

the Westerner

OMAHA WORKS

NOVEMBER 30, 1977

Buy a used car from this man?

If he were selling, you just might buy. Find out how Bob Carlson's powers of persuasion worked for the United Way.

Pages 4, 5

Also inside:

A spotlight shines on a Works employee.

Page 2

Engineers double as teachers at Ralston High.

Page 6



for your information

... Western Electric-Omaha Works was host during the Industrial Waste Treatment and Environmental Health Conference Nov. 16 and 17. Representatives from Maytag, IBM, Teletype and Western Electric-New York were among those who attended the conference. When the first such conference was held 14 years ago, concern focused on the treatment of liquid industrial wastes, including engineering, maintenance and safety. Now attention also is given to other waste treatment concerns, such as air pollution control. In addition, OSHA and energy conservation discussions are included in the sessions. In past years, various state and federal regulatory agencies have participated

... Dona Hillman Richling, Department 439, has earned some national attention for playing it safe. Dona's picture appeared in a recent newsletter of the National Society for the Prevention of Blindness, lauding her for using her safety glasses. A story on her in the June 17 issue of the *Westerner* told how she was operating a spindle tapper when part of a tap hit the left lens of her safety glasses. The lens cracked, but Dona escaped eye injury.



H. C. Rhodes

Rhodes promoted

EFFECTIVE NOV. 1, H. C. Rhodes was named personnel staffing and training manager, operating company relations at the Guilford Center in Greensboro, N.C. Rhodes had been department chief, cable material usage studies.

"TOLD YOU SO"
... When Donna won her award, the skeptics had to eat their words.



Ak-Sar-Ben honors Renshaw

When the lights dimmed in the Ak-Sar-Ben Coliseum, a hush took over the crowd ... except for one young spectator in the audience, who proudly proclaimed: "There's my Mommy!"

Four-year-old Amy Lynn Renshaw was watching her mommy, Donna Renshaw, receive the annual Citizen-Soldiers Award from the Knights of Ak-Sar-Ben.

A 710 connector assembler in Department 435-1, Senior Airman Renshaw was presented a medal and a certificate of merit for outstanding military service as a citizen soldier in the Air Force Reserve. Members of Reserve units from across the state were chosen to receive the honor. Donna was one of two persons from her unit and the only woman statewide to receive such recognition.

To her, the award was icing on the cake, because she thoroughly enjoys her duties in the Reserve, she said.

"It's a challenge — and it's an opportunity to fly," Donna explained. Her assignments have taken her to Texas, Mexico, Washington state and, best of all, Hawaii.

Already Donna has served three of the six years she will be in the Reserve. She recalled the skepticism of her family and friends when she first announced her intention to join up.

"You'll never pass the test" and "You'll never make it through basic training" they told her. But the more they doubted, she said, the more she insisted "I'll show you."

And she did. But then, little Amy Lynn knew all along.

Hold on: Golf's not over yet

Never mind that Omaha's already had snow. To a golfer, the golf season is never over ... and that's why the following report on the engineering and information systems' August golf outing really isn't outdated.

Forty-two golfers converged on the links of the Indian Trails Golf Club in Beemer, Neb., Aug. 27. D. M. DeBoer was the low gross winner with a score of 85. J. A. Davis and R. L. Wilson tied for second and third with a score of 89.

The flight winners were: first flight — R. L. Wilson, 71 net; second — G. L. Kahler, 69 net; third — A. L. Johnson, 64 net; fourth — R. A. Stewart, 66 net; fifth — D. G. Sheil, 72 net; sixth — G. E. Rosness, 79 net.

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 **Western Electric**

service anniversaries

november
december



Louida Wilson
30 years 11/7/47

20 years

V. A. Ahrens
W. R. Gewinner
O. G. Morrissey
W. E. Parks
D. M. Matthes
J. W. Peterson
E. L. Drvol
J. D. Chase
V. V. Orso
A. C. Burkman
M. M. Theede

P. E. Lawler
C. S. Schmidt
A. C. Hermes
R. D. Lamb
C. C. Syslo
L. W. Hunt
R. E. Krupicka
A. C. Vacanti
H. M. Jonderko
G. P. Casey
L. J. Gurbacki



Erwin Herzog
25 years 12/25/52



Horst Woellner
25 years 11/19/52

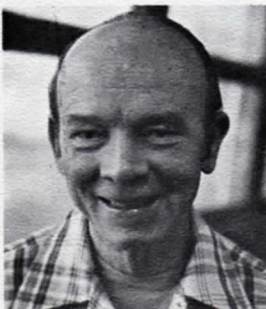


Bob Gulliksen
25 years 11/24/52

15 years

S. H. Schultz
P. W. Pietzmeier
M. M. Kennedy
S. H. Mertz
D. E. Hamilton
T. L. Latimer
J. H. Stanfield
R. O. Hart
V. B. Bothwell

J. A. Willis
M. L. McKnight
E. A. Petricek
J. J. Scott
D. S. Stuart
B. W. Spencer
R. W. Dye
L. R. Bluhm



Bill Joyce Jr.
25 years 12/26/52



Dick Myszewski
25 years 11/12/52

(Not pictured)

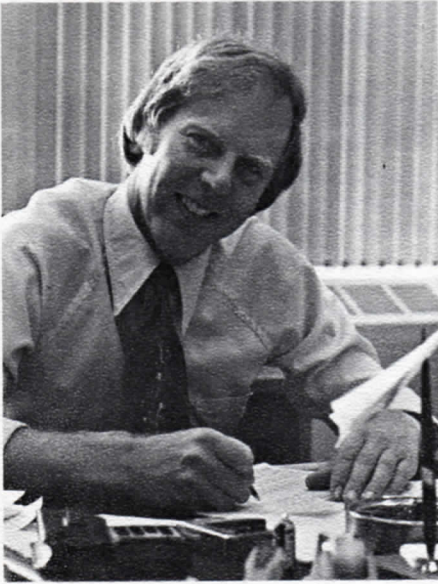
Sam Falcone
30 years 11/11/47

Harvey Hicks
25 years 11/10/52

10 years

H. H. Holck
W. H. Bader
E. M. Flott
D. H. Voss Jr.
R. R. Faires
P. P. Montgomery
J. C. Stroy
V. G. Barker
G. A. Mulder
R. L. Ludlow
D. O. Trost
T. M. Vacanti
D. L. Wineinger Jr.
B. Stuto
S. L. Barnes
R. I. Browns

G. H. Friesell
K. K. Morgan
W. Rokus
D. L. Stastny
J. D. Proksel
J. K. Witte
J. R. Chambers
M. Z. Wortman
C. R. Dixon
L. E. Nalezinek
V. K. Gundlach
R. C. Schaaf
D. M. Lynch
M. M. Malone
C. C. Hendricks



GRAHAM SEITER was honored as a top division chairman in the United Way campaign.



THANKS TO YOU, the employees of the Omaha Works, the United Way drive received \$243,555 in donations.

Employees put 'works' into United Way

When it comes to the United Way of the Midlands campaign, the Omaha Works takes its name seriously: "Works" is the key, and because of the generosity of the company's employees, the United Way campaign "works" better than ever.

Consider that the Omaha Works contributed \$243,555 to the campaign, topping the previous record total (\$237,547 in the 1974-75 campaign). When the hat was passed, 67.2 per cent of the Omaha Works employees pitched in their fair share.

But that's not all. Reflecting the employees' spirit of giving were two men who received two of the top three honors bestowed by the United Way. For giving their time to the campaign, Graham Seit-

er tied for the honor of top division chairman (of the business and industry section) in the metropolitan area drive, and Bob Carlson was named the top loaned executive. Both received trophies for their efforts during a United Way recognition dinner at Peony Park.

The Omaha Works donations were up by \$47,238 this year, an overall increase of 24.1 per cent. The average pledge was \$61.18, with hourly employees giving a total of \$141,478, and monthly employees giving \$102,077.

Omaha Works fair share employees can be proud that their contributions helped the United Way of the Midlands raise \$5,278,907 in this year's drive.





BOB CARLSON finishes the last of the campaign's paper work, assisted by his wife, Pat.

They couldn't say 'no' to Bob Carlson

What kind of guy makes you an offer you can't refuse?

He's a guy like electrician Bob Carlson, Department 744, whose efforts in the United Way of the Midlands campaign made him the outstanding loaned executive of the year. He's an outgoing sort who readily talks with a stranger as if they were lifelong friends. But put him in a spotlight of praise and you can detect a faint blush of embarrassment as he modestly declines to take all the credit.

So, you rely on others to explain how it was that Carlson managed to collect \$2,600 from one firm that in past years had not participated in the United Way drive.

"He's just a beautiful person who takes a very genuine interest in other human beings," said Ken Korinek, another Omaha Works loaned executive who worked with Carlson in the campaign. "He always makes you feel important."

In approaching employees of other firms for United Way contributions, he made them feel "He's one of us," Korinek explained.

And indeed he was. At a packing plant, Carlson made his appeal to employees just steps away from the "kill floor," with nary a wrinkle in his nose. Minutes later he was conversing with employees in the 30-plus-degree temperature of a meat cooler.

As an Omaha Works loaned executive (a volunteer from one firm who solicits contributions to the drive from other firms), Carlson was to raise seven per cent more in pledges than last year from the assigned firms. From the nine firms assigned him, Carlson collected \$8,400 — an 84 per cent increase over last year's

contributions. One company's pledges were a 122 per cent increase and another a 107 per cent increase over last year's totals.

Carlson's wife, Pat, admitted she really wasn't too surprised when she heard her husband named top loaned executive, because "I knew he had done so well with the drive." And besides, "When he goes into a job, he goes into it to his fullest," she said.

Before Carlson was presented his trophy during recognition ceremonies, a complimentary letter was read by Jerry Hargitt, the campaign's general chairman. It was from Glen Houdersheldt, firm chairman for Ramada Inn West, who stated: "His (Carlson's) sincerity about helping not only rubbed off on me, but has given me a new overlook on life and what the United Way really stands for. . . His optimism and thoughtfulness never wavered at any time."

Said Carlson, "That kind of letter makes working on the United Way all worthwhile." Still, he maintains that his was just one part in the overall campaign, and that it's people like those who pledged at Western Electric who deserve credit for the drive's success.

"Nobody's ever taken the time to show a movie or talk to these people," Carlson said of the firms he was assigned. By taking an interest in people as individuals, he concluded, and "if you're interested enough to tell them about the United Way, you'll probably get a response that matches."

Meanwhile, has Carlson considered putting his persuasiveness to work in the field of politics? He replied, "No way."

Teacher is on the (laser) beam

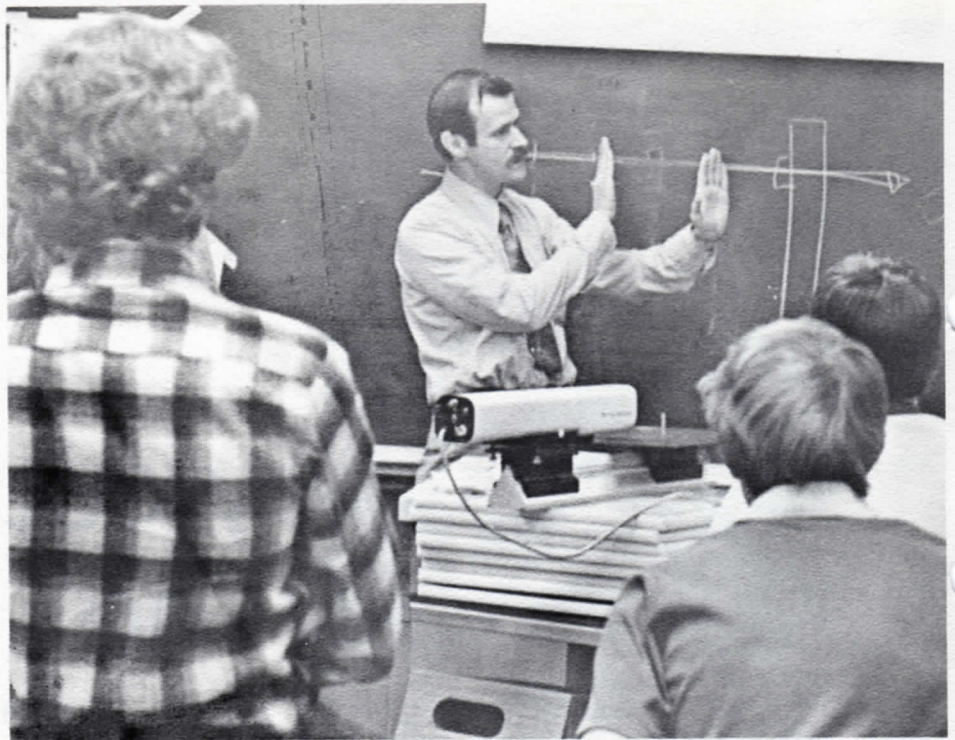
You'd expect engineers to be precise. They're the ones who may spend hours finding the best solution to a problem, followed by more hours of checking and rechecking.

It's no surprise, then, that planning engineer Tom Leahy, Department 274, spends 20 hours preparing one lecture he will present to students in a Ralston Senior High electronics class — not to mention the four hours spent reviewing his lecture notes before class.

That's a lot of leisure time for Leahy to devote to a study unit on lasers at Ralston High. "That's what my wife says," Leahy admitted, "but as long as I get the bedroom painted, she doesn't mind."

Leahy and two other Omaha Works engineers, Mark Palmquist and John Schanbacher, have been guest lecturers on lasers at Ralston since September. They assist teacher Jim Wolfe in the only such laser study unit in a Nebraska high school.

With a Nebraska Department of Education grant, Ralston High bought its own laser and light bench, and set up a lab. Wolfe, recalling a Western Electric seminar on lasers which he attended a few years back in Oklahoma, called on the Omaha Works to help with the Ral-



HAND JIVE? . . . No, Tom Leahy is just explaining to Ralston High students how the laser works.

ston program. The Omaha Works has several lasers used for measuring, welding and drilling.

Leahy met with Wolfe last January to decide on a curriculum. The physics of lasers, how lasers work, measurement and careers in lasers were to be among Leahy's lecture topics. Palmquist would lecture on material processing and Schanbacher on laser safety.

As a result, the students — particularly the juniors and seniors — "are pretty enthusiastic," Wolfe said. Other teachers across the state have inquired about the

program, with an eye on starting their own. He's hopeful that the Omaha Works will participate in another study unit next year (the unit concluded this month), and there is talk that the state would like to video-tape the lectures for use by even more schools.

Leahy has found his teaching role "enjoyable," though he may feel "extremely nervous" when he gets up to speak. "I'm not a teacher," he explained, but maybe his apprehension is just the result, again, of an engineer's quest for perfection.

"I don't know how to time my lectures, and I have to tailor out all the math and physics functions that are beyond the kids' level," he said. "And how well am I getting across to them?"

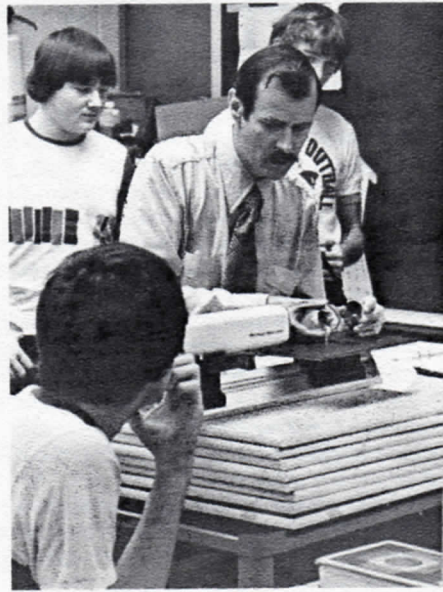
Apparently Leahy got through to some of them, enough to inspire one youth to work on making a laser gun (that "won't have as much power as a flashlight," he assured). Students will tour the Omaha Works in December to see how lasers are used here, and next spring they'll get out on a football field to measure the speed of light.

Leahy has been helping Wolfe compile a text to be used in future classes. The 20 students in each of Leahy's two lecture classes had been "following along" notes he provided.

If the Omaha Works participates again next year in the study unit at Ralston, Leahy said he'd like to be included. He's undaunted by the prospect of spending a good chunk of his leisure time on lecture preparation. After all, it's just the engineer's nature showing through Leahy: "If you're gonna do anything," he said, "do it right."



MAKING PLANS . . . Ralston sophomore Glen Powell shows teacher Jim Wolfe how he'll make a laser gun.



HERE'S HOW . . . Leahy sets up Ralston's laser.

retirements



Gertrude Burgess
21 years



Edward Jordal
21 years



Ann Horst
20 years



Marjorie Hudnall
18 years

(Not pictured)
Loren (Barney) Rauch
31 years

Dorothy takes the cake

THOSE WEREN'T TEARS of sadness but of joy when Dorothy Neumann was presented two big cakes and a gift on her 69th birthday. Employees of the cable plant all chipped in to surprise the birthday honoree, who has worked in food service for 19 years at the Works. Her friends thought such a "super person" deserved special treatment for "always being kind to everybody and never being down." Here Miyeko Kostszewa (left) and Fonda Crum (right) serve Dorothy a piece of cake.



WEOMA elves plan party

Not all of Santa's elves are hard at work at the North Pole. A dozen of them have been meeting secretly in the Mediterranean Room.

The Omaha "elves" have been busy planning the WEOMA Club's seventh annual Christmas party for children of

Omaha Works employees. This year the party will be held Dec. 10 from 1 to 5 p.m.

With head elf (and club vice-president) Gene Saab presiding at a recent meeting, Myrtle Wolf, Charlene Van Hooser and Dick Reida reported on how guests will be greeted. Parents and children will enter through the front lobby and head to the auditorium for a personal visit with Santa. After each youngster receives a gift, party-goers will proceed to the cafeteria for cookies and liquid refreshments.

Elves Bob Ackley, Aaron Faltin, Frank Markesi and Monica McAleer were busy scheduling choir groups from local schools. The choirs will sing for music lovers in the group, while cartoon enthusiasts will be ushered to their seats in a makeshift movie theater at one end of the cafeteria. The movie is the newest of the surprises the elves have in store.

Another such surprise will be a special assistant for Gene Lake, who will don a clown costume for the party. Elves Terry Moore, Joanne Prokupek and Dona Richling were checking twice to make sure a clown's costume fits 6-year-old Jody Faltys just right for her appearance. Jody is the granddaughter of Jeane Bischof in the medical department.

* Snoopy and Donald Duck have been invited to the party, and elf Phil Warren assured his fellow workers that even Mrs. Santa Claus plans to attend. Mrs. Claus, curiously, bears a striking resemblance to Ruth Jurgens of department 762.

suggestion box



ONE FOR THE MONEY? No, in this case, three. Diane Pachunka (center, Department 439), Duane Iwanski (Department 1152) and Clara Hendricks (Department 1153) all put on their thinking caps to come up with three winning suggestions. Diane received \$380 for suggesting that certain electrical connectors be purchased with fewer gold terminals and spacers. Duane's idea, that solder anodes be bought with fewer hooks, earned him \$225. Clara got \$180 for her idea on how to print the Works telephone directory in plant.

AT&T: Make registration work

Responding to the recent Supreme Court decision regarding registration, AT&T President Charles L. Brown told Bell System upper management Wednesday that "we are going to do our very best to make the FCC's program work and to preserve high-quality service for our customers to the extent possible in a registration environment."

Speaking in a televised panel discussion, he told his audience that "much of the immediate burden for making sure that the days of transition proceed smoothly rests on the shoulders of the operating company officers charged with responsibility for coordination."

"Let's not put the burden on our customers," he said. "I urge you to give this registration compliance effort your closest attention."

(The Supreme Court denied a petition by AT&T and others for review of the FCC's registration program, meaning that the FCC is now free to put another part of its program into effect. Under that program, customers now will be able to purchase and directly connect to the telephone network — without a telephone company-provided protective connecting device — telephones and other equipment which have been registered with the FCC.)

Joining Brown in a panel discussion of the implications of the Supreme Court decision were John Segall, vice-president-state regulatory matters, and

William M. Newport, assistant to the president on registration matters. The discussion was moderated by Edward M. Block, vice-president-public relations.

Brown noted five immediate Bell System responses to the court action:

—"We are planning tariff filings that will assure non-discriminatory rate treatment for all customers — recognizing that customer-provided equipment will be replacing some telephone company equipment.

—"We will start the training of service representatives and plant people who deal with customers.

—"We will work with customers who provide their own equipment in determining the location of any troubles.

—"We will not repair customer-provided equipment.

—"We will not sell telephones — at least initially.

"Despite the changes we confront," Brown said, "I want to emphasize our own firm belief that Bell System people — management and craft — have no cause for concern for the future of this business.

"I'm not being either facetious or falsely optimistic when I tell you that — purely from a business standpoint — we expect to do very well in the competitive arena. The opportunities ahead far outweigh the immediate problems of change to this business. We are going to be a suc-

cessful, profitable competitor," Brown concluded in his opening remarks.

Following are the responses by panel members to some of the questions telephoned in by viewers across the country:

Does it appear that selling terminal gear is inevitable? How did we arrive at the decision not to sell at this time?

Brown: "It may or may not be inevitable, and I guess that's about as definitive as I can be on that. From the very beginning of this business we decided that instruments would be leased and not sold. It's generally agreed that this has proved to be a superb decision. We're very, very reluctant to turn over a policy which has been so successful for so long.

"Our judgment is that we really ought to give ourselves a little time to see what happens before we overturn a decision that has been basic and essential to the quality of telephone service in this country. It's a clear decision to wait and watch, but we are going to have no hesitation to move — and we will be ready — if and when we make that decision."

Now that the registration program is going into effect, will the Bell System continue its push for the so-called primary-instrument concept?

Brown: "Yes, we will. We firmly believe that there is a need for end-to-end service responsibility, and we have found during discussions in Washington that there are a considerable number of people who agree with this. We may very well find out that the FCC program will be modified so that at least one telephone company-provided instrument will be necessary in order to have full end-to-end telephone service. Currently, though, that's not in effect, and we're not counting on it. But we'll work under registration either way."

When does the FCC's registration program go into effect?

Newport: "We think that it will go into effect in a matter of days. I have to say 'we think', because the process that will occur is this: the Supreme Court will issue the paperwork, confirming the decision that they made on Monday, to the Fourth Circuit Court of Appeals. That court then will lift the stay on the FCC's order, and the program will go into effect. It's important to understand that no further action on the part of the FCC is necessary for this expanded registration program to go into effect."

Next issue: More questions and answers.



Executives visit

THE NOV. 9 SNOWSTORM didn't prevent three guests from coming to the Omaha Works. On hand for a visit and tour of the plant were J. T. West, Western Electric's senior executive vice-president and chief operating officer; A. F. Fick, executive vice-president of manufacturing; and A. G. Foster, vice-president of manufacturing, cable and wire products. Pictured talking with Larry Duros, Department 441, in the cutter presser assembly area, are (from left) West, Foster, General Manager Frank Lefebvre and Fick.