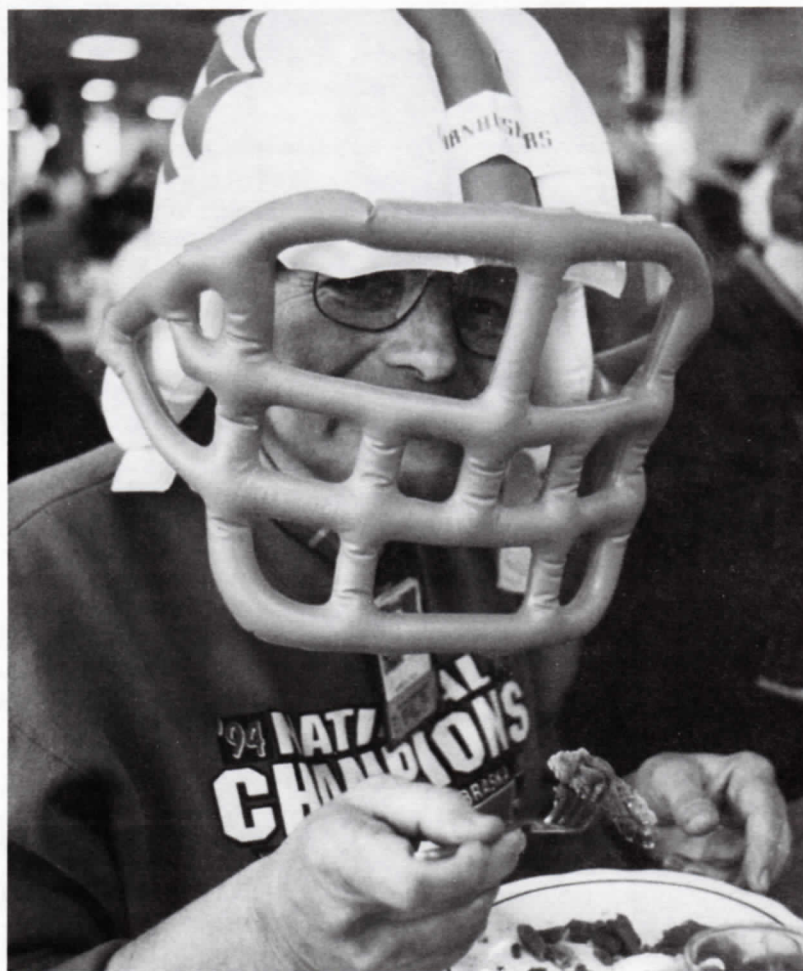


# THE HEADLINER



Network Cable Systems, Omaha Works

January/February 1995



## What a way to start the year!

Fresh on the heels of the Huskers' national football championship and a fabulous Omaha Works business year in 1994, employees like Wayne Masek (pictured) were in a celebrating mood during festivities held Jan. 13, 1995. A prime rib dinner on the house, entertainment, prizes and, of course, Go Big Red apparel everywhere you looked was the order of the day on all three shifts.

*More photos of the event on Pages 6 and 7  
The year in review--see Page 10*

## 81C RISLU cabinet headed for Saudi Arabia

One of the newest cabinets to come out of the Works' metal fabrication shop is the 81C RISLU (remote integrated switching line unit), part of a family of 81C cabinets designed with international customers in mind.

Two prototypes were shipped to the AT&T Bell Laboratories facility in Lisle, Ill., for testing in mid-December. One will remain there and the other is destined for Saudi Arabia, part of a \$4 billion contract AT&T was awarded last year to expand and modernize the country's telecommunications infrastructure.

The prototypes, like the other 81C cabinets that we first began manufacturing about a year ago, work as remote "hubs" to serve customers efficiently in outlying areas beyond the central office's district.

And, like all 81C cabinets, these open only from one side so they may be placed against a wall or building where space is at a premium—a feature that is well-received in the international market.

### Customized for customer

The difference between these prototypes and other 81C cabinets is that the prototypes incorporate several added features to conform to the Saudi customer's special needs.

For example, the prototypes have the heat exchangers standard on "HX" models for cooler internal air flow around sensitive electronics. But further precautions have been taken that enable the cabinets to function under extended temperature conditions—from minus 40 degrees

(Continued on Page 2)

## This 81C RISLU designed to meet Saudi needs

(Continued from Page 1)  
 Celcius to 65 degrees Celcius—temperatures one might expect in the Saudi desert environment.

A solar shield protects each cabinet's battery compartment from heat generated by the sun, and the cabinets are painted light gray for better reflection of the sun's rays.

By late January, the first prototype had successfully processed 100,000 calls without incident during testing at the Lisle labs, and was scheduled for final thermal testing. The second prototype was to undergo call testing before shipment to Saudi Arabia for field testing.

The Works expects to fill Saudi's cabinet orders by summer, and that international interest in them and other 81C cabinets will grow.

## Free tax help is yours, just for the asking

If misery loves company, you don't have to be alone this year when you

### THE HEADLINER

The Headliner is an internal publication of the Omaha Works, produced monthly by the public relations department. It is printed by the Works print shop.

Your comments and suggestions are welcome and should be directed to:

**Linda Ryan, Editor**  
 Ext. 3795.

*The next issue will be published on March 15, 1995. All news items should be in to the PR office by no later than 9 a.m. Monday, Feb. 27, 1995.*



Photo by Linda Ryan  
*IN FINAL ASSEMBLY...Harold Sharp and Karen Hoffmann were responsible for wiring cable to 307 protector blocks in one of the last stages of assembly of the 81C RISLU prototype cabinets.*

pay your dues to Uncle Sam.

The AT&T Cornhusker Pioneers, in conjunction with the Internal Revenue Service (IRS) Volunteer Income Tax Assistance (VITA) program, is offering active and retired Works employees free tax assistance now through April 17, 1995, this year's tax filing deadline.

Basic tax assistance (on Forms 1040EZ, 1040A or 1040) is available by appointment only at times serving all three shifts, said Ray Halliman, a Life Member (retired) Pioneer who helped coordinate the program.

Active employees must make

appointments for before or after their shifts on Monday, Wednesday or Friday in one of these time slots: 8 to 10 a.m. (third shift); 2 to 4 p.m. (second); or 4 to 6 p.m. (first). The service will be provided in the Pioneer Conference Room.

To make appointments, a form that was included in a letter sent to all employees should be completed and returned to the Pioneer office, or appointments may be made with Joy Storjohann, Ext. 3617. Extra copies of the letter, which lists information to bring in for consultation, are at the Pioneer office.

Nine Pioneer Life Members have volunteered to perform the free service. Besides Halliman they include Al Anthonie, Tuck Bolton, Dick Foutch, Bob Kemp, Bernie McGrath, Walt Onisk, Jack Slominski and Ed Hull. All have attended training sessions on tax filing.

"Last year (the first year assistance was offered to Works employees),  
 (Continued on next page)

### Combined issue

Special projects in the public relations department last month delayed the publication of the January 1995 Headliner. This issue combines both January and February news. Regular monthly publication of the Headliner will resume in March.

(Continued from previous page) we saved a number of people some money," Halliman said, just by helping employees choose the form best suited to their situations.

"We're not tax planners," Jack Slominski noted, "but sometimes people make mistakes that we can help them find."

Computer software has been installed in the conference room for filing taxes electronically. Especially if a tax refund is due, electronic filing can expedite the process, Halliman and Slominski pointed out. However, if an employee wants to file a joint return electronically, his or her partner also must be present to provide required signatures.

The Pioneers agreed to assist in the VITA program as a convenience to employees and retirees, Halliman said. But, for those who choose to file taxes on their own, he suggested that they call 1-800-829-3676 and ask for IRS Publication No. 17, a helpful guide to taxes.

And employees should be glad, he added, that the traditional filing deadline of April 15 falls on Saturday, this year. It means the deadline has been extended to midnight on Monday, April 17.

## Engineers' Week observances planned for Works

Activities for National Engineers' Week, traditionally held in the week in which George Washington's birthday falls, get under way at the Works at a gathering of tech-pros in the auditorium on Monday, Feb. 20, 1995, at 2 p.m.

Copper Apparatus and Wire Vice-President John Heindel will present plaques to 1994 patent award winners: Larry Bleich, Bob Drach and Steve Zerbs.

Linda Dembowski, EW&C and copper cable products group director, will give a presentation on offer business units (OBUs) and customer business units (CBUs).

On Tuesday, Feb. 21, Creighton University soccer coach Bob Warming will speak at 9 a.m. in the auditorium.

One hundred students from 11 area high schools will visit the Works Wednesday, Feb. 22, for an overview of engineering opportunities and a tour of the plant hosted by tech-pro representatives.

Festivities wind up on Friday, Feb.

24, for a presentation in the auditorium at 9 a.m. by Bobbie DenHartog, on how industry benefits from new technologies developed in the research field. DenHartog formerly was a computer systems analyst at the Works.

## Diversity Council: Who and what?

AT&T has a reputation of excellence in products and services, and has provided long-term employment opportunities with generous salaries and benefits. These are the things that foster employee pride.

To enhance pride and increase productivity, AT&T is committed to living by a set of values known as the Common Bond. The Common Bond addresses "people issues" such as respect for individuals, honesty and integrity, and teamwork. Our diversity thrust ensures that we live by these values.

While the successful implementation of a diversity program will require the cooperation of all AT&T employees, the Diversity Council based at the Omaha Works will serve as a champion of the program here. The council itself is a diverse group of Network Cable Systems employees so that the concerns of all within our work force may be fully addressed.

Diversity does not mean "divide" or "exclude." Rather, diversity recognizes the demographics of our work force. It is the council's goal to create a cohesive environment where everyone feels valued and is afforded equal opportunities in all areas of employment.

**Cid Stinson**  
Diversity staff consultant  
& council member

**KEEP THE CHANGE...** No need to break the bank this year when you file your income taxes. The Pioneers and VITA are making you an offer that's hard to refuse.

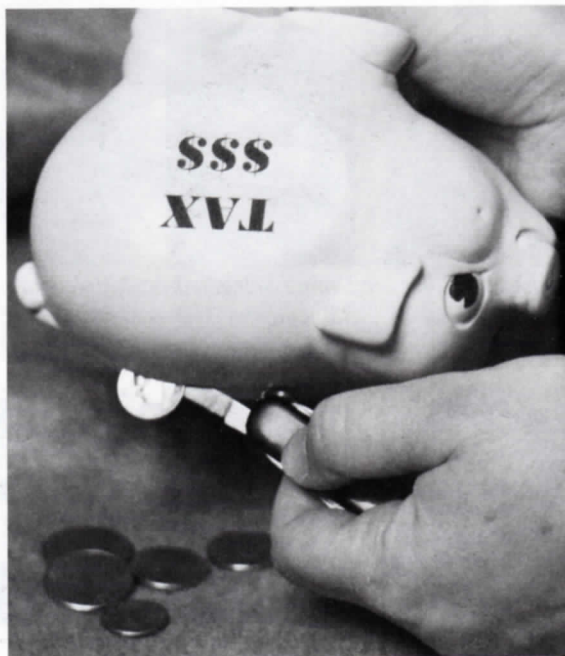


Photo by Steve Miller

## EW&C makes communicating much easier

Since we're in the business of communication, it's no wonder that supervisors in the electronic wire and cable (EW&C) shop are now equipped with cellular phones, making them accessible to production associates 24 hours a day.

The cellular phones augment the usual method of contacting EW&C coaches, either by standard phone or the paging system. They were introduced so employees may give timely notification of unscheduled days off, and alternative staffing assignments can be made to maintain

the production schedule.

A complete listing of the cellular phone numbers for EW&C supervisors are listed in the Jan. 27, 1995, issue of the Cable Shop Newsletter.

In other EW&C news, employees and eligible support employees have begun a second year of the WIN/WIN/WIN program, designed to encourage scrap reduction by awarding reward shares at year's end to employees for effective scrap control and increased production.

Last year reduced scrap levels as a percentage of 1994 production earned each EW&C employee \$300 in reward shares, which could be redeemed as gift certificates at Nebraska Furniture Mart's family of stores.

## Jan./Feb. service anniversaries

The following employees observed or will celebrate milestone service anniversaries during January and February 1995. The anniversary date is given with service years following the employees' names:

1/2--Robert Voss, 15; Russell Campbell, 10; Tamara Dean, 10; Kathleen Schutte, 20; Carol Adams, 10.

1/4--Shervin Shamloo, 10; Mary Purcell, 30.

1/5--Gary Rompa, 25; Thomas Paver, 25; Erma Hammonds, 25; Lora Koenig, 25; Susan Lindblad, 25; Richard Townsend, 25.

(Continued on next page)

## Employee retirements announced

A number of Works employees have chosen to start the new year by not reporting to work...they are retiring!

Most retirements take effect in February. New retirees include those not pictured:

Patricia Bader, 30 years  
Albinas Benkis Jr., 29 years  
Nancy Carbonell, 30 years  
Jessie Klingaman, 30 years  
Rosemary Mills, 23 years  
Judith Mueller, 24 years  
Nancy Pegg, 25 years  
Pauline Ronan, 30 years  
Bonny Sukstorf, 25 years  
Dorothy Walter, 25 years



*Eugene Chleboun*  
33 years



*Marjorie Lawrence*  
30 years



*Thomas Johnson*  
25 years



*Adeline Novacek*  
21 years



*Dale Suchsland*  
31 years



*Donna Schwenck*  
33 years



*Ralph Hoffmann*  
31 years



*Marilyn Kobjerowski*  
23 years



*David Burrell*  
38 years



*Phyllis Smith*  
25 years



*James Krutina*  
29 years



*Dixie Krutina*  
32 years



*Lucretia Griffen*  
31 years



*Ronald Henrichs*  
30 years

## NEWS IN BRIEF

(Continued from previous page)

1/6--Sharon Justsen, 25.  
 1/7--Teresa White, 20; Linda Book, 10; Charles Meyers, 10; Billie Rochell, 30; Carla McKnight, 10.  
 1/8--David Herzberg, 5; James Roberts, 25; Albert Tingley, 25; Patrick Leary, 20; Joann Cruse, 30.  
 1/9--Maryann Smith 30; Norma Korff, 15.  
 1/11--Peter Saltzman, 20.  
 1/12--Patricia Rolf, 25; Richard Toelke, 30.  
 1/13--James Norgard, 20; Cheryl Jaixen, 20.  
 1/14--Lawrence Griff, 35.  
 1/15--Thomas Marcynski, 35; Leo Scollard, 20; Louis Arterberry, 25; Bart Pettit, 10.  
 1/17--Leslie Debord, 10.  
 1/18--Clement Denker, 30.  
 1/19--Frank Nagel Jr., 35; Lillian Wyatt, 20; Luis Canal, 30; Janet Smith, 25; James Hedrick, 25; Larry Bowen, 25.  
 1/21--Clemens Minor, 25; Robert Wall Jr., 25; Daniel Kinsella, 25; James Akins, 25.  
 1/24--Patricia O'Keefe-Powell, 10.

1/25--Steven Chaffin, 30; Kevin Schwartz, 10.  
 1/26--Linda Kros, 25; Daniel Koenig, 25; Nichola Rust, 25; Julie Dunn, 15; Donald Janda, 25; Charles Garrean, 25; Neil Becker, 25.  
 1/27--Alfred Wilson, 30; Ronald Nelson, 30.  
 1/28--Kathleen West, 25; Walter Lenczowski, 30; Mary West, 25.  
 1/30--Donna Barnes, 20.  
 1/31--Debra Palma, 20.  
 2/1--Leigh Ball, 10; Philip Schlueter, 30; Steven Schafer, 10.  
 2/2--Arnold Wilcox, 25; Larry Bailey, 25; Jackie Campbell, 30.  
 2/3--Lucas Larry, 30; Dale Thurman, 35; Joyce Badders, 15; Jacqueline Nosek, 25; Eldon Nielsen, 15; Madeline Jones, 20.  
 2/4--Perry Olds, 25; Kenneth Jeanneret, 25; Kevin Rogers, 10; Daryle Donner, 10.  
 2/5--Genelle Rohe, 30.  
 2/6--Pamela Ross, 25.  
 2/7--Janice Tomes, 25; Annette Knight, 25.  
 2/8--Eugene Bastian, 35; Ronald Henrichs, 30; Karla Nadrchal, 10;

Nickie Madsen, 25.  
 2/9--Robert Sokolik, 15; Melvin Stubblefield, 25; John Gardner, 25; Danny Dockweiler, 35.  
 2/10--Danny Kuiper, 25; Helen Chism, 25; Myrtle Welch, 30; Robert Williams, 35; James Dessel, 25; Edwin Eichner, 25; Barbara Bruno, 25; Lynn Nelson, 25.  
 2/12--Robert Jones, 25; Dennis Bagley, 25.  
 2/13--Constance Fletcher, 20.  
 2/14--Daniel Moran, 25.  
 2/15--Carol Thompson, 10; Carla Hunt, 20.  
 2/16--Phyllis Smith, 25; David Borstad, 25; Darlene Bivens, 25.  
 2/17--Vernon Dschaak, 30.  
 2/18--Theodore Killham, 15.  
 2/19--Howard Ortiz, 5.  
 2/21--James Spudich, 35; Warren Hall, 20; Rahn Chubick, 20.  
 2/22--Linda Shafer, 25; Joseph Dolezal, 30; John Ahlborg, 30.  
 2/24--Alice Pierce, 30.  
 2/27--Judith Pollard, 20; Margaret Wright, 30.  
 2/28--Mary Nichelson, 10; Elizabeth Vanderlinden, 35.

**The Omaha Chapter  
 of the Alliance  
 of Black  
 Telecommunications  
 Employees  
 presents...**

*Main cafeteria during  
 February, National  
 African-American  
 History Month,  
 featuring:*

- *The Buffalo Soldier*
- *Battle of the Bulge  
 Special Tank Battalion*
- *Air Force service*
- *Much more!*

*Display organized by Nick Johnson*

### The Invisible Warrior

**A display  
 highlighting the  
 experiences of the  
 African-American  
 soldier**

## Degrees earned at Bellevue U.

Congratulations to the following Works employees who recently earned degrees from Bellevue University. They are:

Carol Bloomer—Master of arts in management.

Ron Hug—Bachelor of science in business administration of technical services.

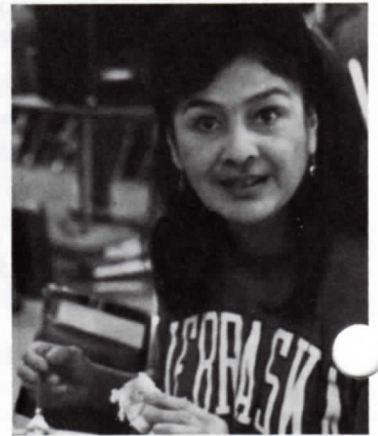
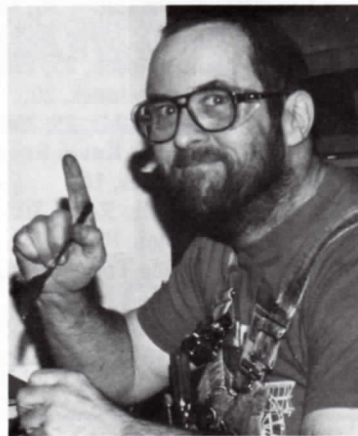
Martha Ross—Bachelor of science in management.

## Human resources VP to visit Works

AT&T's vice-president for human resources plans to visit the Omaha Works next month to meet with members of the Works human resources staff.

Curt Artis, who succeeded retiring Fred Topor, will be here on March 9.

During his stay he also will meet with John Heindel and tour the plant.

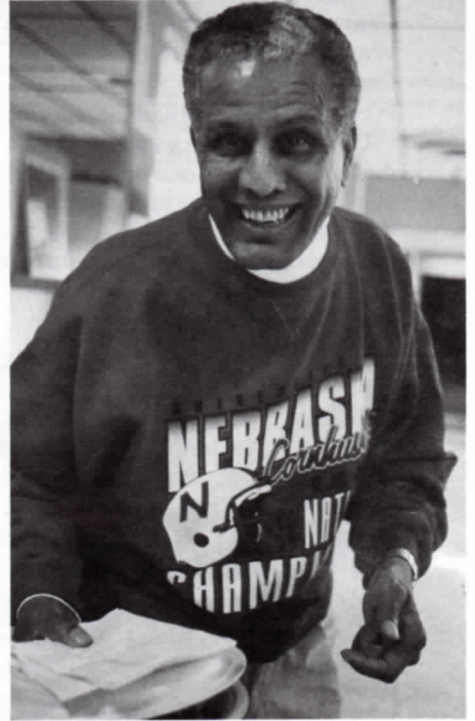


## Who's No.1?

**A**T&T's Omaha Works employees and Nebraska's Huskers: All put in a stellar performance during 1994, worthy of recognition and celebration. So, on Jan. 13, 1995, Works employees on all shifts were treated to a prime rib dinner served in their honor.

Nearly everyone was decked out in the "Go Big Red" color to qualify for prize drawings. A band entertained, drawing whoops and hollers and lots of applause with each rendition of the Nebraska "fight song." So did the Voice of the Huskers, Kent Pavelka, who recounted the plays that won the Huskers their national football championship. Even local TV stations showed up to cover the event and join in the fun!

Later, as the day shift celebration wound down, two of the Huskers' youngest fans stopped by to take a peek at the goings-on—J.J. and Robby, the sons of John and Sue Heindel (pictured at left).



Photos taken by  
Steve Miller  
and  
Linda Ryan



**We are!**



## Adult day care services expanded

Through a grant awarded by the AT&T Family Care Development Fund, adult day care services have been expanded at the McAuley Bergan Center West Adult Day Care Center. The center is located at the Westside Community Education Center, not far from the Omaha Works, at 3534 S. 108th St.

The center has expanded its adult day care hours by one hour for the convenience of Works employees who start work at 7 a.m. The center now opens at 6:30 a.m. and closes at 5:30 p.m. The center also has increased its staff in order to help

care for more elders.

Older relatives of AT&T employees, for whom the program is deemed appropriate, will receive priority enrollment consideration.

For more information about adult day care services, call Char Stella at 393-2696.

## Pioneers seek new volunteers

Where have all the volunteers gone? The number of Works employees who once volunteered to help the AT&T Cornhusker Pioneers with design and construction community service projects has dwindled in recent years.

Now the Pioneers are looking to build its reserve of volunteers who, in the past, have helped with such projects as rebuilding the Gene Eppley softball complex and constructing a new playground at the Child Saving Institute.

Pioneer members who would like to volunteer and who are handy with tools and paint (or would like to learn) should contact one of the

(Continued on next page)



# Come in...the water's fine!

Sign up for a Henry Doorly Zoo membership during March and you won't miss a drop of excitement when its \$16 million salt-water aquarium opens April 1, 1995! Buy a family membership for \$45 (price goes up to \$55 April 1!). Watch for zoo reps in your area for details, or call Linda Young on Ext. 3152.

## Sea Things

IN A WHOLE NEW WAY

JOIN OMAHA'S HENRY DOORLY ZOO



## Should Grandpa still drive?

His reactions are slow.  
He doesn't see well at night.  
He misses stop signs.  
Should he stop driving?  
How do you bring up the topic?

If you are worried about an older relative's driving, call the

**Family Resource Program**

**1-800-635-0606**

You'll get a tip sheet, "Your Older Relative at the Wheel," or you can talk to an adult services counselor to get good, sound, practical advice.

This service is provided free of charge by AT&T, contracted through Work/Family Directions.

**Weekdays, 6 a.m. - 8 p.m.**

**Saturdays, 5 a.m. - 11 a.m.**

Central Time



## NEWS IN BRIEF

(Continued from previous page) following: Al Dusek, Ext. 4834; Norma Korff, Ext. 3801; Dee Kelly, Ext. 3841; Harvey Palmer, Ext. 3201; Dick Winter, 733-7724; or Evelyn Dawson, 455-7569.

### Product quality rates an 'A'

Quality Assurance has awarded the following IBUs the grade of "A" for their product quality achievements for the January 1995 rating period:

**IBU 226--DSX;** 11-type cable stubs; 300-type central office connectors; 78, 89 and 112 connect-

ing blocks.

**IBU 223--**110 patch cords.

**IBU 222--**188, 189, 190, 300 building entrance protectors; plug-in and screw-in protector units.

**IBU 23M--**710 connectors; 700-type connectors; N-type cable terminals; 8-, 9- and 142-type cable terminals.

**IBU 23H--**76 and 108 terminal blocks; 40-, 42- and 841-type cabinets.

**IBU 234--**710, 788 and miscellaneous tools.

**IBU 237--**Metal fabrication.

**EW&C--**Station wire; inside wire cable. ■

### Remember Charlie

In January you heard Charlie Morecraft tell how shortcuts he took on his gas refinery job resulted in horrendous physical and emotional suffering, forever altering life for him and his family.

**Be safe,  
not sorry...  
Put safety first!**



Photo by Linda Ryan

**Lifelong learning:** *Nebraska State Labor Commissioner Dan Dolan (third from left) recently visited the Omaha Works to present certificates of appreciation to AT&T and IBEW Locals 1994 and 1614 in recognition of their support for lifelong training and education opportunities in the workplace. Prior to the presentation before company and union officials gathered in the Product Display Center, Gov. Ben Nelson addressed the importance of ongoing training, citing the*

*need to have "not only the latest technology in our manufacturing plants, but 'people' technology, too." Accepting the certificates from Dolan were (from left) Frank Possinger, Marlene Wilson, Jim Andry, Cory Aesoph-Mangiaruca and Denny Vlcek, shown here with a state-issued poster that highlights Nebraska workers as a valued resource. This year's poster is fourth in the "Celebrate Nebraska Workers" poster series and includes a photo of Works employee MaryJo Pinkerton.*

# For '95: Focus on *what* customer wants, *when* customer wants it

*John Heindel met with first-shift and second-shift employees in meetings in the auditorium in December 1994. The following is a summary of his remarks and of dialogue with employees that followed.*

\* \* \*

## Opening remarks

Looking into the New Year 1995, we should have the momentum to continue the very high marks in quality we established in 1994.

I've said it before in past meetings: Our commitment to quality is often a deciding factor for customers in choosing our products over a competitor's. It certainly was instrumental in making 1994 a very successful year.

Even so, product quality and reliability alone do not guarantee our success. Our most pressing challenge in 1995, and this is a carryover from 1994, is to get our products to our customers when the *customers* want them. We must do better than our competitors, many of whom are shipping on time in the 95 percent to 98 percent range.

We've made some progress in the latter days of 1994, but our customers must be assured that this isn't a temporary fix, that good performance will continue on a long-term basis.

## New products

Meanwhile, our broadband business continues to grow. We have shipped our first 60-type cabinets to Pac Tel. Designed specifically for the broadband network, the 60-type follows the mega contract that AT&T Network Systems was awarded late in 1993.

I'd like to say thanks to any of you who were on this cabinet team. It's a new product and there were design changes during manufacture, but you responded to Pac Tel's needs and the customer is very pleased. Broadband is going to be a very healthy business area for us for the next five to seven years, as more RBOCs set up networks.

We're also getting ready to ship another new cabinet for Saudi Arabia, the RISLU cabinet. (RISLU stands for "remote integrated switching line unit." See related article on Page 0.)

You'll recall that early in 1994 AT&T Network Systems won the largest international contract ever to be awarded to expand the Saudi Arabian phone network—about a \$4.8 billion contract over the next seven years. The RISLU cabinet is part of that contract, and we can expect its volumes to grow in 1995.

In our private network business—LAN wires, 1061

wires, 2061 wires and our PCP products brought here from Shreveport—we're in a situation where every piece of those products that we can make we can sell. I very much appreciate how many of you have been working long hours (including hours scheduled over the Christmas holiday) to meet the demand.

## Financials

When all is tallied, we expect to realize a 12 to 15 percent growth in revenue for 1994 over 1993 results. Our business is solid. We have a tremendous volume of product going out the door, and we expect that trend to continue into 1995.

Our MOI for 1994 should be better than our commitment to the corporation.

## 1994 Financial Results

### Copper Apparatus & Wire

	Percent of Plan
Revenue	107 %
MOI	115 %
EVA	162 %

## Welcome aboard

We recently completed our hiring for 1994. In all of 1994 we brought 160 new hires on board, while another 213 employees transferred here. (*Note: Several of those who transferred did not officially become employees of the Works until early January 1995.*)

We currently have just over 3,200 employees on roll.

## Q's and A's

**Q.** *In the latter part of 1994, we were asked to cut our expenses by 10 percent for the remainder of the year to help Network Systems meet its commitments. Can we expect more budget-cutting for 1995?*

**A.** For 1995, the corporation has asked us once again to cut quite a few of our budgets. However, even with the cuts we will still have more money to spend in 1995 than the corporation gave us in 1994—albeit we're being cut back from where we would prefer to have been.

**Q.** *Why don't we start one project and finish it before going on to another project? Why didn't we finish painting the factory ceiling instead of buying trees?*

A. The idea behind any of these projects is to pay as you go. When we do have extra money to reinvest, how much extra money we have determines the project. Painting the ceiling is expensive, but it becomes even more expensive if we were to paint it in small sections because that is all the funds we have available at the time. It's better to wait until we have enough funds to paint a substantial area. For more than a year now we have not had a lump sum available to cover the cost of painting large ceiling sections.

**Q. I work in the sheet metal shop, and we've seen quite a year of expansion with new machinery and orders coming in. I think as soon as people are trained on the new machinery and everyone is on line, I think we're going to see a lot of changes for the better coming out of the sheet metal shop.**

A. We have invested quite a bit of money in equipment and hardware there. The upside business opportunity there is ours to grab or ours to lose. The broadband business needs a significant number of enclosures and cabinets and there is no one in America better positioned to go after it than we are. That business will be ours as long as we can get good quality product out the door on time. We project the business will be coming our way in the next couple of years and that's why there has been considerable investment in the sheet metal shop in 1994.

**Q. There has been some concern about dips in AT&T stock prices. Plus, we hear that the the new Republican Congress is not as favorable toward AT&T's goals. What's the talk?**

A. There has been much concern in the marketplace on several fronts. One pertains to AT&T's acquisition of McCaw Cellular. Its earnings level and the number of shares of stock we had to give to buy McCaw meant our earnings per share for 1994 would be diluted.

A related factor is that British Telecom owned a piece of McCaw. AT&T's buying of McCaw put a big block of AT&T stock into the hands of British Telecom, a competitor who wanted to sell the stock.

There was concern over how BT would dispose of its AT&T stock on the market, that it could drive AT&T stock prices down.

Instead, BT agreed to work with AT&T and handle the stock disposal constructively. (Note: Late in January 1995, BT announced it would offer to the public all 35.9 million shares of AT&T held by BT USA Holdings at \$49.75 a share.)

Concerning the regulation of our industry, in the past Congressional committees have looked at proposals that basically were favorable to AT&T and long-distance companies. They called for opening up local phone business to competition before allowing phone companies to enter the long-distance market.

## AT&T records best year since 1984 Divestiture

"By constantly sharpening our focus on customers, the people of AT&T have delivered our best financial performance" since Divestiture in 1984, said AT&T Chairman Bob Allen.

For all of 1994, AT&T revenues increased 8.3 percent to \$75.09 billion from \$69.35 billion—an increase that's "twice as good as any year since 1984," Allen reported.

AT&T reported a record net income of \$4.71 billion for 1994, a 27.2 percent earnings growth.

Citing Network Systems' (NS) contribution to the corporation, NS Chief Executive Officer Rich McGinn reported that 1994 was the first year for NS to be "an EVA (economic value added) positive business."

NS marked a record third year of external growth, from just 2 percent in 1992 to 9 percent in 1993 to 20 percent in 1994. NS gained market share with virtually all of its customers.

Network Cable Systems (NCS) President Jack Bucner pointed to steep challenges in 1994, yet consolidated revenue grew 13 percent over 1993.

Private network sales increased 12 percent and international sales of \$600 million represented a 41 percent increase. (Editor's note: The Omaha Works' international sales of its electronic wire and cable, copper apparatus and premises connecting products amounted to \$201,415,000 for 1994, compared to \$120,619,000 in 1993.) ■

Since the recent election many of those committee members are gone and the thought is that legislation that develops will be more sympathetic to the regional phone companies.

AT&T pays substantial access charges to the RBOCs to complete long distance calls. The fees we pay amount to more than what the RBOCs themselves make from their other customers. Our view is that, whatever the outcome of legislation, Congress will require that access fees be brought down to market rates for everyone. This will significantly reduce our cost to complete long distance calls and more than offset any market share that we might lose if phone companies get into the long-distance business.

**Q. What are your views on customer architecture and the changes ahead of us?**

A. To review, earlier in 1994 Network Systems looked at  
(Continued on next page)

## WIN WITH SAFETY

# Proper use of car safety seats assures that child is protected

*(If your name appears somewhere in this article, call Ext. 3583 or Ext. 3415 to claim a \$40 gift certificate to one of six popular local restaurants. The names of two employees are featured.)*

Feb. 12-18, 1995, is Child Passenger Safety Awareness Week.

Diane Wolf, director of Nebraska Cares Child Passenger Safety Project, said the week serves as a reminder for parents—and anyone who transports young children in motor vehicles—how child safety seats are real life savers.

“Used correctly, safety seats offer excellent protection, even in the most violent crashes,” Wolf said. “The key is to use them correctly and on every trip—no exceptions!”

She offered three basic rules:

1. **Buckle up the child securely in the seat.** That means snug straps with no slack.
2. **Face the seat in the correct**

**direction** in the car. Babies up to age one and weighing up to 20 pounds should face the rear of the vehicle. Toddlers and preschoolers should face Betty Urbach forward.

3. **Buckle the safety seat securely to the vehicle.** This will ensure that the safety belt that you pull tight stays tight—no slack.

According to Wolf, Rule No. 3 gives adults the most difficulty. In many vehicles, belts that are designed for an adult's comfort won't stay tight around a safety seat unless they are modified with a locking clip.

She recommends that the vehicle owner's manual be consulted for guidance to the vehicle's belt



systems, as well as the safety seat manual for guidance in applying the locking clip.

A number of other, more complex safety seat and safety belt incompatibility problems exist, even in newer vehicles, David Spock Wolf said.

Nonetheless, parents and others transporting young children should not underestimate the importance of a tight seat belt on a safety seat.

“In a crash, it could make the difference between injury and no injury to a child,” Wolf said.

Wolf suggested that anyone who has trouble keeping a child's safety seat tight in a vehicle's safety belt may call the Safety and Health Council of Greater Omaha at 592-SAFE, for a free booklet titled, “All About Safety Seats.”

Wolf and Associate Nebraska Cares Project Director Connie Marinovic also are available at 592-SAFE to answer questions and provide additional assistance. ■

## DIALOGUE

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its business strategies and concluded that we needed to become more customer focused, to react quicker to the market, and to operate more as teams. What followed was the “customer architecture” restructuring, consisting of customer business units (CBUs) and offer business units (OBUs).

Basically, it fosters a better working relationship between the sales teams (which have the most knowledge about customers' needs) and our manufacturing and product development teams (which have the most expertise about the products).

It makes sense that if we all had a better understanding of our product capabilities as well as our customers' needs, we could do a better job in selecting products to manufacture that correlate to what the customers want, when they want.

**Q. One would think that we would have the same problems to contend with as our competitors to get**

**products out on time to customers. How is it that we lag behind in on-time deliveries? What's the differential?**

A. One thing is, we need to do a better job in negotiating intervals with our customers that correlate to the kinds of products and services we will provide. This involves a better working relationship with our sales teams who, prior to customer architecture, might have agreed to intervals with customers without fully understanding our position to deliver product.

Another factor to consider is our size. We can provide customers with a broader range of products than can our competitors, and that can be a plus.

But sometimes being large can result in being slower and not as focused. It's easier for our competitors to focus because they have fewer products and parts to control. However, that doesn't mean we can't be just as focused. We have to cultivate a better awareness of each of our parts on the team and ensure that good communication exists. ■