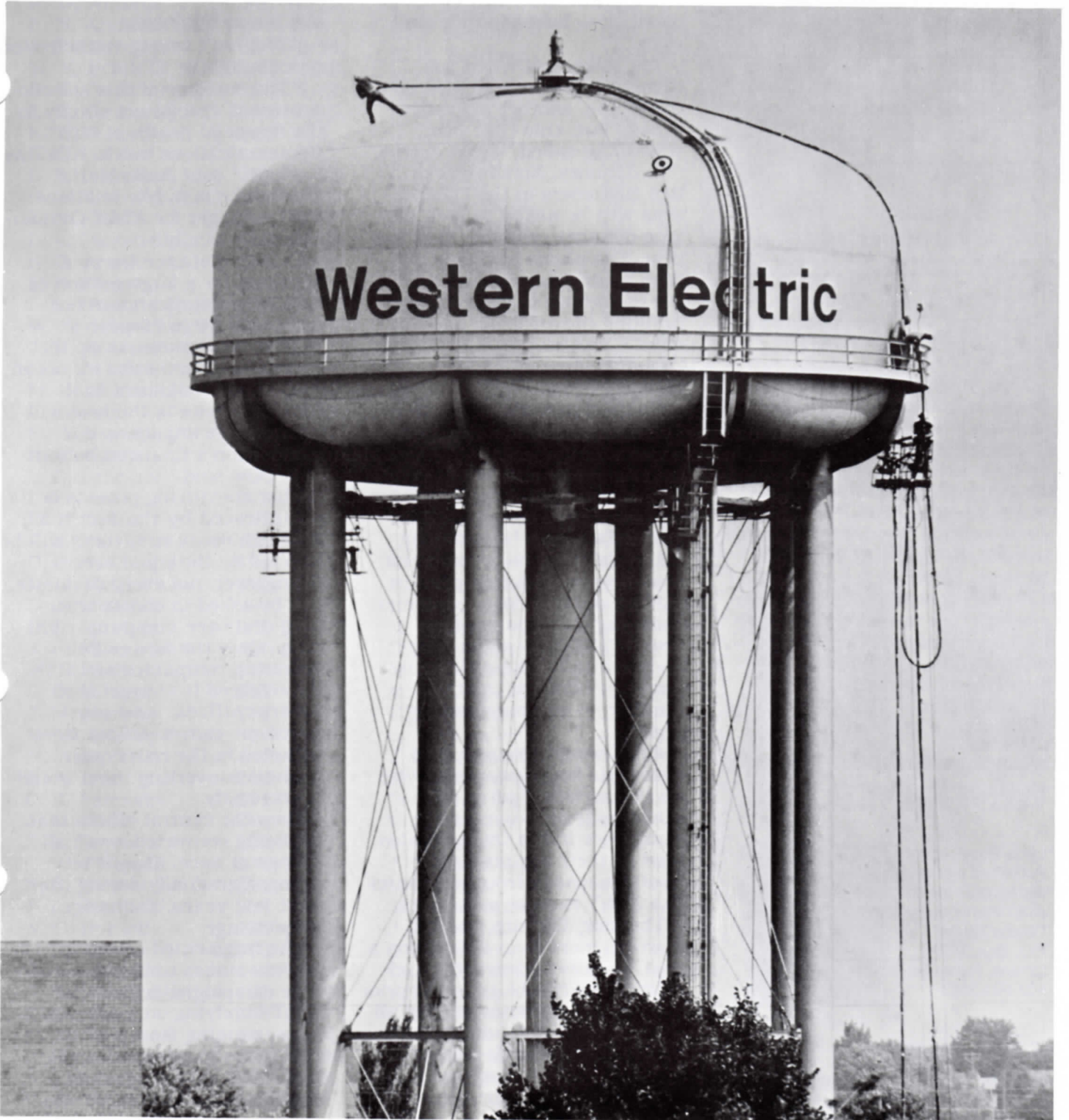

WESTERNER

Omaha Works
August 1984



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August 1984

Vol. 28, No. 8

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On the cover

This photo of the Omaha Works water tower is the only way you will see the tower with "Western Electric" emblazoned on its side from now on. Shortly after it was taken, workmen sandblasted off the "W" and were working their way across to remove the rest of the letters. Western Electric® is now used as a brand name for AT&T telecommunications equipment, not as a company name. The water tower will be totally repainted but it won't have any company identification — no AT&T name or insignia.

WESTERNER

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Published by the reproduction department for employees of AT&T Network Systems, Omaha Works
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Omaha, Nebraska 68137
402-691-3553



Long distance: The fight's on

There's the war of the worlds and the battle of the sexes, and now there's an encounter of a third kind: the conflict of carriers — long-distance carriers.

Yes, folks, just when you thought it was safe to pick up the phone, another skirmish breaks out, this time over something called "equal access."

In January, Northwestern Bell customers in the Omaha area will be asked to pick the long-distance company they like best. The phone company will then modify its switches to suit the preference of each customer, fulfilling the antitrust agreement's provision that it provide "equal access" to all long-distance firms.

Up until now, not all long-distance companies have had the same connections to the local telephone company's customers as did AT&T. Customers using long-distance companies other than AT&T have been dialing extra digits to make calls and must use push-button phones.

With equal access, customers choosing a company other than AT&T will make long-distance calls like AT&T customers — dial "1" and the number — and may use any phone.

AT&T would like people to choose its long-distance service — but so would all of the other long-distance phone companies in the United States. Most of them are resellers, leasing capacity from companies like AT&T to serve customers.

The long-distance market is worth more than \$40 billion a year, so heavy advertising and promotions can be expected prior to equal access cutovers. Not all of these long-distance companies will find it profitable to seek equal access throughout the country. But in large metropoli-

tan areas, it shouldn't be surprising to consumers that they can choose from dozens of carriers.

We mean business

AT&T isn't taking the selection process lightly.

"The outcome of this selection process is crucial not simply to the financial health of AT&T Communications but to AT&T as a whole," said Judie Martz Studt, who is public relations staff manager for AT&T Communications locally.

"Long-distance service accounts for a large portion of AT&T Communications' revenues, and 60 to 70 percent of those revenues are up for grabs. How successful we are in convincing customers that AT&T's service is the best will have a large impact on our corporation's financial bottom line," she said.

That convincing process is complicated by the fact that, although many customers will be affected by the equal access changeover, not every customer will be asked to choose their long-distance company right away. Only the former Bell operating companies and GTE are required to convert their central offices. And non-electronic central offices were excluded in the court order because converting them would be too costly.

Even the central offices that are being converted won't all change at once. They'll be changed gradually during the next few years, exchange by exchange.

The fragmented selection process makes uniform, nationwide campaigns difficult, so AT&T is relying on local promotions, ranging from direct mail flyers to telephone calls. And AT&T is relying on its employees to promote its long-

distance service and to answer customers' questions.

All AT&T employees will receive a booklet, "What Do I Say?" which lists the most frequently asked questions about equal access and the answers. In addition, it wouldn't hurt to do a little "PR" work among friends and neighbors.

"When friends and neighbors ask about long-distance service, remind them that AT&T has provided dependable, high-quality long-distance service for more than a century," Studt said.

Tell them that because AT&T calls can be routed a number of ways, 99 percent of customers' calls get through the first time. Mention that AT&T has a nationwide team of operators available 24 hours a day to help customers place person-to-person and collect calls, and that customers can call anywhere from anywhere at anytime, Studt said.

Two new programs

For 70 percent of the time, rates are heavily discounted, and now AT&T is introducing two new programs as further inducement to customers: Reach OutSM America and AT&T Opportunity Calling.

Reach Out America is a way for customers to buy AT&T long-distance service based on time, not distance. Since May 15, all telephone customers served by Northwestern Bell have been able to sign up for the AT&T service.

Basically, it entitles a subscriber to one hour of direct dialed, out-of-state weekend and night calling to anywhere in the United States, including Alaska, Hawaii, Puerto Rico and the U.S. Virgin Islands, for \$10 a month, pending Federal Communications Commission (FCC) tariff approval (the rate may even be lower). The calls must be made between 11 p.m. Friday to 5 p.m. Sunday and 11 p.m. to 8 a.m. Sunday through Thursday.

If subscribers enroll before Sept. 7, they won't have to pay a \$10 enrollment fee which will be charged thereafter. To enroll in the program, call 1-800-551-3131 toll-free.



OUTDOOR FUN FOR LESS . . . Racing bikes, barbecue grills, cameras and film are among a current catalog listing of more than 50 different products and services AT&T long-distance users can purchase for less by using AT&T Opportunity Calling credit coupons.

(As an AT&T employee enrolled in Reach Out America, you will be reimbursed the monthly charges in line with the company's telephone concession plan rules. However, when the Westerner went to press, details of how reimbursement will be made were not available. You will receive further information when details are defined. Also, because of our central location as Midwesterners, some long-distance calls won't reflect savings under Reach Out America; check with an AT&T operator to verify cost savings for calls you would be making.)

The second new program, AT&T Opportunity Calling, allows customers who make at least \$15 worth of long-distance calls over AT&T's network to receive \$1 worth in credit for every dollar spent, up to \$300. These credits may be used as cash toward the purchase of name-brand merchandise and services listed in catalogs AT&T issues every three months.

For example, these credits could equate to \$5 off any Levi's[®] corduroy clothing, \$10 off 10

packs of specified Polaroid[®] film, \$50 off a CasaBlanca[®] Intelli-Touch[™] ceiling fan — even \$500 off a Toyota truck. The customer can buy merchandise and services anyplace — so you can take advantage of sales and special deals — and the credit coupons AT&T sends you will be honored.

All long-distance calls made through AT&T are counted, even those made by employees who are reimbursed for the calls — but you must make at least \$15 worth of calls per month to get the credits. The discounts are being provided by manufacturers and suppliers at no cost to AT&T.

Persons who average \$11 per month in long-distance calls with AT&T automatically are enrolled in the program and they should have received an informational packet and catalog. If you haven't been making enough long-distance calls to be enrolled automatically, you can enroll now at no charge by calling 1-800-992-0992. A current catalog and complete instructions will be sent to you.

Safety campaign under way

Now you see it, now you don't. That's a common phrase in a magic act, and the safety organization would like to borrow it. Specifically, the safety department would like to see the rash of serious injuries occurring at the Omaha Works disappear.

"We're having serious injuries at twice the rate of last year after having four or five years of a downward trend," said Dick Veach, department chief for safety Dept. 555.

The bulk of these injuries are occurring among employees new to jobs in shop areas.

Ironically, at the end of July the Works was on its way to accumulating 2 million man hours on the job without a disabling injury. That explains why the Safety Pays game had been able to continue until Bill Lewis of Dept. 072 could claim his full-game card winnings that totaled \$400.

Disabling injuries stop the game, Veach noted, but the alarming increase of serious non-disabling injuries is a bad trend that must be stopped now.

To reverse the trend the safety department is working with shop supervisors and layout operators to help them better acquaint employees with the hazards and safe operation

of machinery, Veach said.

And an appeal to employees' safety awareness is being made

through a new safety campaign the department has initiated with a series of kickoff meetings



HAVE A DOUGHNUT . . . To celebrate his sweet full-card winnings in the Works' Safety Pays game, Bill Lewis brought in some sweets to share with fellow employees.

It's called the silent killer

The following is one in a series of articles about health as part of "Love-Life," a health education program developed by the Immanuel Medical Center.

Would you light a match while pumping gasoline at a service station? Or try to cross a busy highway with your eyes closed? Or carelessly handle a loaded gun?

If your answer is no, then you probably have your blood

pressure checked at least once a year by a medical professional. Right?

The dangers of hypertension, commonly called high blood pressure, are no less deadly than these other risks.

Hypertension is a contributor to the deaths of more than 760,000 Americans who die from heart disease annually. It cripples many more. Doctors believe that hypertension is also a factor in a large portion of the 1.5 million heart attacks and 500,000 strokes in the United States each year. Compare this to the 414,000 people who die each year from cancer and you begin to understand the scope of the hypertension problem.

One out of every four adults suffers from high blood pressure. Most people don't even know they have it. Much of the death and illness attributed to hypertension could have been prevented, because high blood pressure is easily detected and CONTROLLED.

BLOOD PRESSURE readings measure how hard the heart is working to pump throughout the body by comparing pressures exerted on the walls of arteries when the heart is pumping and when it is at rest.

The readings always bear two numbers: the top number, called the systolic pressure, is the pumping pressure. The bottom number, the diastolic pressure, is the reading while the

etc.

being held in the auditorium for all employees on all shifts.

At those meetings, the first of which were held on Aug. 8 and which take the place of regularly scheduled monthly safety meetings for employees, a surprise is in store. A magician provides entertainment and refreshments are served.

Also at each meeting, a contest is held and one lucky employee is awarded a portable TV/radio/cassette-player. The same set will be awarded at year's end to an employee in each operating and maintenance department that doesn't have a disabling injury between Aug. 8 and Dec. 14.

The festive mood at the meetings is in celebration of the large number of hours employees have worked without a disabling injury, Veach said. But the meetings also are an opportunity to draw attention to the increase in non-disabling cases.

Such carelessness, although not causing lost time on the job, can become a habit that worsens with time, Veach noted. Before long, disabling injuries may occur as safety awareness disappears. And if anything is going to disappear, Veach prefers that it will be injuries — or part of a magic act.

Programs to end

Plans are under way to end the Guaranteed Student Loan Program of the Western Electric Fund on Sept. 30, 1984.

Since its start in 1978, the program has backed loans made to children of employees of AT&T Technologies and its subsidiaries. During this time, more than 20,000 loans have been made.

Students wishing assistance from the program must have their applications signed and dated prior to the Sept. 30 planned expiration date. Similar programs continue to be offered by most states, many local banks and other lending agencies.

The AT&T Foundation Board of Trustees also has decided to discontinue funding for National Merit and Achievement Scholarship programs for children of all AT&T employees.

Employees' children currently receiving Western Electric Fund scholarships will continue to be covered through completion of their senior year. Also, since the company's eligibility process begins with the PSAT National

Merit qualifying test for high school juniors, employees' children who were designated finalists last spring and those to be designated in the spring of 1985 will receive full four-year scholarships.

Savings plans results

The following are the March unit values for the AT&T Savings Plan (SP), the AT&T Savings and Security Plan (SSP) for non-salaried employees, and the AT&T Voluntary Contribution Plan (VCP).

	<u>SP</u>	<u>Units credited per dollar</u>
	<u>Units value</u>	
AT&T (new)	.9591	1.0426
Government		
Obligations	3.4642	.2886
Equity Portfolio	2.5352	.3944
Guaranteed		
Interest Fund	1.6413	.6092
Diversified		
Telephone		
Portfolio	3.4670	—
	<u>SSP</u>	<u>Units credited per dollar</u>
	<u>Units value</u>	
AT&T (new)	.9523	1.0500
Guaranteed		
Interest Fund	1.7403	.5745
Diversified		
Telephone		
Portfolio	1.6154	—
	<u>VCP</u>	<u>Units credited per dollar</u>
	<u>Units value</u>	
AT&T (new)	.944	1.059
Mutual Fund Equity	1.538	.649
Money Market Fund	1.139	.877
Guaranteed		
Interest Fund	1.214	.823
Diversified		
Telephone		
Portfolio	1.100	—

heart is at rest between beats.

It is normal for blood pressure to be higher at times, such as when a parent yells at the kids, a jogger runs around the block, or a fan watches an exciting football game. The heart must pump harder to answer the body's need for more blood. Because normal arteries are elastic, they can take the extra pressure when necessary and literally snap back.

But constant high blood pressure is a serious health hazard. The heart can simply wear out from pumping too hard, causing a heart attack. So, too, the arteries can break under too much pressure. If this happens in the brain, it is called a stroke.

WHILE IN most cases there are no telltale signs, some people with high blood pressure may suffer from headaches, dizziness or exhaustion. Doctors have been able to identify certain characteristics which seem to increase the likelihood of someone developing hypertension.

As people grow older they are more likely to develop high blood pressure. Black Americans are more likely to have hypertension than white Americans. Also, certain families seem to have histories of hypertension.

While these factors can be recognized, they can't be controlled. Yet other contributors to high blood pressure can be combatted.

Doctors have found that salt reduction in the diet, sensible exercise, managing stress and maintaining a proper weight can cut down on the risk of developing hypertension.

If you do have high blood pressure, be sure to follow your doctor's orders to the letter. Take any prescribed medication. Remember the medicine won't cure high blood pressure; it simply controls it. If you stop taking the medicine, hypertension will return.

Before hypertension can be controlled, however, it must be diagnosed. That can best be done by having at least a yearly blood pressure check by a medical professional.

Works names 2 managers

The Omaha Works has two new managers, James J. Andry and Herbert A. Block, their appointments effective Aug. 1.

Andry is manager, administration and materials management, replacing James O. Bosworth who retired in May. Block is manager, cable engineering and manufacturing and Works service, replacing Jesse L. Ault who retired in March.

Andry is a Milwaukee, Wis., native who has a bachelor of science degree from the University of Wisconsin and a master's degree in business administration from Georgia State Univer-

sity.

He began his career with Western Electric in 1965 at the Miami Service Center, as a participant in the College Graduate Development Program. He worked in installation, at regional headquarters and other service centers, and later was assigned to posts in New York, Gateway and the Kearney Works after completing the company's Management Training Program in the mid '70s. His assignment before coming here was manager, manufacturing — transmission equipment and components at the Merrimack Valley Works in Massachusetts.

Block hails from Brooklyn, N.Y. He has a bachelor's degree in electrical engineering from the City College of New York, and a juris doctor degree from Brooklyn Law School.

Block joined Western Electric in 1957 in New York City, working for the company's systems equipment engineering

organization. Succeeding assignments included those with the Eastern Region in Cockeysville, Md., and with corporate methods in New York and later Sunnyvale, Calif. He participated in the company's Management Training Program in 1971, and later assignments included those with the Kansas City Works, Western Electric International and the Burlington Shops in North Carolina. He was manager, product engineering at the North Carolina Works, before his assignment here.



James J. Andry



Herbert A. Block

United Way campaign scheduled

When employees return from the Labor Day weekend on Sept. 4, they will attend meetings in the Works auditorium as the annual United Way in-plant drive gets under way. But for the first time, they won't be asked to contribute their "fair share."

The fair share concept has been replaced by a new giving guide which employees should find more reasonable, fair and easy to use. Contributions based on the giving guide also should meet the human service needs of the metropolitan community better, said Dale

DeBoer who is co-chairing this year's in-plant drive.

Community-wide needs this year total \$11.1 million. The goal reflects a more aggressive effort to meet the needs of the increasing number of agencies affiliated with United Way.

The needs have always been great, DeBoer noted, but past campaign goals were never set to fully meet those needs. Last year's campaign narrowed the gap between actual need and goals, and campaign coordinators hope to improve upon that this year. Thus, this year's theme

is "Do more good than you thought you could."

The Works' in-plant goal is to raise \$600,000 for the campaign. That's a hefty figure, DeBoer admitted, but our work force has grown in the past year and he's confident the goal will be reached.

"The \$600,000 goal is by far the highest campaign goal ever attempted by our employees, but the generosity shown by our people in past years tells me we can make it."

Employees will learn about the United Way agencies when they attend one of the meetings scheduled throughout all three shifts during the campaign. Refreshments and prizes will be included, DeBoer added.

Assisting DeBoer with the drive are his co-chairpersons; Jim Hardick representing IBEW local 1974, and Leo Thietje, representing IBEW Local 1614. Campaign coordinators are Marlene Wilson, Kathy Fink, Agnes Peterson, Paul Pickrel, Dick Hergenrader, Bill Huetsen and Terry Moore.

**Thanks to you...
it works...
for ALL OF US**



United Way

Service anniversaries

45 years

H. N. Harvey 282 8/28

30 years

O. H. Olson 551 8/21

25 years

R. W. Alberts 429 8/25

E. N. Arellano 531 8/6

J. E. Barrett 554 8/14

W. N. Brink III 282 8/18

R. E. Cochrane 1213 8/17

E. E. Connerley 444 8/10

K. L. Debord 421 8/3

L. D. Doeden 282 8/17

L. E. Donahoo 282 8/24

H. T. Eischeid Jr. 443 8/10

L. R. Fisher 231 8/17

L. L. Fontenelle 421 8/18

B. G. Frank 471 8/25

R. B. Gaddie 232 8/3

L. L. Henry 554 8/31

W. W. Hillebran Jr. 554 8/19

J. M. Humpal 443 8/11

E. G. Jenny 425 8/24

M. W. Johnson 442 8/31

J. Kromer 235 8/31

K. G. Krumpus 231 8/3

R. A. Kyriss 282 8/31

L. E. LaShure 429 8/3

L. P. Lass 271 8/11

W. E. Lyons 282 8/5

J. E. Matthews 429 8/5

D. J. McDonald 421 8/11

D. N. McGrath 425 8/5

D. J. McGuire 231 8/5

G. L. Miniken 282 8/6

J. R. Mladovich 425 8/3

W. N. Moller 554 8/3

L. D. Mongar 554 8/13

J. M. Murphy 281 8/28

M. W. Murray 554 8/18

M. A. Opfer 447 8/7

R. A. Ove 234 8/3

C. E. Palensky 281 8/10

J. M. Palu 281 8/17

F. R. Payne 425 8/17

C. W. Petersen 233 8/12

S. R. Prerost 281 8/13

F. D. Reinbold 234 8/31

N. D. Rohloff 282 8/10

H. T. Rowe 282 8/24

A. Sanders 448 8/13

J. T. Schenkelberg 421 8/10

C. M. Sears 235 8/3

M. S. Sivertson 443 8/14

J. E. Stoltenberg 425 8/26

S. J. Szczepanski 235 8/31

G. E. Thiel 443 8/3

L. R. Tremayne 425 8/11

J. A. Turner 534 8/3

J. G. Williams 232 8/10

W. G. Witte 429 8/24

R. A. Wozny 282 8/21

20 years

L. T. Baker 533 8/17

R. F. Beisner 050 8/24

E. R. Bowman 1213 8/28

L. O. Circo 425 8/5

J. J. Filipiak 282 8/10

L. J. Gardner 429 8/19

K. H. George 442 8/24

A. H. Grant 444 8/20

C. N. Gray 426 8/13

N. O. Hopkins 287 8/12

L. M. Johnson 441 8/24

C. N. Kern 421 8/28

B. J. Kraska 421 8/31

E. D. Olsson 532 8/5

P. M. Patterson 425 8/19

M. M. Sedlacek 443 8/31

E. C. Snawerdt 282 8/10

H. S. Solomon 425 8/25

V. M. Stewart 442 8/13

C. S. Tunncliff 421 8/10

S. B. Witherell 287 8/13

15 years

B. R. Barko 448 8/27

S. K. Barnes 443 8/15

C. L. Barrick 426 8/12

F. M. Beckman 071 8/3

B. H. Borstad 532 8/26

M. D. Brock 532 8/26

D. C. Buddenhagen 552 8/11

M. J. Casper 532 8/28

M. E. Delgadillo 424 8/6

C. B. Dennes 287 8/19

S. Y. Dimauro 443 8/25

J. M. Edmonson 444 8/20

M. S. Etherington 423 8/11

D. L. Fleming 443 8/4

D. A. Gorden 429 8/11

L. H. Guest 443 8/25

P. C. Hamilton 443 8/31

L. L. Hapke 443 8/18

S. S. Harriman 443 8/20

J. H. Hasscall 442 8/25

S. A. Hearn 444 8/27

D. A. Horvath 287 8/13

V. D. Hyslop 443 8/4

C. E. Kinney 443 8/25

S. W. Kush 234 8/27

D. L. Martin 1723 8/4

R. G. McKim 232 8/5

D. R. McCauley 423 8/14

P. G. McCormick 475 8/25

P. L. Modlin 429 8/18

J. G. Nebe 071 8/27

E. O. Nicholson 429 8/12

N. R. Pegg 443 8/28

D. A. Plambeck 443 8/25

C. W. Schrader 429 8/27

G. L. Scott 443 8/12

V. C. Seaman 287 8/11

M. C. Seitz 475 8/27

B. J. Smith 287 8/27

J. C. Swirzinski 423 8/28

F. J. Tesnohlidek Jr. 443 8/25

E. Tipler 443 8/26

T. A. True 282 8/18

M. K. Viles 448 8/4

J. H. Wachter 443 8/20

J. L. Wyman 444 8/12

L. B. Zealand 532 8/6

M. A. Zimmerman 282 8/14

10 years

B. K. Anderson 442 8/23

5 years

J. F. Bullock 234 8/13

G. J. Jardee 428 8/30

J. W. Karros 235 8/6

E. G. Koziol 235 8/15

P. F. Lueders 429 8/23

J. A. Potter 1722 8/27

S. G. Spencer 424 8/4

W. A. Tiff 235 8/6

Retirements



Richard Hanner
37 years

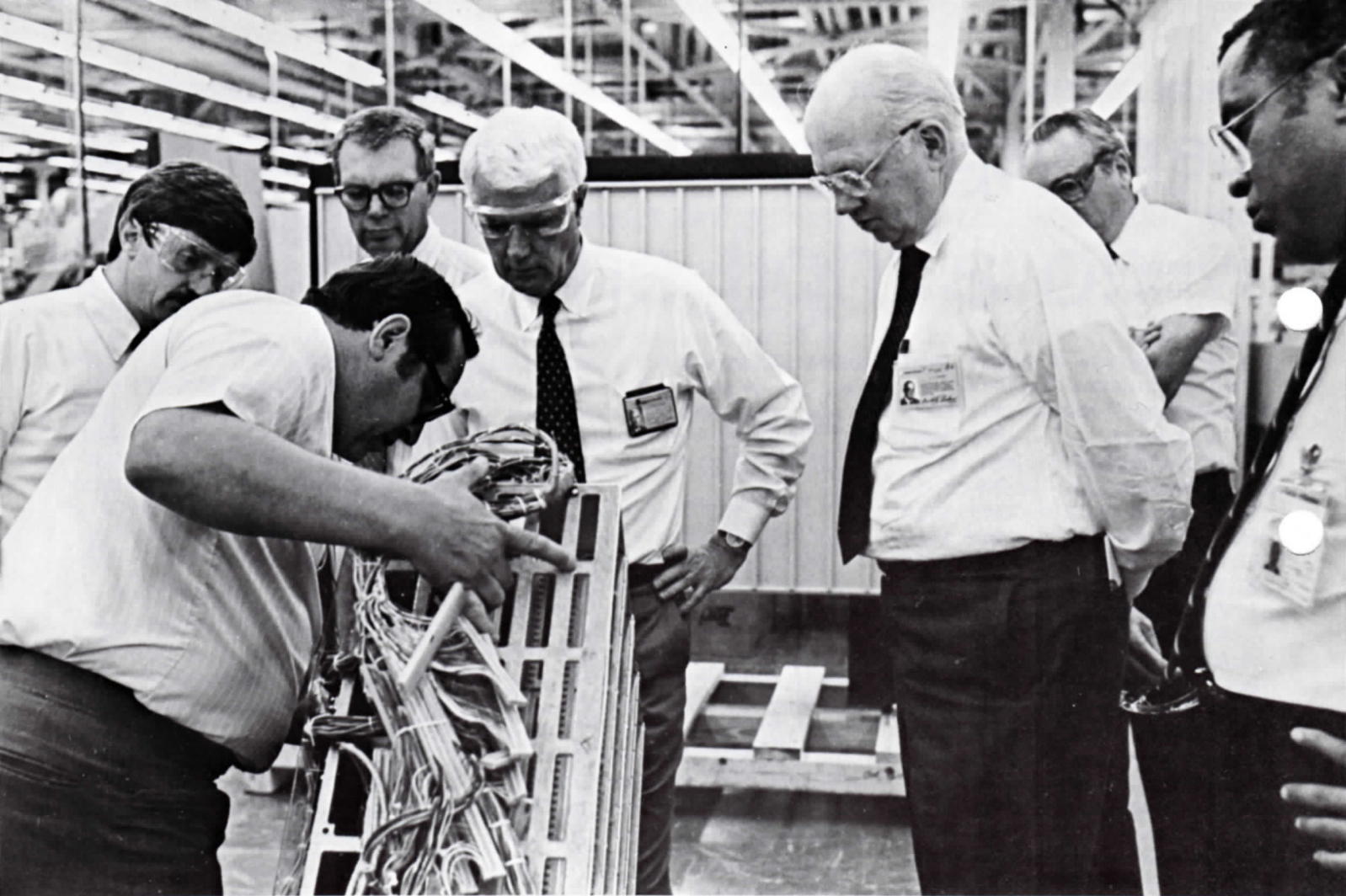


Joan Pilant
25 years



Bob Simmons
38 years

Not pictured:
Lillian LaShure—37 years



Last frame

A tour of the shops takes up a good part of the day nowadays at the Omaha Works, what with new products coming in and changes under way.

Visitors found that out recently when they observed develop-

ments in the apparatus and cable shops. Special guests included John O'Neill, executive vice-president, Network Systems products; Hugo Ruberg, vice-president of manufacturing, cable and wire products; and Greg Hughes, director of cable, wire and associated apparatus, Product Engineering Control Center (PECC) in Atlanta.

One of the stops they made in the apparatus shop was in

Dept. 423 where 80-type community service cabinets are made. That's where section chief Dick Kusmierski showed guests a SLC 96 channel bank, a component of the 80-type cabinet.

Listening to Kusmierski are (from left) Greg Hughes, department chief Rol Kull, John O'Neill, Hugo Ruberg, and assistant managers Dick Lee and Herb Rhodes.



AT&T
Network Systems

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