

THE HEADLINER

AVAYA
communication

Connectivity Solutions, Omaha

June - August 2000



Photo by Linda Ryan

THUMBS UP!

The unveiling of our new company's name and "word mark"—Avaya Communication—prompted plenty of smiles and a "thumbs up" in the employee audience gathered in the main cafeteria to watch TV news monitors. Avaya President and CEO Don Peterson made the announcement during an all-employee telecast held June 27. After months of speculation, the new name is a "coined" word that tested favorably in focus groups. Let the branding begin!

See article beginning on Page 4

Before you use
the new logo...

Will the real Avaya logo please stand up? Barely two months have passed since the new name and "word mark" were unveiled, and chances are you've already come across an Avaya logo "pretender" or two. You may not even realize it.

That's exactly what worries
(Continued on Page 6)

Three more patent award recipients are announced

The U.S. Patent and Trademark Office has announced that patents have been issued to three members of the Connectivity Solutions team in Omaha.

Technical support manager Wade Phillips earned a patent—his first—for his invention, “Apparatus and Method for Tapping Optical Transmissions for Analysis of Optical Protocols.” Patent No. 6088497 was issued to Phillips on July 11, 2000.

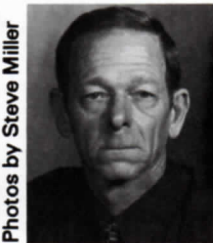


Wade Phillips

Two members of the technical staff, Steve Zerbs



Steve Zerbs



Daryle Donner

Photos by Steve Miller

and Daryle Donner, are among the recipients who share Patent No. 6096977 for “High-Speed Transmission Patch Cord Cable,” issued Aug. 1, 2000. This is the ninth patent Zerbs has earned and Donner’s first.

Service milestones for June - August

The following employees celebrated milestone service anniversaries (in five-year increments) during the months of June, July and August. Service years are given after each name.

June—John Lassek, 35; Charles Bohline, 30; Ted Burkhart, 20; Lyle Marshall, 20; Marilyn Tunstall, 15; Michael Du Rae, 40; Harvey Kunz, 35; Sandra Smith, 20; Dean Schwery, 15; Rick Baune, 15; Don Bauermeister, 5; Carletta Tooley, 5; Michael Gilbert, 5; Chris Beltz, 5; Elizabeth Novak, 5; Heath Andersen, 5; Kevin Chafin, 5; Scott Palma, 5; Courtney Perkins, 5; Josephine Kaszuba, 5; Jeffrey Wright, 5; Vicki Prather, 5; Cynthia Howe, 5; Vincent Muniz, 5; Philip Schutte, 5; Joseph Kessler, 40; Mark Curtis, 20; Roscoe Secret, 35; Eugene Sterkel, 35.

William Rosencrans, 35; Linda Fuksa, 20; Robert Burdett, 30; Daniel Buelt, 20; Edward Dellinger, 40; Steven D’Agata, 30; Kevin Ramplin, 15; Robert Saderstrom, 30; Bradley Skarda, 10; Joyce Hitchcock, 35; Dennis Lett, 5; Sharron Abel, 5; Jonda Smith, 5; Lance McKercher, 5.

Christopher Schuster, 5; Christian Hausmann, 5; Lauri Johnson, 5; Michael Vajgert, 5; Floyd Winingham, 5; Robert Dobbs, 5; Ricky Lamb, 5; John Vukovic, 5; John Badders, 5; Thomas Filipiski, 5; Joe Vlcek, 5;

William Ervin, 5; James Norville Jr., 35; Frederick Chadwick, 35; Roger Howard, 30; Randall Duell, 20; Dorothy Gray, 35.

Michael Fittro, 5; Mark Stanley, 5; Robert Sedlak, 5; Anthony Conkling, 5; Clara Walla, 5; Steven Skelton, 5; Christine Faust, 5; Timothy Smolinski, 5; Allen Miner, 5; Rhonda Shumake, 5; Virgil Paulsen, 5; Joseph Smisek, 5; Joseph Sharpnack, 5; Dean Gross, 5; James Boger, 5; Patrice Robinson, 5; Mitchell Du Rae, 5; Robert Swanson, 5; Sylvia Smith, 5; Rhonda Boger, 5; Alisha Young, 5; Irreha Bell, 5; Ira Adamson, 35; Shirley Miller, 10; Janet Holst, 20; Joseph Skupa, 30.

James Banks, 30; Mona Koehn, 20; Carrie Barclay, 35; Eugene Wills, 35; Carl Jones, 35.

July—Tanya Jacobberger, 20; Patricia De Bolt, 30; Christopher Wingate, 5; Barbara Alberts, 5; Perry Fisher, 5; Stacey Freeman, 5; Jodie Lott, 5; Barbara Brown, 5; Gerald Eipperle, 5; Zachary Lockett, 5; Wendy Shoeman, 5; Randy Sage, 5; Gay Davis, 5; George Schabloske Jr., 5.

Theresa Burdess, 5; Bryan Stever, 5; Huan Pham, 5; Jim Utterback, 5; Mary Bemowski, 5; Penny Martinson, 5; Jason Reiff, 5; Julie Murray, 5; Ann Yates, 5; Kerstin Jensen, 5; Kevin Olson, 5; Brenda Walkowiak, 5; Robert Padilla, 5; Joel Wedel, 5.

David Suverkrubbe, 20; Kenneth Kelly, 15; Cherylene Leffall, 35; Karen Fisk-Walker, 15; Linda Miller, 5; John Vaughan, 5; Clint Crawford, 5; Joyce Howard, 20; Francis Caruso, 35; Roger Vanskike, 15.

August—Gerald Rue, 40; Larry Poffenbarger, 40; Ricky Palmer, 30; (Continued on Page 3)

THE HEADLINER

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Keep an eye on the web!

Want to get the latest on the impact of the Microelectronics spin-off on Lucent Stock Funds in the Avaya Savings Plans? Go to:

<http://avaya.web.lucent.com/news/latest/effectofmespin.asp>

Remember, access to the internal web site for Avaya employees is available at most desktop computers *or* at all FIT's stations throughout the shops:

<http://avaya.web.lucent.com/>

NEWS IN BRIEF

(Continued from Page 2)

Lloyd Gray, 35; Donovan Burress, 35; Ruthanne Dimmock, 10; Ron Nelson, 10; Gerald Volcheck, 40; Roland Peters, 40; Arthur Galloway, 35; Charles LeCrone, 40; Danny Walters, 35; Charles Williams, 35; Walter Armstrong, 35; Melvin Bentzen, 40; Harold Davis, 35; Steve Willmer, 30.

James Rush, 35; Raymond Moore, 40; Marilee Mullin, 15; William McCrillis, 5; Max Reed, 40; Rosemary Long, 30; Janice Osberg, 20; Donnie Lee, 35; Rolland Leib, 35; Jerry Lukehart, 35; Vino Ecker, 40; Thomas

Vierk, 35; Kathleen Mueller, 20; Ronald Siwa, 40; Melvin Butler, 35; Walter Moore, 35; Betty Orley, 30; Phillip Grubb, 40; Gregory Kleve, 30; Timothy Demont, 30; Jeanine Krogmann, 30.

More names added to list of retirees

Names of employees who have recently retired from the Omaha plant are printed in The Headliner as they become available. The following names are listed according to the month in which a retirement will become effective. Service years are given after each name:

April—Robert Knoblauch, 38 years; Gary Hall, 40; Thomas James, 32; Sharon Webster, 26; Irene Palma, 32; Stanley Petrus Jr., 31; Norma Korff, 20.

May—Sergio Selva, 15; Leslie Guest, 30; Eugene Nicholson, 30; George Coleman, 43; Fred Hoult, 31.

June—Graham Seiter, 40; Linda Kros, 30; Alfred Vincent Jr., 30; James

Dessel, 30; James Stoltenberg, 40.

July—Michael MacVittie, 36; Jim LaFollette, 32; Janis Fiscus, 30; Flora Smith, 33; Annette Mehok, 20; Donald Wiczorek, 40; Gerry Callahan, 42; Larry Duros, 42; Durward Vosler, 40; Ronald Mehok, 38; James Andersen, 31; Gene Stoltenberg, 35; Jack Campbell, 31; James Nixon, 30; Edward Golda Jr., 38; Patricia Marion, 21; John Okupski, 39; Kenneth Meyer, 37; Janice Carlson, 30; Edra Campbell, 33; Darrell Seaton, 40.

Dennis Hemphill, 31; Anthony Mackey, 37; Ronald Vaughn, 28; Viola Winnicki, 27; Dwight Lockhart, 40; Carolyn Schrader, 30; Larry Kroeger, 41; Thomas Luther, 34; Robert Williams, 40; Barbara Golda, 32; Darletta Willie, 30; Joyce Nick, 27; Henry Sedlacek, 37; Marie Pope, 36; Jimmie Johnson, 28; Mary Bouc, 30; Joann Connelly, 33; Richard Plante, 40.

Ivan Cheers, 40; Richard Davis, 39; Byron Maxwell, 38; Sharon Allas, 30; Charles Gray, 35; Robert Jones, 30;

(Continued on Page 8)

In memoriam

Jim Rader, composite master machinist, June 8, 2000.

Scott Meinhardt, production specialist, August 16, 2000.

Donald Lair, senior production specialist, August 19, 2000. ■

3 Academic Awards scholars named

Two young women and one young man, whose parents work at Avaya's Omaha facility, are recipients of the Year 2000 U.S. Academic Awards Program college scholarships, each worth up to \$6,500.

Just 70 scholarships are awarded annually to children of U.S.-based Lucent employees, half going to offspring of IBEW- and CWA-represented employees and half going to those of non-represented employees.

Jessica Gulbrandson will attend the University of Nebraska at

Kearney, where she plans to major in social work with minors in Spanish and criminal justice. A graduate of Millard West High, she is the daughter of **Michael Gulbrandson**, a facility maintenance operating engineer in the boiler house.

Colleen Kinney will be a freshman at Buena Vista University in Storm Lake, Iowa. A graduate of Underwood (Iowa) High, she plans on a business major. Her mother, **Nancy Kinney**, is a senior materials management analyst.

Gavin Johnson

is a graduate of Waverly (Nebr.) High and will attend the University of Nebraska at Lincoln (UNL), where he will major in economics. His father, **Greg**, is a compos-

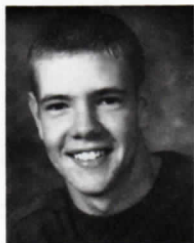
ite master machinist in the trades organization, and his mother, **Lauri**, is a manager for the Order Entry and Customer Care Center. Johnson's sister, Lindsey, also won an Academic Awards Program scholarship two years ago and attends UNL.

The scholarships are renewable for three years if recipients maintain 2.75 grade point averages and meet other program requirements. To be eligible for consideration, scholarship applicants must be high school seniors with at least a 3.25 grade point average, and they must perform volunteer work in their communities or schools. ■

(Editor's note: Children of Avaya employees will be able to apply for scholarships in the Year 2001 Academic Awards Program. Because of the spin-off from Lucent, program details are still being worked out. Look for an update sometime in September on Avaya's web pages.)



Jessica Gulbrandson



Gavin Johnson



Colleen Kinney

Avaya?

... Oh, mya!

You hear it frequently when you answer the phone at work or pass somebody you know in the aisles. "Hello, Avaya?"

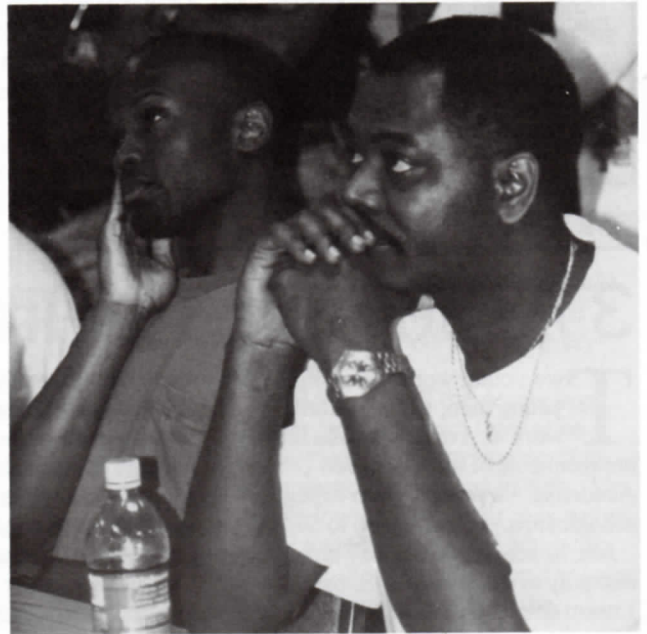
Avaya. The new name of what was formerly the New Enterprise Networks Group of Lucent Technologies. Our new company name. Almost instantly, employees have been "trying it on for size"—just having fun with it as in, "Hey, Avaya?" (Hey, how are you?) and "Avaya a cup of coffee?" (Buy ya' a cup of coffee?). Or, to paraphrase the Spanish blessing, "Avaya con Dios."

Employees at Avaya's Omaha facility gathered to watch a company-wide telecast on screens and monitors in the auditorium, cafeterias and training rooms when the new name was announced June 27, 2000. Their reaction was quite different from how they responded when Lucent's

name and logo were first unveiled.

Generally, there was stunned silence when "Lucent" was announced. This time, a whimsical presentation of the Avaya name sparked smiles—even laughter—followed by applause.

The announcement ended months of searching for a name, a task that proved to be much more tedious than it was to choose Lucent's name four years ago. Not only did



Photos by Linda Ryan

ANTICIPATION...Attentive looks on the faces of employees watching TV monitors in the main cafeteria during the June 27 telecast (above, left and right) were transformed with gleeful smiles (right and opposite page) at the announcement of our company's new name, Avaya.

the name have to garner positive reaction all around the globe, but also it couldn't be a name already owned by anyone else.

Easier said than done: An estimated 15,000 names, fueled by the growing number of businesses operating on the Internet, are registered worldwide daily!

What does it mean?

Some facts about the new name:

◆Our company's name is Avaya (pronounced "uhv-EYE-uh"), legally Avaya Inc. However, for purposes of defining what we do, our corporate logo reads Avaya Communication. "Communication" is distinctively singular to suggest human relationships and rapport, instead of networks or systems that the plural form would connote.

◆Avaya is a made-up word, not one you will find in the dictionary. Our behavior and performance as a company will give it its meaning. When tested on international focus groups, people said the name reminded them of a company that's agile, different, open-minded, spirited and fun. When Avaya appears in text, it should be in upper and lower case, as shown.



AVAYA

communication

Our Mission Statement

Provide the world's best communications solutions that enable businesses to excel.

Our Values

Customer value. We deliver unparalleled value to our customers.

Accountability. We keep our commitments to our stakeholders.

Diversity. Our value as a company is realized by recognizing the value of each individual.

Innovation. We embrace change, for ourselves and for our customers and partners.

Velocity. We win by combining speed and direction.

◆Our logo (the distinctive Avaya letters) is called a "word mark." All the letters nest together easily and relate to one another smoothly. Avaya appears in bright red, announcing our arrival and honoring our Lucent heritage.

Now that we have our new name, much work still lies ahead to make it known to the world. A phased and controlled schedule for introducing branded elements, such as building signage and vehicle markings, already is under way. So is a global brand advertising campaign orchestrated by the ad agency, FCB Worldwide.

At our Omaha facility, there are a multitude of changes we must make, aside from the obvious need to change our name on products and employee ID badges. Here's a partial list:

- ◆Sales and marketing documentation.
- ◆Labels and packaging materials.
- ◆Manufacturing layouts.
- ◆Registrations, such as U.L. listings and ISO certifications.
- ◆Notifications to proper agencies pertaining to products now patented under the Avaya name.
- ◆Stationery and business cards.
- ◆Updating vendor or customer contacts/contracts.
- ◆Property and vehicle titles.
- ◆All kinds of internal documentation. ■

Before you use the new logo...

Know the basics

(Continued from Page 1)
 corporate "logo cops" whose job it is to maintain the integrity of the Avaya identity and associated branding campaign. FCB Worldwide, the advertising agency whose client roster includes DaimlerChrysler, Taco Bell and Amazon.com, has been chosen to handle the Avaya account to make our name known around the world. Annual billings are projected to reach \$50 million.

It's no wonder that logo overseers get nervous when mutant Avaya logos make their way to the public's eyes. The whole idea behind promoting a new global brand is to ensure instant and "one-and-the-same" recognition and association with the Avaya brand.

YES, YES, YES!...This small version of the Avaya horizontal logo lockup (directly below) is used correctly.



NO, NO, NO!...Look familiar? This logo, same as the one above, has been stretched incorrectly to fill the space.

The goal is compromised and gives rise to confusion and misrepresentation among consumers when they see Avaya logos that have been altered from the standard.

Easy access

Perhaps because samples of the logo are so readily available on the Internet, too many of us are copying them to things like e-mail (see related story), flyers and letterheads without realizing we may be using them improperly.

The logo ("word mark") letters "Avaya" have been flattened, stretched and squeezed, while the descriptor "communication" often has been enlarged, moved and even eliminated.

If you remember nothing else about the Avaya logo and its descriptor (together they're called the "Avaya logo lockup"), remember this:

- ♦The Avaya logo lockup is available in a horizontal (preferred) configuration and a vertical configuration.

- ♦There are actually **three versions** of both the horizontal and vertical configurations of the Avaya logo lockup. The **small** version is to be used when the Avaya letters measure between five-eighths of an inch up to one-and-a-half inches. The **large**

Leadership team update...

Avaya President and CEO Don Peterson announced Aug. 4, 2000, that he would eliminate the chief operating officer (COO) position and assume direct responsibility for voice systems, data systems, applications and Connectivity Solutions. He also announced that he would chair the Operations Council.

Homa Firouztash, chief operating officer, will return to Lucent Technologies.

"The need has never been greater for speedy business decisions, clear accountabilities and firm action," Peterson said. "We just weren't making progress fast enough. Homa, Henry Schacht and I all agreed that this was a case where structure inhibited success. We decided to act rather than to wait." ■

version is used when the letters will measure 14 inches or more. The **medium** version is used for everything in between.

- ♦All versions of the Avaya logo lockup must maintain their same proportional values whenever they are enlarged or reduced in size. The Avaya logo or descriptor may **never** be recreated or modified singly or together. For example, don't enlarge "communication" without the proportional enlargement of "Avaya" just because you think it will be easier to read.

Check out guidelines

Specific rules also govern how much space you must allow surrounding the logo lockup, correct colors to use, and much more.

Before using the Avaya logo lockup for any reason, employees should first review the **Avaya Identity Guidelines** available on the following web site. Open, then click on "logos":

<http://avaya.web.lucent.com/name>

Don't use logos in e-mail signatures

For the time being, Avaya employees are asked not to use the Avaya logo image in e-mail signatures.

The reason? An Avaya logo in your e-mail signature fills up the mail server faster and can create problems for the recipient of your message. For example, if you include a 900-byte Avaya logo GIF in your e-mail signature, some programs will convert it into a

35,000-byte BMP file. In addition, formatted text may be changed into plain text that might be displayed in unintended ways.

In the interim, you may use plain text to include the Avaya name under the following guidelines. Use Avaya Inc., the legal name of our company, in your signature line. Avaya should be written in upper and lower case. And Avaya should **not** be written in red. ■

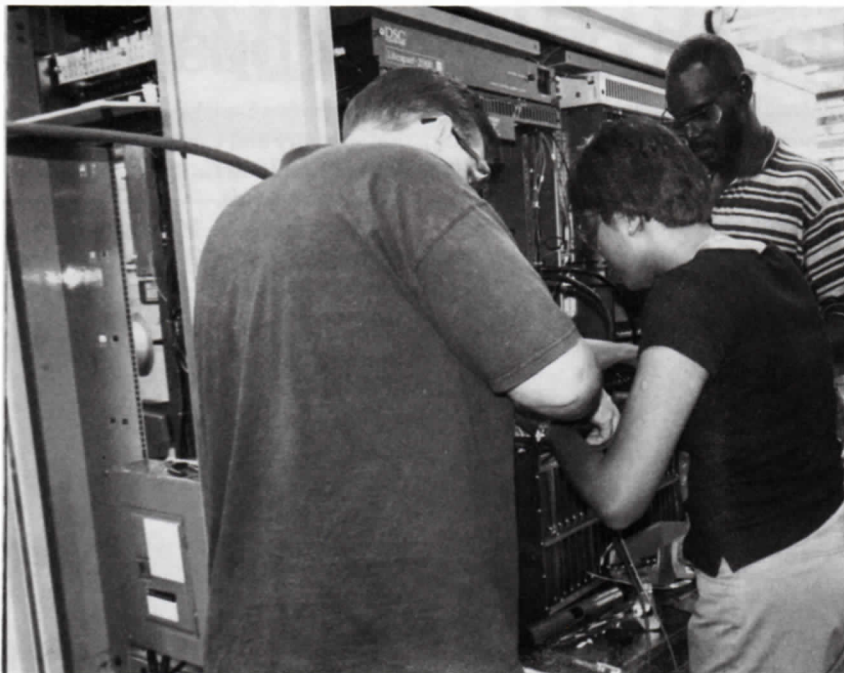


Photo by Linda Ryan

TEAM TRAINING...Product engineer Santha Krishnan demonstrates one of the finer points of assembling an 82D cabinet for Alcatel to Jason Schmidt (back to camera) and Al Wilson, members of the production team that will be making cabinets to fill Alcatel's order. The electronic cabinets that are part of the contract with Alcatel will provide high-speed networking and voice communications to residential and business areas.

Alcatel win expands customer base

As Avaya approaches the day when its spin-off from Lucent Technologies is completed, the promise of greater opportunities to expand our new company's customer base has become a reality.

Avaya's Connectivity Solutions business has signed a contract with Alcatel to provide that company with 52- and 82-type cabinets, which Alcatel will use in DLC (digital loop carrier) applications using their own electronics. Alcatel will be sending their electronics to the Omaha facility where the integration of Alcatel equipment into our cabinets will be completed.

The contract is significant for Avaya because it would not have been possible under Lucent Technologies, since both Alcatel and Lucent offer competing electronic products.

For SBC's Project Pronto

The main end customer, initially, will be SBC Communications for its "Project Pronto," which entails a complete re-engineering of SBC's outside plant infrastructure.

The contract is in addition to our work for Alcatel relating to its ADSL

(asymmetrical digital subscriber loop) business with BellSouth, and will last at least three years.

The electronic cabinet (E.C.) shop has begun building the first cabinets ordered under the contract, a combination of 82D and 82G cabinets.

Cabinet teams were trained specifically for the Alcatel orders by the cabinet shop's product engineer, Santha Krishnan.

One reason for the special training, according to Krishnan, was that the cabinets being built for Alcatel have different cabling needs. Specifications call for cabling that is configured differently from how we built similar cabinets under the Lucent brand.

About Alcatel

Business focus: Telecommunications and Internet high-speed access and transmission market. Active presence in 130 countries.

Headquarters: Paris, France; with USA headquarters in Plano, Texas.

Employees: 116,000 worldwide.

Types of products: Networking (such as public voice networks, cellular networks); Internet and optics (terrestrial and submarine transmission, Internet and rapid access and switching networks); enterprise and consumer products (voice data communications, mobile telephones).

Combined effort

Julie Nielson, senior manager for electronic cabinet engineering and operations, said the contract with Alcatel is the culmination of the combined team effort of product line management (PLM), research and development (R&D) and the manufacturing organizations of E.C.

"Their demonstrated product expertise and customer responsiveness made this win possible," she said. Already the contract has begun opening doors to other companies interested in buying our cabinets to house their equipment, including interest shown in Canada, long the stronghold of one of our competitors, Nortel. ■

Promotions support our global business

In support of Connectivity Solutions' (C.S.) evolving role as a major global business in Avaya, the following promotions were recently announced. The names of those promoted are followed by their new job responsibilities:

Paul Baumann—Senior manager, global logistics. In addition to developing a global logistics strategy for C.S., he will assist in deploying SAP in our global warehouses.

Marj Garrean—Senior manager, SAP new business processes. She will oversee the global integration, new product introduction and production support of Connectivity Solutions business processes that use SAP. Her immediate focus will be to assure the successful spin-off of our new company by implementing the C.S. "quote-to-cash" process.

Marcia Grothe—Senior manager,

material management for IPL (inter-connection products line) and EW&C (electronic wire and cable). She will lead the material and production planning teams for these groups and oversee raw material warehousing and provisioning operations.

Ray Rogers—Senior manager, global order management. Formerly with the Customer Response Center (CRC) in St. Louis, Mo., he will oversee order entry and customer service for all Connectivity Solutions products. His initial task will be to assure a successful transition of customer orders in the quote-to-cash process.

Carolyn Marsh—Manager, materials management. She will lead material and production planning for EW&C and ExchangeMAX® apparatus product groups.

Lauri Johnson—Manager, Order Entry and Customer Care Center.

Cassandra Smith—Manager, Order Entry and Customer Care Center. She was formerly with the CRC in St. Louis.

Nancy Beusse—Manager, operations for EW&C COAX/overshield business, wire mill, die lab and loose wire areas.

Clint Crawford—Manager, operations for the EW&C plenum cell.

Gary Krichau—Manager, operations for the EW&C twist/mini-strand area.

Mary Stanoscheck—Manager, premises distribution products (PDP). She will oversee the PDP organization's operating and engineering teams.

Henri Jung—Manager, digital signal cross-connect (DSX) products. He will lead operating and engineering teams in the DSX organization. ■



Paul Baumann



Marj Garrean



Ray Rogers



Carolyn Marsh



Lauri Johnson



Cassandra Smith

Retiree list grows continued from Page 3

John Huladek, 32; Joseph Sharpnack Jr., 31; Callie Drake, 29; Patricia Dahlhauser, 34; Elizabeth Weil, 34; Jo Ann Doose, 29; James Zonek, 31; Kenneth Sharpnack, 48; Lela Stewart, 33; Alberta Clark, 31; Maria Leal, 34; Donald Schaaf, 40; Eberto Leal, 32; Judith West, 26; Mark Zimmerman, 30.

Earl Johnson, 30; Ronald Dickmeyer, 31; Woodie Haynes, 21; Norma Hebard, 21; Joan Eyestone, 33; Melvin Borland, 34; Everett Stewart, 36; Barbara Douglas, 34; Norma Dorsey, 34; Mary Griff, 31; Donald Taylor, 32; Nicholas Curto Jr., 38; Marvin McManis, 34; James Spudich, 40; Raymond Knievel, 41; Robert Ferraguti, 34; Robert Koster, 40; Raymond Thompson, 30; Louis Kessler, 34; George Vomacka, 41; Richard Wheeler, 35; Mary Ann Bennett, 30; Sharlene Kuhr, 37; Doris Ware, 34; Maxine Lyons, 28.

August—Warren Moore, 33; Lee Holbrook, 34; Carl Michel, 30; Timothy Aken, 31; David Steffen, 26. ■



Nancy Beusse



Clint Crawford



Gary Krichau



Mary Stanoscheck



Henri Jung

Photos by Steve Miller