



JR Newland

JR Newland is Omaha's new Manufacturing V. P.

JR Newland, engineering director at the Omaha Works, has been promoted to manufacturing vice president at the Omaha Works, AT&T Network Cable Systems.

Newland assumes his duties April 1 from Jack McKinnon, who will become manufacturing vice president at the 7,000-employee Merrimack Valley Works in Andover, Massachusetts.

JR Newland's face isn't an unfamiliar one here at the plant. In July 1986, he came to Omaha to become engineering manager for the metal fabrication business unit. From 1973 to 1979, he held various copper cable engineering positions at the Atlanta Works. In 1979, he was promoted into the lightguide production operations and worked in both engineering and operating assignments through 1986.

Newland, 42, was born and raised in Neodesha, Kansas and joined Western Electric at the Baltimore Works soon after leaving the Navy. While in Baltimore, he earned a bachelor of science degree in industrial engineering at Johns Hopkins University.

JR and his wife Tricia have three children, Kirk, 18, a senior at Creighton Prep; Kelly, 15, a freshman at Millard North; and Matthew, 12, a 6th grader at Millard North Middle School.

Employee Involvement

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Issue 10

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Omaha Works

In a recent interview, JR Newland shared his thoughts and visions for the Omaha Works as he assumes his new duties as manufacturing vice president:

On Omaha's business:

"We have strong, viable business units. We have the product knowledge and the market knowledge that allows us to compete. But to succeed, we have to delight our customers better than any one of our competitors--in price, quality, delivery and service."

"We're going to remain focused on the same path, but at an accelerated pace." --JR Newland

On cultural change:

"Nearly two years ago, we began a cultural change focused on SBUs (strategic business units) and IBUs (individual business units) that passed accountability and responsibility to all members of the TEAM. It's necessary that every team member understand their role in enabling the Omaha SBUs to become the best of the best."

On the future:

"We're going to remain focused on the same path but at an accelerated pace. I believe our teamwork is the secret to success. We will need continued participation, involvement and contribution by all. We'll know we are getting there when the competition is knocking down our doors to understand our secret of excellence."

Omaha and Denver-- What a team!

Omaha's cable shop and the Denver Works have a great appreciation for teamwork. Especially since 11 folks from Omaha visited the Denver Works in early March.

Operator TERRY LATIMER said the trip "went real well."

The trip was made at the invitation of Denver's Am-Pull Quality QWL Circle, who visited Omaha in November. The Denver group saw how the wire and cable they use is made here.

Operator RICHARD SUVERKRUBBE felt "more comfortable when I knew some of the people" and STEVE PREROST feels "when we work together we find (the problems) aren't just one person's fault."

On the reciprocal visit, Omaha's operators identified ways to assist Denver in making sure the wire and cable is undamaged, the inking is identifiable under proper lighting and that Omaha's packing meets Denver's needs.

The Omaha/Denver team found damage to the cable jacketing was happening because of the way reels were being handled at Denver. Operator BARB ROBERTSON worked to give material handling lessons and says the team "wrote step-by-step instructions on how to put a reel in an upright position. It's now going into Denver's layout."

Omaha has already changed some things at Denver's request: from tying the cable end with rope to using tape to finally using shrink wrap around the cable on the reel. The team is working on several things on this end: reel construction concerns and ways to eliminate oil inside the jacketing.

Reps from Omaha's cable shop included: BARB ROBERTSON, PAUL PEREZ, CHUCK LEYENDECKER, TERRY LATIMER, DELLA TYLER, CARLA DIXON, LARRY SCHLAUTMAN, RICHARD SUVERKRUBBE, STEVE PREROST, BEN BASS and MAX REED.

Top: Team 55242 members include (back row, l. to r.) Louie Gasper, Gary Reese, Paul Challengren, (front row, l. to r.) Dan Dehning, Jim Kajdasz, Bonnie Stuto, SBU Mgr. Mike Fuller, Coach John Tompkins

Bottom: Louie Gasper shows where orange paint will be applied to the slide valve on cable shop insulate lines.

Saving big money in the cable shop

17,800 award shares have been given to each of seven employees for the first major cost-saving idea in the cable shop.

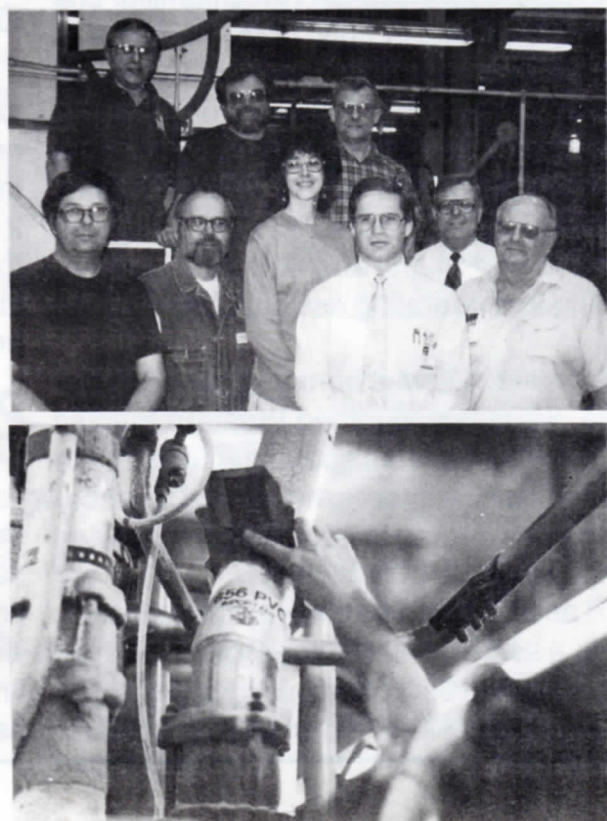
Team B55242--consisting of operators from IBUs 551, 552, inspection and quality assurance--suggested a change on PVC insulate lines 5-14 resulting in a savings of \$14,511.

Team Member LOUIE GASPER tells that "We came up with the idea after an incident of running bad plastic. In the long run, we want to bring attention to ways we're losing lots of money."

The group suggested that valve slides feeding plastic pellets into the insulate machines be painted a fluorescent orange color. This visual signal allows the operator to easily see which type of plastic is being fed into the machine.

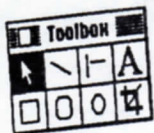
When the orange on the valve slide is visible, the operator knows 656 plastic pellets are being used. When it's not visible, 648 pellets are being used.

Operator JIM KAJDASZ--who the team said came up with the idea originally--feels "the main thing is to catch the operator's eye. This plastic mixup could have been a disaster."

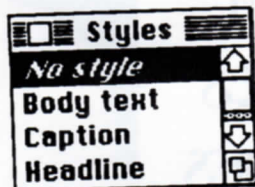


A revolution in publishing!

This issue of **EMPLOYEE INVOLVEMENT TODAY** is the first to be completed on a new desktop publishing system recently purchased for use at the Omaha Works.



Desktop publishing (DTP) allows our staff to do the writing, typesetting and page layout on a computerized system right here at the factory. The system also provides many new graphic capabilities not available before.



Desktop publishing saves both time and money and provides a professional look to publications. The Omaha Works print shop continues to do the printing and distribution.

It's an 80-type on wheels!



The folks who built the cabinets say hello!...(back row, l. to r.), Jim Erickson, Mike Huerta, Wayne Masek, Bill Jones, Kathy Smith, Debbie Ridge, and Bennie Richardson. (Front row, l. to r.), Rose Pagan, Kathy Palu, and Norm Wernhoff.

The Omaha Works has just finished work on a trailer carrying Omaha's 51A and 80-type cabinets and accessory equipment. The trailer--along with a van carrying our 40 and 42-type cabinets--is used by AT&T sales reps servicing Bell South accounts in a 9-state area.

Customers get a valuable "hands-on" experience according to AT&T Mississippi Account Rep **SONNY BAGGETT**. "Customers like to see what they're getting."

No other company displays its cabinets in this "come out to the parking lot and see what we've got" way. AT&T's major competitors in the cabinet business include Fujitsu and Northern Telecom.

The mobile cabinet display was funded by the Omaha Works and engineered by the cabinet IBU's **JIM GRABENBAUER**.

What makes an idea a hit?

"The approval rate is higher on ideas that have been thoroughly analyzed and documented," says **MERLE DINSLAGE**, Process Manager of the Omaha Team Works program. "Documentation has to be based on resource data, not assumptions."

The statistics show teamwork is paying off. As of March 23, 1990:

Ideas submitted 287
(236 tangible, 51 intangible)
Ideas approved 36
(21 tangible, 15 intangible)

1,372,850 performance shares have been issued since the program began March 5.

Training Supervisor **BEVERLY CAVANAUGH** encourages teams "to ask questions early in the idea-generation process. If the teams do their homework well-- before sending in the idea--they're more likely to have it approved sooner."

In some cases, the evaluation committee sends an idea back to the team with a request for additional information. This can be a sign that your idea's chances for approval are good.

As a member of the evaluation committee, IBU Manager **LINDA DEMBOWSKI** explains "Many times there are mistakes in calculations, so the idea is returned to the team. We're trying to teach the teams to do the calculations correctly."

Idea submissions available in main cafeteria

OMAHA TEAM WORKS ideas which have been submitted for consideration will soon be posted in the main cafeteria. This posting is designed to eliminate duplication of ideas. Updates will be made each week on the number of ideas submitted and approved and the total value of savings as a result of the program.

Facilitators can make a world of difference

Trained facilitators are available to help your team during the very important time when ideas are being formed.

A facilitator can observe the team's progress and give guidance, training and support. **BEVERLY CAVANAUGH**, ext. 3644, can make the arrangements.

EVERYTHING COMES TO HIM WHO HUSTLES WHILE HE WAITS.

Not that we need to be reminded...but the Easter holiday is rapidly approaching, as is the three-day weekend for Omaha Works employees...Friday, April 13 through Sunday, April 15. Enjoy your time off and we'll see you again on Easter Monday!

Ode to the tax season: Be glad we're not getting all the government we're paying for. Submitted by MAXINE ALTIC, Dept. 521-2.

On the WEOMA/Pioneer front...BOB MILLER says the next Pioneer parking lot sale is Sunday, April 22. Also...Tickets are now on sale for the Spring Party...Puttin' on the Glitz...Saturday, April 7.

FRANK MARKESI reports officials of Bargoa of Brazil visited the Product Display Center recently to take a look at products. A two-day SLC96 training seminar was also held for folks from USWest. Cabinet IBU Engineering Manager LARRY BAILEY showed off Omaha's new 90-type cabinet used to house the Series 5 in indoor applications.

Let's give a big AT&T "Welcome to the World" greeting to Jake David, 7 lb., 8 1/2 oz. bundle of joy...born Sunday, Mar. 25 to Omaha's TLC Coordinator MARLENE PETRATIS SIEGLER and husband KEVIN.

EMPLOYEE INVOLVEMENT TODAY is a publication of the training organization at AT&T's Omaha Works and is written by Linda Enterline and edited by Beverly Cavanaugh and Merle Dinslage.

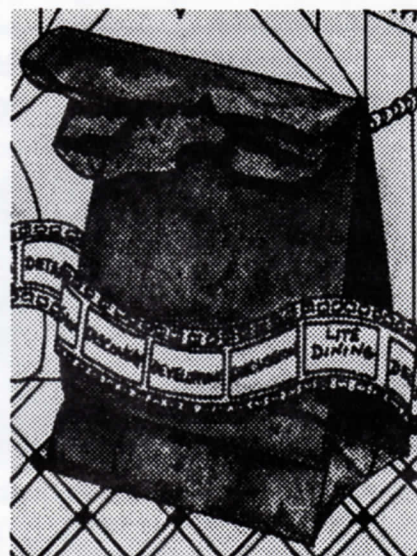
Question: What did the Mama bullet say to the Papa bullet?

Answer: I'm going to have a B-B.

Trainer JUDY MALLORY and her group have all kinds of delightful things in store for all employees at the CLUB DELIGHTS--THE BROWN BAG THEATRE. (Sounds interesting, doesn't it?)

Tuesday, Wednesday & Thursday...April 3, 4 and 5...Omaha Room...10:50 a.m., 11:20 a.m. and 11:50 a.m. Don't worry if you're late. Come in any time and stay as long as you can.

If you have only 10 minutes to spend, we'd love to see you. Or stay the entire half hour if you like. There's no better way to spend your lunch time. Bring your brown bag or your cafeteria lunch. Come by...just for the fun of it!



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