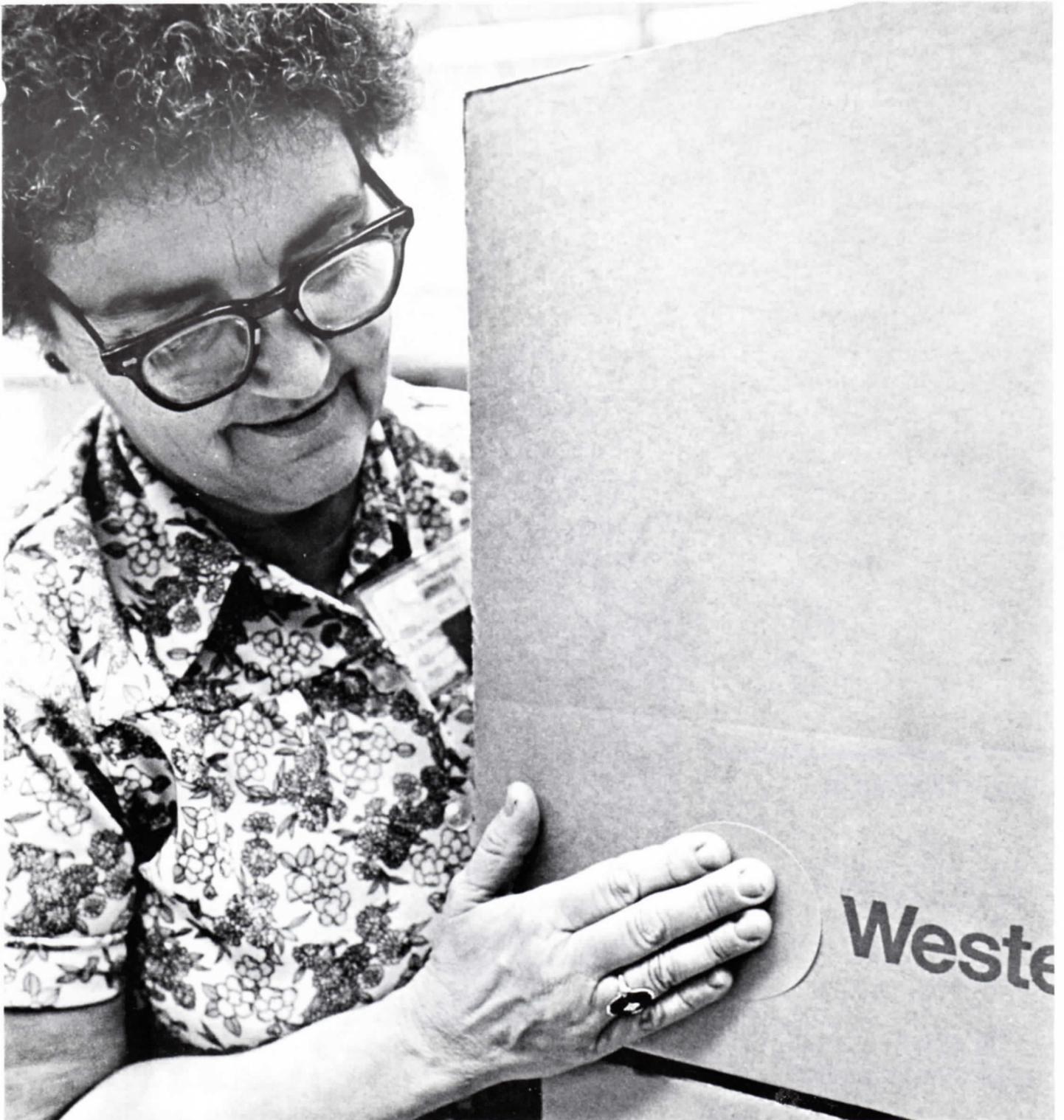


# WESTERNER

Omaha Works  
February 1984



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February 1984

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## On the cover

Thank goodness for self-sticking stickers. Can you imagine licking all of the stickers that cover the Bell symbol on 1983 leftover packing cartons throughout the plant? Phyllis Andersen, a packer in Dept. 443, has done her share in affixing plain brown stickers to shipping boxes bearing an insignia that no longer belongs to us. For more about the logo changeover, see Page 7.

## WESTERNER

Linda Ryan, editor  
Published by the reproduction department for employees of AT&T Network Systems, Omaha Works  
P.O. Box 37000  
Omaha, Nebraska 68137  
402-691-3553



# Flat cable: Unlike the others

**H**ave you ever seen double-faced carpet tape on a roll? The sticky two-sided tape is sandwiched between two strips of paper that you peel off before using.

We're manufacturing a kind of cable at the Works that looks somewhat like the carpet tape. Generically called "flat cable," it doesn't even look like a distant cousin to the other kinds of cable



*EVERYTHING IN PLACE . . . Columbus Works machine operator Mary Muenster (left) came to the Omaha Works to help train Pat Nowak (Dept. 287) in flat cable production.*

made in our shops.

A product of our vinyl cable shop, flat cable essentially features copper conductors laid side by side and laminated to flat polyvinyl chloride (PVC). For some of the cable, the conductors are insulated before being laminated to a polyester film with a PVC adhesive.

The flat cable has several uses. Two kinds of "codes" of flat cable are being made for use in Dimension® PBX systems manufactured at the Denver Works. Another code is used in the Remreed switch made at the Oklahoma City Works.

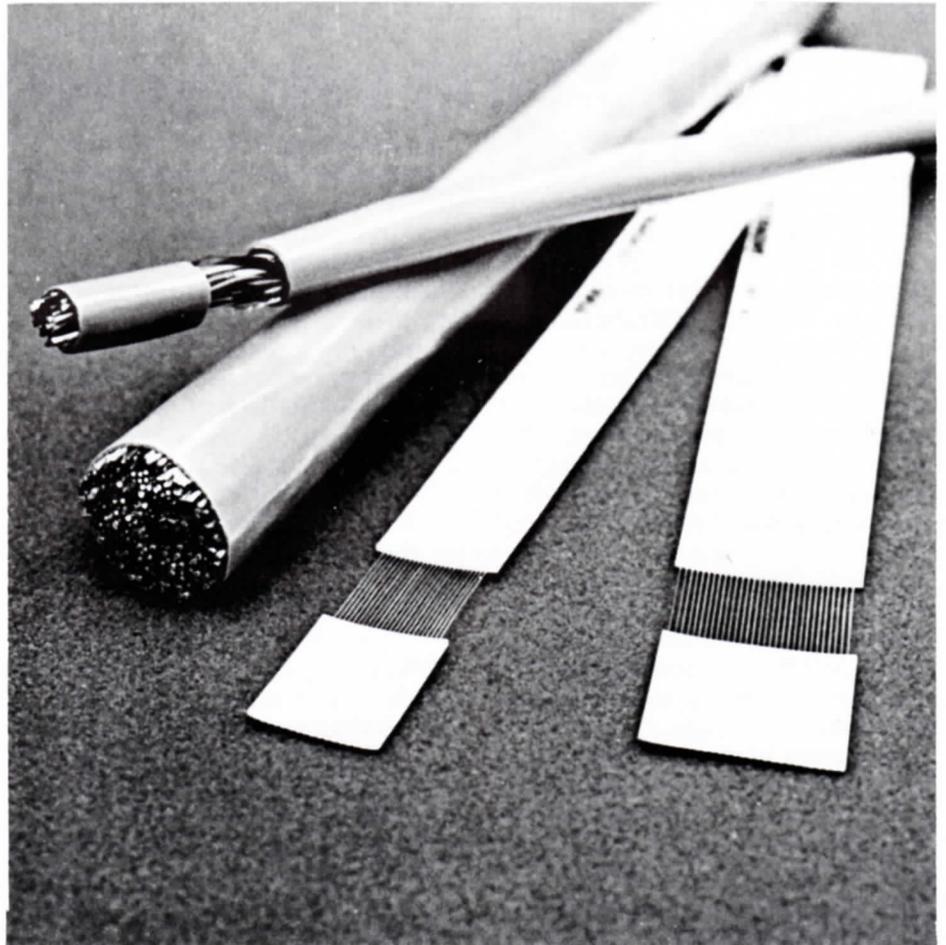
A fourth code we make is called TUCC® flat cable. It is used when telephone cable must be installed under carpeting.

**NOTHING** like this flat cable ever has been made in our cable shops, said Karen Moser, a Dept. 273 planning engineer responsible for the product line. Flat cable was transferred to the Omaha Works from the Columbus Works as part of the company's overall efforts to consolidate its product lines throughout manufacturing locations.

Before equipment was brought in from Columbus, a special room was constructed at the east end of Building 51 (the "room with a view" adjacent to the cable shop). It has a "semi-clean" environment where the floor is kept spic-and-span and equipment is vacuumed for dust particles daily. The room also has a special air-handling system.

The system is designed to keep dust particles in the air at a minimum, Moser said. It's important that foreign matter doesn't become embedded in the laminating process, or transmission properties could suffer.

Machine operators must keep close tabs on the cable during manufacturing and be prepared to discard a portion that is unacceptable. They periodically view the cable through a magnifying



*NOT EXACTLY IDENTICAL . . . The Works' new flat cable looks nothing like the vinyl cable we've always made. The vinyl cable jacket and the flat PVC laminate have been cut away to expose the conductors inside.*

glass as it passes over a lighted background, making the cable translucent.

**THE FIRST** of the laminating lines arrived from Columbus in December, Moser said. Eventually there will be eight lines in operation with approximately five operators working on one shift.

The manufacturing process itself is as different as the flat cable is to the Omaha Works, Moser noted. For example, the nature of properly laminating flat cable is such that it must run through the line at a markedly slower pace than wire going through an insulating line, the latter going through at thousands of feet per minute.

To ensure that Works employees understand the manufacturing process, special training was undertaken. Layout operator Al Wilson made a trip to the Columbus Works to see the operation before the transfer began, and Columbus's senior engineer

Andy Elliott and laminating machine operator Mary Muenster came to Omaha to help train employees here. In addition, Charlie Beatenbough of the Product Engineering Control Center in Atlanta assisted in setting up the new product line.

# Are you on the verge of exploding?

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.

The fuse is lit. It burns closer and closer to its final destination — the explosives. As the distance between the fire and the dynamite decreases, the tension and suspense increase. When the flame arrives, an explosion occurs and the dynamite and everything around it is destroyed.

In a sense, people are like explosives. Much like a stick of dynamite, we all have the potential to explode from within, causing damage to ourselves and often to those around us.

The reason is stress. When we react to the potential stressors in our environment, tension can build. Just as oxygen in the atmosphere feeds the flame that burns the dynamite's fuse, stress in our atmosphere can "add fuel to our fire."

As stress increases, our fuses burn faster and brighter. We must learn how to manage and cope with stress in order to control our fuses. If stress is not properly addressed, it can reach a point where it must be displaced in an unnatural manner.

We may respond with various

psychological or physiological symptoms, such as tense muscles, insomnia, fatigue, cramps, diarrhea, headaches, excessive drinking, compulsive eating and depression. Stress can also be linked to increases in blood pressure, ulcers, back pain, heart disease, arthritis and cancer.

**As many as 60 to 70 percent of the people who go to doctors do so because of stress-related problems.**

Whether minor or serious, stress has an effect on our bodies. As many as 60 to 70 percent of the people who go to doctors do so because of stress-related problems.

Much of what causes stress is simply perceived by us as stressful. Consider the example of two employees who were given the same three tasks to perform. The first employee felt that three tasks were just enough work and felt no stress in performing them.

The second employee, however, thought that the three tasks were too many. His reaction to the thought of performing those tasks was stressful before he

even began to perform them. It wasn't the three tasks that caused the stress, but the reaction to those three tasks as being too much work.

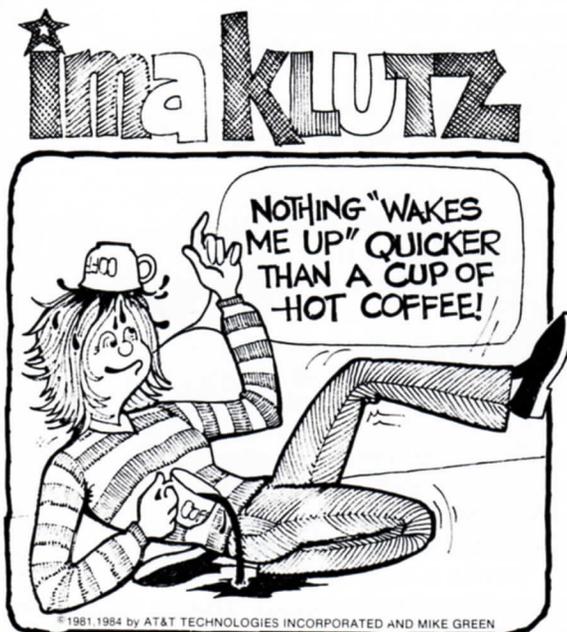
To get a clear perspective of our own situation with regard to stress, we must first understand what it is that causes our stress. Once we identify our stressors we can determine whether or not they can be changed. If they can, then we should change them. If they can't, then we must decide how we can more easily live with them.

To do this, we must take a positive approach. Attitude is the key factor. If we believe we are powerless, then we are. We have to realize that we are in control of our own lives. The choice is ours.

## Savings plans results

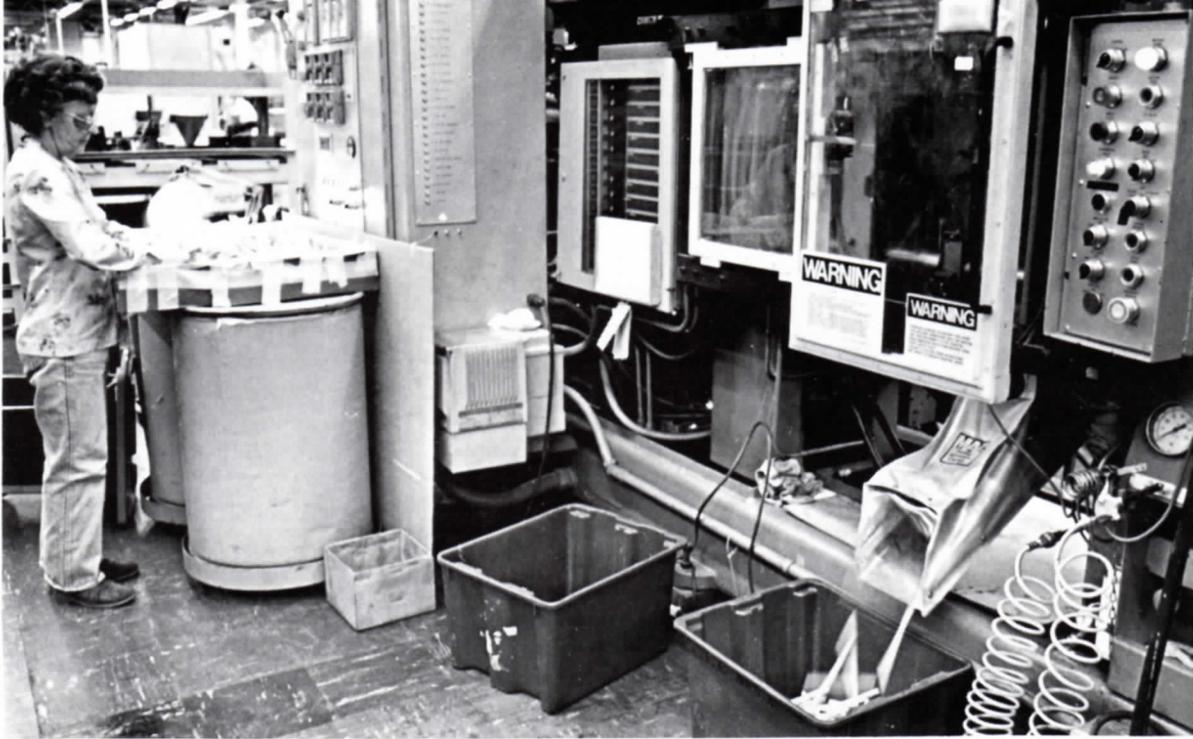
The following are the November unit values for the AT&T Savings Plan (formerly BSSP), the AT&T Savings and Security Plan for non-salaried employees (formerly SSP), and the AT&T Voluntary Contribution Plan (formerly BSVCP):

	<u>SP</u>	<u>Units credited per dollar</u>
	<u>Units Value</u>	
AT&T Government Obligations	3.5437	.2821
Equity Portfolio	3.3315	.3001
Guaranteed Interest Fund	2.6850	.3724
	1.5680	.6377
	<u>SSP</u>	<u>Units credited per dollar</u>
	<u>Units value</u>	
AT&T Guaranteed Interest Fund	1.6508	.6057
	1.6670	.5998
	<u>VCP</u>	<u>Units credited per dollar</u>
	<u>Units value</u>	
AT&T Mutual Fund	1.128	.886
Money Market	1.495	.668
Guaranteed Interest Fund	1.104	.905
	1.166	.857



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*IT ADDS UP . . . An improvement to the molding presses that put out 710 piece parts resulted in greater efficiency and less wasted plastic, contributing to more than \$2 million in cost reductions for Dept. 472. Molding press operator Dorothy Dennis (Dept. 425) watches for burns and grease on molded parts.*



## '83 cost cuts tally is record

The engineering staff has marked another successful cost reduction year and already is gearing up for the challenges of 1984.

At a recognition program held Jan. 20, General Manager Jack Childs commended the Works' technical-professionals for their outstanding cost reduction efforts during 1983.

Their combined efforts resulted in the Omaha Works achieving \$12.6 million in savings, representing the highest yearly cost reduction total to date. Just 10 years ago — 1973 — total cost reduction efforts amounted to \$3.7 million.

Five engineering organizations attained at least \$1 million in savings. They are Dept. 271, \$2.703 million; Dept. 273, \$1.798 million; Dept. 472, \$2.175 million; Dept. 476, \$2.166 million; Dept. 477, \$1.230 million.

Dept. 273 has been a million-dollar achiever for nine of the past 10 years, while 1983 was the fifth consecutive year that Dept. 476 achieved more than \$2

million in savings. Dept. 477 was cited for improvements in the gold-plating process and for its contribution toward savings stemming from the movement of some Baltimore Works products to the Omaha Works — roughly one-fourth of the more than \$2 million in consolidation savings.

The Works cost reduction goal for 1984 is \$16 million.

Meanwhile, plans are being completed for this year's observance of National Engineers Week Feb. 19 through 25. The theme of this year's "E-Week" is "Engineers: Partners for Progress."

Guest speakers have been selected to talk to engineers and other technical-professionals during a week-long series of

events to be held in the Works auditorium. Headlining the program will be E. Wayne Weeks, president of AT&T'S Network Systems group.

Other guest speakers include 2nd Congressional District Rep. Hal Daub (R-Neb.), and Stan Liberty, who is dean of engineering at the University of Nebraska at Lincoln.

Commodore Grace M. Hopper of the U.S. Navy also will be a featured speaker during E-Week festivities. She is credited with developing the computer language, COBOL, used in data processing.

Tom Blair of Dept. 472 chairs the committee planning this year's E-Week.

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## Max Strong is promoted

Max Strong has been promoted to engineering manager, network distribution apparatus, for Subbranch 470. The appointment was effective Jan. 1.

Strong formerly was department chief of engineering — protectors, station and central office fuses, factory cable and network distribution product planning.

Last year he served on the Works committee involved in the company's consolidation effort, which brought some Baltimore Works product lines here.

Strong replaces Ralph Beisner,

who is now engineering manager for network distribution products and metal fabrication planning, Subbranch 050.

*Max Strong*





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MIDWELL

# Of changed identities

Imagine you've just dropped a fine crystal glass and it has shattered into thousands of pieces in all directions. Just when you think you've swept up the pieces from every nook and cranny, you find still another sliver of glass. You didn't realize how many little pieces there could be until you actually began the cleanup.

Now let's say you've just been given the task to remove the Bell emblem from usage at the Omaha Works to comply with a ruling by U.S. District Judge Harold Greene, and to introduce the new AT&T corporate identification. Again, you'd find you never realized how pervasive that emblem could be until it had to be removed.

It's everywhere — or rather, it was everywhere — according to Graham Seiter, the Works assistant manager who has been coordinating the identity changeover. Judge Greene ruled that as of

midnight Dec. 31, 1983, AT&T and any of its domestic subsidiaries would no longer be allowed to use the Bell name, trademark or symbol in any way. We've complied with that ruling, Seiter said, but it was no simple task — and the changeover to a new identity is by no means complete.

**THERE WERE** actions that could be taken immediately toward compliance. The Bell emblem was removed from brick walls at the plant's entrances, and the flag with the Bell insignia was taken down permanently. And way back when the weather was warmer the Bell was painted off of the Works water tower.

But stationery supplies were affected by the ruling, too. This included letterhead paper, Bell logo watermarked paper, envelopes, buck slips, computer paper, telephone message slips, purchase authorizations, inter-

office mail envelopes, pens, business cards, calendars, planbooks — even briefcases.

The Bell emblem on these items either had to be totally removed or the items discarded before Jan. 1. The same was true for medical records, invoices and paychecks. The reasoning behind it is that we must avoid having in public view anything that might mistakenly identify us as the Bell System.

What to put on any new stationery ordered was further complicated when it was announced in December that AT&T's new enterprise — AT&T Technologies, Inc. — was assuming Western Electric's corporate charter in its own name. "Western Electric" will be reserved as a brand name. Eventually everything labeled Western Electric that is used other than in a brand name reference will be replaced by the AT&T name and globe insignia.

(Continued on Page 8)

*SEEING DOTS BEFORE YOUR EYES . . . For a while there was a run on blue dot stickers in engineering departments like Stan Marshall's (Dept. 273), as employees did their part to eliminate from public view the Bell emblem printed on various materials.*

# Who are we?

**W**e aren't WE people anymore. On Jan. 1, 1984, AT&T's new enterprise — AT&T Technologies, Inc. — assumed Western Electric's corporate charter in its own name. The name "Western Electric" will now be used only as a brand name on specific products, particularly in the telephone company markets traditionally served by the Western Electric Company.

With the creation of the new enterprise came the introduction of still more terms, adding to the glossary that resulted from divestiture — terms such as sectors, groups, lines of business.

What's the corporate breakdown and where do we fit in? And who reports to whom?

Let's start from the beginning.

As of the first of the year, the new AT&T officially consists of two principal sectors — AT&T Communications and AT&T Technologies, Inc.

AT&T Communications provides long distance service — nationwide basic network services under traditional federal and state regulation.

As employees of the Omaha Works, we belong to the AT&T Technologies, Inc., sector, which provides products and services to the information marketplace. It does this without many of the regulatory restraints under which the business historically operated.

AT&T Technologies, Inc., is further divided to include AT&T Bell Laboratories and several lines of business: AT&T Network Systems, AT&T Technology Systems, AT&T Consumer Products and AT&T International. AT&T Infor-

mations Systems also belongs in this sector as a fully separated subsidiary.

In the months to come, we'll be hearing more about these lines of business and the corporate officers responsible for their direction. To help clarify who's who in AT&T Technologies, Inc., and the nature of their responsibilities, the following reference is provided.

## James E. Olson

Chairman and chief executive officer, AT&T Technologies, Inc. He also is vice-chairman of the parent AT&T company.

## Donald E. Procknow

Vice-chairman and chief operating officer, AT&T Technologies, Inc.

## E. Wayne Weeks Jr.

President, **AT&T Network Systems Group**. His line of business is divided as follows:

**Network Systems Products** — John T. O'Neill, executive vice-

# AT&T has new insignia

(Continued from Page 7)

New stationery supplies have been ordered bearing the new insignia.

**BUT WAIT** — we're just skimming the surface so far. What about employee identification passes, cafeteria trays, and all those brochures we distribute to customers in the Product Display Center? And how about the products we make that bear the Bell emblem or the cartons used for shipping them? Can the Pioneers still sell items with the Bell insignia and does the WEOMA Club have to change its name now? And another thing — how are we listed in the phone book?

Eventually, new passes will be issued bearing the AT&T insignia. For now, employees are us-

ing their old passes with stickers blocking out the Bell emblem. The cafeteria trays which featured rows of the Bell insignia have been replaced with "plain label" versions.

In the Product Display Center, where colorful brochures and leaflets featuring our products are available to customers who visit, special stickers cover the Bell emblem and specify that the symbol no longer belongs to AT&T. The stickers will be used until new brochures replace the old.

Generally, any part or product with the Bell marking that was in inventory on Dec. 31, 1983, can be used indefinitely. However, tooling changes have been made throughout the shops eliminating the symbol's usage in any manufacturing operations after that date. Stickers cover up the Bell symbol on cartons we use to ship products until those cartons are depleted.

**THE PIONEERS** are in a unique situation because they represent employees of AT&T companies and the seven regional telephone companies. The

Cornhusker Pioneers are not under the same restrictions requiring the eradication of Bell symbols on items sold in their gift store. However, Pioneer administrator Tom Olson said that while some items in the store still sport the Bell symbol, new merchandise he's ordered will bear the AT&T insignia.

As for the WEOMA Club, its directing board has decided to retain its name. We won't retain the same listing as we have in the past in the phone book, however. If you look up "Western Electric" in the 1984 Omaha directory, you will be referred to "AT&T Technologies, Inc.," for a complete listing.

When the full impact of removing the old symbol and introducing the new insignia is but a vivid memory, an estimated \$80,000 will have been spent in the changeover — from signs on the front lawn to new letterheads.

But considering how universal the use of a corporate insignia can be, how can we be sure we haven't overlooked something?

Said Seiter, "We can't."

president. This encompasses switching equipment, transmission equipment and cable and wire products. Manufacturing locations in this section are Columbus, Merrimack Valley, Baltimore, Oklahoma City, North Carolina, Atlanta, Phoenix and Omaha.

**Network Systems Marketing and Customer Operations** — Paul M. Villiere, executive vice-president. This section is responsible for network systems sales and market planning.

**Marketing Development** — James D. Edwards, vice-president.

**Thomas R. Thomsen** President, **AT&T Technology Systems Group**. His group has responsibility for three business units in addition to operations at Sandia Laboratories.

**Components and Electronic Systems** — John M. Nemecek, executive vice-president. Manufacturing locations in this section are Kansas City, Kearny,

Richmond, Allentown, Dallas, Reading, Hawthorne and New River Valley.

**Federal Systems** — Robert E. Gradle, executive vice-president. The section handles government operations, commercial sales and marketing.

**Computer Systems** — James M. Scanlon, vice-president. This encompasses computer systems, software systems, international projects and technology systems.

**Sandia Operations** — George C. Dacey, vice-president.

**Randall L. Tobias** President, **AT&T Consumer Products Group**. The areas of responsibility within this group include:

**Consumer Products** — Victor A. Pelson, executive vice-president. Manufacturing locations are Indianapolis, Shreveport, Denver and Montgomery. Distribution, service and repair centers also are included.

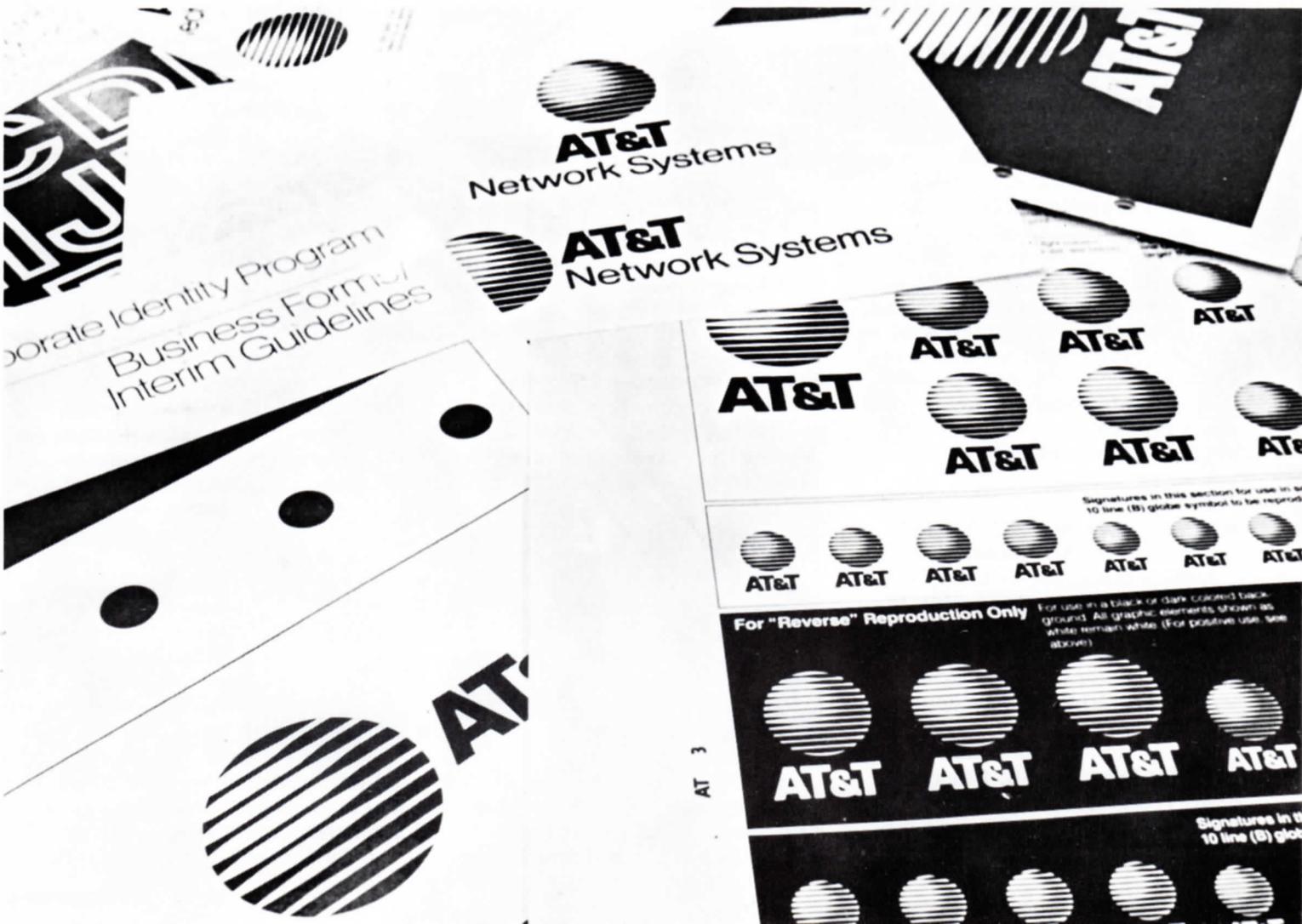
**Transitional Planning**. This area encompasses Teletype oper-

ations and distribution and repair services.

**Information Management** — Robert Ferguson, vice-president.

**Robert E. Sageman** President, **AT&T International, Inc.** This line of business is responsible for overseas marketing, sales and service, technical and advisory services, directory and information systems.

Other officers within AT&T Technologies include the following: Charles Marshall, chairman of AT&T Information Systems, reporting to James Olson; Ian Ross, president of Bell Laboratories; Robert S. Kern, executive vice-president and chief financial officer; Frank J. Heffron, executive vice-president, planning and administration; George V. Cook, executive vice-president and general counsel; John M. Brown, executive vice-president, corporate resources; and William P. Stritzler, vice-president, new ventures.





George Schabloske



Jane Goodale



Vivian Moore



Robert Olderog



Sonja Coleman



Neal Walde

## 8 Works employees promoted

A number of Omaha Works employees have been promoted to supervisory positions. Two of the promotions are to department chief and six promotions are to the section chief level.

Jane Goodale, formerly of the information systems staff in Dept. 1723, was promoted to department chief of Dept. 071. She is responsible for payroll, commercial, plant and end-of-the-month accounting and office service.

George Schabloske is now department chief of Depts. 421 and 422. Formerly a section chief for Dept. 421, he will oversee manufacturing for large and small switch piece parts, heat treat and assembly and for metal piece parts fabrication.

The department chief assignments were effective Jan. 15.

The section chief assignments were effective Jan. 23. Those promoted are the following:

Steven Bothwell, formerly a utility operator in Dept. 439, is now a section chief in Dept. 436-4. He is responsible for 134 cast resin protectors, N-type cable terminals and 8- and 9-type terminal blocks.

Vivian Moore is now section chief for Dept. 436-8, 134 cast resin protectors, N-type cable terminals and 8- and 9-type terminal blocks. She formerly was a

stock selector in Dept. 439.

Neal Walde, who worked in accounting Dept. 072, is section chief for Dept. 282-8, vinyl and specialty insulate and twist.

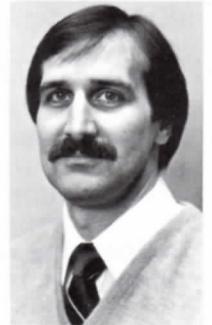
Sonja Coleman, formerly a public relations staff member in Organization 520, is section chief for Dept. 442-10. Her duties pertain to 300-type central office connectors, cable, wire and ship and automatic wire wrapping.

Robert Olderog, of the personnel department staff, is now section chief of employment, personnel and CHRIS administration, Dept. 511-1.

Alvertus Jones, formerly a Dept. 442 floor hand, is now section chief for Dept. 436-9, 134



Alvertus Jones



Steven Bothwell

cast resin protectors, N-type cable terminals and 8- and 9-type terminal blocks.

## Retirements

Not pictured:

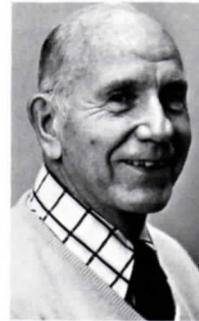
Robert Svendsen—25 years

Joyce Tomizer—25 years

Delma Mares—27 years

Gerhard Peuckert—20 years

Lupe Zabala—20 years



Henry Gruenemeyer  
37 years



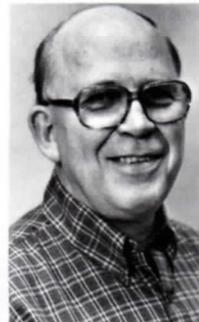
Ken Stahlecker  
26 years



Gerard Cozette  
41 years



Roxie Roxburgh  
22 years



Bob Whitcomb  
25 years



Jack Davis  
26 years

# Service anniversaries

## 35 years

R. J. Ballantine 023 2/2

## 30 years

D. C. Nelson 443 2/4

## 25 years

R. H. Brewer 1723 2/24  
 F. E. Drake 531 2/9  
 D. W. Ehrenberg 021 2/16  
 M. R. Miller 023 2/12  
 R. F. Wollenburg 023 2/16  
 W. H. Brazeel 232 2/16  
 N. A. Clark 234 2/2  
 K. C. Fuss 235 2/16  
 J. L. Hurst 234 2/9  
 C. C. Kuhns 234 2/23  
 R. L. Savicky 234 2/9  
 A. V. Ellefson 253 2/2  
 H. P. Maass Jr. 253 2/11  
 M. D. Nelson 252 2/2  
 J. J. Nilson 253 2/2  
 A. L. Pegg 251 2/16  
 K. K. Moser 273 2/3  
 J. E. Kaszuba 282 2/20  
 H. J. Kats 282 2/28  
 W. A. Peters 282 2/2  
 T. D. Ross 282 2/9

B. M. Kahre 425 2/4  
 R. F. Sempek 425 2/16  
 J. M. Dross 439 2/18  
 D. D. Reitmajer 436 2/11  
 R. H. Schropp 439 2/23  
 C. J. Winston 436 2/9  
 D. W. Anderson 443 2/4  
 W. E. Dineen 443 2/2  
 W. D. Baco 475 2/4  
 V. G. Faller 1231 2/16

## 20 years

E. C. Biglow 252 2/17  
 K. A. Gates 282 2/17  
 D. G. Kopera 282 2/23  
 M. S. Pinkerton 282 2/18  
 L. G. Strode 282 2/11  
 C. B. Smith 436 2/24

## 15 years

J. Castro 532 2/11  
 E. J. Moser 532 2/3  
 R. L. Jirka 022 2/3  
 T. H. Kusek 023 2/13  
 C. J. Mindrup 231 2/24  
 S. E. Miller 251 2/3  
 R. W. Escritt 282 2/17  
 D. W. Stenzel 282 2/3

A. T. Brown 424 2/22  
 F. D. Conley 433 2/10  
 E. B. Klosky 439 2/24  
 H. C. Kozisek 439 2/3  
 G. P. Lohmeier 433 2/6  
 C. B. McCants 439 2/11  
 D. B. Randolph 439 2/24  
 M. H. Gardner 443 2/26  
 J. L. Johnson 443 2/25  
 M. P. Johnson 443 2/3  
 J. E. Nick 443 2/25  
 C. C. Pigman 443 2/7  
 R. M. Wagner 443 2/17  
 P. R. McVicker 473 2/3

## WEOMA Club names officers

As of the first of the year, the WEOMA Club has new officers.

Don Lanspa succeeds John Sweeney as president. Other officers are Jerry Sheil, vice-president; Jerry Levi, treasurer; and John True, assistant treasurer.

The club also has three new directors. Marlene Sedlacek is in charge of assignments for WEOMA Club representatives while Ken Deman is director of outdoor athletics associated clubs and sports. Sharon Swingholm is director of women's activities.



Frances Sanders  
23 years



Wally Holm  
37 years



Jean Hopkins  
24 years



Donald Akeson  
37 years



Bud Clark  
18 years



Michel Nemeč  
27 years



Vivian Hoffman  
24 years



Vernon Shelton  
25 years



Photo by Dr. Lee G. Simmons

## Last frame

Do you know me?

Of course you do. I can command attention by a mere flip of my tail. It comes naturally for female Bengal tigers.

That's why I know you won't take lightly what I'm about to suggest.

The annual Henry Doorly Zoo drive will be starting soon — the first week in March, to be exact. Now, you wouldn't want to be left out in the parking lot, would you?

When a representative contacts you, I know you'll want to buy a family membership for just \$28. That's \$5 less than it will cost you after the drive is over at the end of March. A membership entitles two adults and accompanying children to unlimited visits

to the zoo throughout the warm weather months it is open during 1984.

Think of it. Not only do you get yourself a bargain, but also an open invitation to come visit me and all my brothers and sisters of the animal kingdom in one of the finest zoos in the country.

So, do we see eye to eye? I'm sure we do.

And if we don't . . .  
Grrrrrrrrrrrrrrrr!



**AT&T**  
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