

THE HEADLINER

Lucent Technologies
Bell Labs Innovations



Omaha Works

March 1996



Photo by Linda Ryan

Sizing up a new name, a new look

We've had more than a month to come to terms with the name Lucent Technologies and our new corporate logo. Slowly we're weaning ourselves from an AT&T identity as we try on a new one for size. So, how well does our new identity "fit"? Employees like Pam Brow may have some surprising answers. They share their views in an article that begins on Page 6.

59 weeks and counting

Cabinet shop never missed 'commit' dates

Say what you mean and mean what you say. That's not the motto of the those who work in cabinet shop IBU 23H, but it very well could be.

The IBU team assembles 40-, 42-

and 841-type feeder distribution interface (FDI) cabinets, and recently marked an important milestone: 52 consecutive weeks of shipping product without ever missing a "commit date." In fact, as of March 15, 1996, the IBU was at 59 weeks of perfect shipping by commit date, and still counting.

The commit date is the promised date a product will be shipped from the Works, said Mike Wenninghoff, one of the cabinet IBU supervisors.

The IBU's one year-plus of perfect shipping is no small accomplishment,

especially when one considers that products shipped include after-market sales kits. The kits, used to upgrade or make repairs in the field, contain all of the pieces that go into a cabinet.

There are many factors that make such long-term shipping performance a reality, Wenninghoff noted. At the top of the list for the cabinet IBU has been consistent team support from IBU 237, feeder shop operations that include metal fabrication, paint line, piece part manufacturing and "kitting."

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NEWS IN BRIEF



Photos by Linda Ryan

IT TAKES TEAMWORK...
At far left, Rod Petersen and Mary McCoy of IBU 237 rivet mounting brackets on an 841B cabinet before it eventually goes to IBU 23H for assembly. At left, Joe Romaine of IBU 23H positions a 42-type cabinet that will be packed for shipment.

IBU commits to commit date with perfection

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"We're also seeing the results of efforts that began about two years ago," he added.

The shop floor layout was totally reorganized to improve the working environment and streamline work in process, reducing floor space by about

one-third.

To strengthen teamwork, production associates are cross-trained.

"Visibility boards" are prominently displayed for team members to see, providing shift-by-shift, day-by-day "metrics" relating to the IBU's

quality, service and efficiency.

Emphasis is placed on personal initiative to take responsibility and focus on "quality at the source." Said Wenninghoff, "We went from a 'D' in quality to an 'A' rating." ■

Changes result in better safety in plating area

There's always room for improvement, especially when it comes to safety on the job.

An accident in the plating room refocused the attention of the Works Safety Committee on ways the job could be made even safer.

The accident occurred while a plating room employee cleaned one of the platers, which involves changing the acid solution used in the plating process.

She was attempting to pour sulfuric acid (nearly 100 percent strength) when the bottle slipped. Some acid splashed on her chemical-resistant uniform. The acid did not burn through but penetrated the cloth, resulting in skin burns.

Chaired by Larry Griff—who also works in the plating room—a subcommittee of the Safety Committee looked for ways to prevent such an

accident from happening again. Griff outlined improved safety measures as the result of their efforts:

- Subcommittee research found chemical-proof protective suits, which prevent acids from penetrating through to the skin. Plating room employees now must wear such suits when they clean the platers.

- The plating room stock of sulfuric acid is now at 70 percent solution strength. (It is further diluted to a much weaker strength in the actual plating process.) The 70 percent solution, if spilled on a person's skin, does not burn as quickly as the stronger solution. A person would have more time to wash off the acid before burn damage could occur. At the same time, the diluted solution doesn't take up significantly more storage space.

(The 70 percent sulfuric acid solution also has applications elsewhere in the plant where the acid is used, such as in certain EW&C manufacturing operations and in the

(Continued on next page)

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 April 17, 1996. All news items should be in to the PR office by no later than 9 a.m. Monday, April 1, 1996.

NEWS IN BRIEF

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waste treatment plant.)

•Baskets that hold parts to be plated are deeper to prevent plating solutions from splashing out. The anodes (the actual plating material, such as zinc, bronze or lead) are larger so they can be seen better as they dissolve in the acid solution.

•Safety training for plating room employees has been intensified, especially for those employees new to the area.

Lucent wins China contracts

Lucent Technologies has signed two major contracts in a month's time with the Ministry of Posts and Telecommunications (MPT) to provide the world's most advanced

SDH (synchronous digital hierarchy) transmission equipment to China.

Its largest single SDH contract, worth more than US\$19 million, will provide four SDH systems as part of the Beijing-Wuhan-Guangzhou trunk line and two SDH systems to the Changsha-Nanjing trunk line.

The second contract, worth US\$16 million, will equip China's Beijing-Jiujiang-Guangzhou trunk line.

Lucent Technologies' SDH products currently account for 80 percent of China's domestic market.

March service anniversaries

The following employees mark milestone service anniversaries (in five-year increments) during March 1996. The anniversary date is given

with service years following the employees' names.

3/3--Thomas Padworny, 25; Martha Gillham, 20; John Herrmann, 15.

3/7--James Bunting, 30; Francisco Velasquez, 30.

3/8--Carolyn Baker, 30.

3/9--Linda Nutting, 20.

3/10--Thomas Heim, 30; Frank Tenczer, 25.

3/13--Deloise Stinson, 30.

3/15--Barbara Luebbert, 30.

3/16--Elizabeth Weil, 30; Joyce Gates, 25.

3/17--Marcia Halac, 25.

3/18--Joseph Zaborowski, 5; Jerry Jones, 5; Thomas Pauley, 5; Michael Trice, 5; Edna Francis, 5; Terence Anderson, 5; Lynn Shearer, 5; Nicholas Sirian, 5; Madonna Koch, 5; Daniel Derner, 5; Helen Rowlett,

(Continued on next page)

Friday Morning Mixed Golf League



Now taking applications for play at Tara Hills, "best ball." Sign up as a foursome or individually. Play starts in late April, Friday mornings.

Sign up by April 15!

Contact:

Nikki Ross, 2nd shift: x3228

Gail Torson, 3rd shift: x3239

Are
you
looking
for a good
baby-sitter?



Omaha Child Care Referral, in cooperation with the Douglas County Extension Service, has trained approximately 100 area teenagers to baby-sit. A listing of those who are interested in baby-sitting is available by calling the referral agency at 558-6794.

Training was funded in part through a grant provided by the AT&T Family Care Development Fund.

NEWS IN BRIEF

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5; Terry Westbrook, 5; Diane Campbell, 5; William Filipi, 5; Ronald Black, 5; Steven Lozano, 5; David Newcomer, 5; Barbara Horan, 5; Stephen Shrader, 5; Stephen Reandeau, 5; Carolyn Bebout, 5; Deborah Johnson, 5; William Elliott, 5; Dennis Keller, 5; Ronnette Littleton, 5; Timothy Johnson, 5; John Maxwell, 5; Ronald Hodges, 5; Rodney Petersen, 5; Roland Kendall, 5; Shyrell Windom, 5; Lawrence O'Neal, 5; Ann Wilson, 5; Gary Christensen, 5; Bryan Chapman, 5;

You ought to be in pictures!

Are you soon to be retiring from the Omaha Works? Would you like your retirement photo to appear in an issue of The Headliner?

Traditionally, employees have the option of having their photo taken and printed in The Headliner when they retire. Until recently, information about retiring employees had been provided to The Headliner by the Works benefits office as it processed the paperwork, and usually in advance of an employee's off-roll date.

That's been changed since all retirements are now handled by corporate offices, not locally. Timely retirement information no longer will be available to The Headliner through the Works benefits office.

Therefore, if you would like your retirement photo to appear in The Headliner, you should schedule a photo appointment with Headliner editor Linda Ryan (Ext. 3795) at least a month ahead of your last day at work. Even if you don't want your picture to appear, we would still like to know when you plan to retire and your years of service so you can be included in a retirement listing. ■

Bryan Wilkie, 5; David Moore, 5.
3/21--Angela Mueller, 5.
3/22--Ronald Willms, 30.
3/23--Beverly Thoms, 30; Rosa Pagan, 30; William Lane, 30.
3/24--Sandra Waite, 30.
3/27--Diane Bare, 20.
3/28--Kathleen O'Driscoll, 30; William Lawson, 30; Brenda Deloney, 15.
3/31--James Butler, 30; David Barnhart, 15.

March is month for retirements

The following employees officially become retirees of the Omaha Works in March 1996. Their years of service follow their names:

Helen Baratta, 30; Jean Taylor, 30; Franklin Patrick, 30; George House, 33; Mary Wozny, 27; Genelle Rohe, 31; Elizabeth Vanderlinden, 36; Ray Krupa, 37; Richard Wozny, 36.

Audrey Kasal, 20; Connie Clark, 31; Charlotte Miller, 20; Constance Rue, 30; James Goodhard, 38; Janette Goodhard, 26; Sandra Waite, 30; Darrel Jensen, 37; Alice Pierce, 31; Ruth Young, 30; Donald Stewart, 25.

Product quality rates an 'A'

Quality Assurance has awarded the following IBUs the grade of "A" for their product quality achievements for the February 1996 rating period:

IBU 226--DSX; 11-type cable stubs; 300-type central office connectors; 78, 89 and 112 connecting blocks.

IBU 22A--110 patch panel assembly; 110 wiring blocks.

IBU 23M--710 connectors.

IBU 23H--76 and 108 terminal blocks.

IBU 237--Metal fabrication.

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Tuesday Evening Women's Golf League

Sign up by April 19!

League play starts April 30 at Eagle Run, 132nd & Maple streets. Tee-off on Tuesdays at 5 p.m., just \$8 per week, plus season membership dues of \$7. Open to employees, spouses, daughters or immediate family members who are at least 15 years old. Pick up forms at the WEOMA office.

Contact: Carla McKnight, x4714 or Jeanette Elliott, x3545



NEWS IN BRIEF

(Continued from previous page)

EW&C--Inside wire cable; switchboard/spec cable; coaxial cable.

Rose sale helps arthritis group

Once again, the Nebraska Chapter of the Arthritis Foundation, along with Commercial Federal Bank, is selling a boxed dozen of medium-stemmed red roses for just \$15. Proceeds benefit the Arthritis Foundation.

Orders must be placed by April 26, 1996, and roses must be picked up at the Commercial Federal Bank

location of your choosing on Rose Day, Friday, May 10.

Pick up an order form at any Commercial Federal Bank, or look for forms in the Pioneer Store after April 1.

Lucent offers voice dialing services software

Lucent Technologies has announced national availability of its intelligent-network-based voice dialing services software that will allow telephone users to place calls by speaking a name or phone number.

The new software also will allow callers to activate custom calling features by saying names rather than having to remember and dial numeric codes.

"There are a lot of changes in telephone service that now require callers to dial more digits, so voice dialing will be more than a novelty. It will be a time-saving feature that customers value and appreciate," said Ramesh Barasia, vice-president of Advanced Network Services at Lucent Technologies.

Other market segments that may find voice dialing attractive include people who are elderly, physically challenged or visually challenged. ■

Works announces promotions

The promotions of 13 employees recently were announced at the Omaha Works.

Effective March 1, 1996, **Larry Bailey** became manager, global provisioning. He formerly was manufacturing excellence process quality manager.

Also effective March 1 were three promotions to department manager level. Promoted were **Bob Barnes**, from supervisor, plastic products and toolroom, to plastic products operations and engineering manager (IBU

22C and Dept. 22D); **Charles Gibbs**, from MTS1 to premise cable IBU engineering manager (Dept. 255); and **Bill Johnson**, from MTS1 to central office products engineering and operations manager (Dept. 225 and IBU 226).

Promotions within the Omaha Works' technical-professional staff include the following:

Craig Alberhasky, from MTS1 in Dept. 251 to MTS.

John Bailey, from MTS1 in Dept. 246 to MTS.

Mark Curtis, from MTS1 in Dept. 225 to MTS.

Daryle Donner, from STA in Dept. 253 to MTS1.

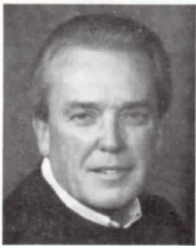
Julie Dunn, from MTS1 in Dept. 281 to MTS.

Renee Garcia, from MTS1 in Dept. 23G to MTS.

Kevin Keller, from MTS1 in Dept. 238 to MTS.

Teresa Kottwitz, from MTS1 in Dept. 253 to MTS.

Tom Lichliter, from STA in Dept. 246 to MTS1. ■



Bob Barnes



Bill Johnson



Renee Garcia



Kevin Keller



Julie Dunn



Mark Curtis



Teresa Kottwitz



Craig Alberhasky



Tom Lichliter



Daryle Donner

Some like it 'Lucent'... Some like it not

What was your reaction when you first heard the new name of our company, Lucent Technologies, and caught a glimpse of our new logo? Were you enthusiastic? Disbelieving? Neither?

We've had almost two months to work the name into our vocabularies and watch the familiar AT&T logo give way to interim banners that display our new name and symbol within and outside the plant.

And while some of us may not have changed our initial thoughts on the name and logo, others appear to be rethinking their views—if the comments that follow are any indication.

In last month's issue of *The Headliner*, readers were asked to share their viewpoints in writing. Here is how some of you responded:

Pam Brow, IBU 226

I think it will take everyone a long time to get used to the change in name and logo. But I'm hopeful that customers will realize that we haven't changed. We're still the same people doing the same jobs, and that our commitment to quality and service continues.

Jerry Keller, IBU 254

The name Lucent and the logo both are different and unique, just like we need to be as we carry on with business. I like them.

Steve DeYoung, IBU 256

It's new and unheard of...I like the new name. Looking to the future, it's a name that can imply just about anything and everything. As with any new name, we have to make it strong, and I know we will.

Cindy Claborn, IBU 256

It's hard to get used to. I'd rather our name was still AT&T.

Jerry Golmanavich, Dept. 22D

When I saw the presentation on our new name and logo, I wasn't sure whether to take it seriously or not. Since then I've noticed that some people are well aware of the new name and logo, some know nothing about them, and still others are finding ways to create their own versions by "playing" with the name and logo. (One thing, I hope we don't become overly sensitive to the games people will be playing with our logo design.)

I recall that when the logo was unveiled, "precision" was a term used to describe its significance. In my opinion, our symbol (the "ring of innovation") does not convey this thought. However, I believe I have become accustomed to it now and that we all should accept the symbol as presented, even though the symbol itself will probably evolve as we improve our position as a new company.

Ray Mason, IBU 226

I think it will take time to get used to the name and logo. I like the "Bell Labs Innovations" part of the name. With proper advertising of our name and logo, it should work to our advantage. Bell Labs is known worldwide and, as part of our name, should help us with our global sales.

Bill Brink, IBU 256

When I first heard the name and saw the logo, I was greatly disappointed. Now, after hearing and seeing them for a few weeks, I must say they are growing on me. And, yes, employees will give credence to the company.

Bruce Lesiewicz, IBU 256

How do you spell the name? No one knows or heard of the word. As for the logo, all people will see on our building is a red, sloppy circle and wonder what it is. We would have been better off with the name Western Electric.

Annie Nemecek, IBU 256

I think the new name Lucent Technologies will be as "bright" as AT&T was. We have a great business and I believe the name and logo will continue to convey that image just as the name AT&T did for

HEADLINE FEATURE



Photo by Steve Miller

NO WALLFLOWER...
Like it or not, our new logo grabbed attention from the first day it was unveiled. Some Works employees who have differing views on the subject include (from left) Della Tyler, Steve DeYoung, Dennis Belitz, Deb Gulizia, Jerry Golmanavich, Nadine Lee, Bea Gunia and Don Morris.

us when we changed from being known as Western Electric in 1984. Our reputation and quality speak for themselves.

Mike O'Connor, IBU 256

I was somewhat surprised. I was expecting a more technical-sounding name, but I'm glad Bell Labs is part of it. I hope that AT&T and Lucent will publicize our company's spin-off with "glowing and brilliant" ads, so people will understand the split.

Lovetta Hoffman, IBU 226

For me, the greatest challenge is adjusting to not having AT&T as our company's name. However, I believe that in time, as we say Lucent Technologies and see the logo, we will grow accustomed to and become comfortable with both. I do like the name better than the logo.

Bea Gunia, IBU 226

I don't like the name or the logo, and I still find myself saying (I work for) AT&T. In all likelihood, people probably had mixed feelings about the name Western Electric when it first came up. Most people don't like change, and I guess I fall into that category. Maybe if you ask me in a year or so, I will like the name and logo!

Wally Moore, IBU 256

The thing that impressed me the most was the "Ring of Innovation." Obviously, it doesn't take much to impress me.

Mark Riggle, Dept. 010

At first I thought I wouldn't like the new name. But after answering the phone, "Lucent Technologies, can I help you?", the name has really grown on me. I now appreciate our distinctive name and the ring's bright red color. Incorporating "Bell Labs Innovations" in the name is important because it looks back to past technological successes, without detracting from the forward-looking vision of the new company.

Sharon Swingholm, IBU 256

I was working here when Western Electric became known as AT&T, and it didn't bother me. I was always proud to say I work for AT&T. This time, maybe because I am older, the name change bothers me. The new name and logo are okay, but I hope I will be as proud of Lucent as I was of AT&T.

Dennis Belitz, IBU 226

Lucent Technologies is very difficult for me to accept, after having identified for 19 years with AT&T. This radical name change is an opportunity to radically change the way we do business internally and externally.

Barbara Brown, IBU 23H

At first I wasn't sure if I liked the name, but the more I hear it, the better I like it. I like the logo. It's very creative and I'm glad it includes a "circle" which, to me, continues the global image that the AT&T logo had. I'm a relatively new employee here and look forward to many years of service with Lucent Technologies.

Don Morris, IBU 256

I think we could have done better. People will probably have to use a dictionary just to understand what our name means. The logo looks like a little kid's color crayon drawing.

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Some like it, some like it not

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Dan Dockweiler, IBU 256

I like it!

Ann Drebot, Dept. 256

When I first heard Lucent Technologies and saw our logo, I was really surprised that it was a rather "soft" name (so I thought) and such a free-flowing logo. But the more I see and hear, especially now that I know what the name and logo stand for and how Bell Labs (so strong in the market) is included, I'm starting to like them.

Della Tyler, IBU 256

I think Lucent Technologies is a hard name to pronounce—it sounds like "lucite." I also think "Lucent" doesn't sound like a name to be taken seriously. If we are in a serious cable business, then we need a serious name and logo.

Debbie Grady, IBU 256

I think that it will take a while to get used to the idea that we're not AT&T anymore. But when things change, you need to try to change with the times.

Charles Stanley, IBU 256

The name doesn't sound very professional, and the logo is too

simple. I hope the world understands the meaning of our new name and realizes our quality is the same, if not better, than when we were AT&T.

June Christensen, IBU 27D

I am getting more comfortable referring to our company as Lucent Technologies. At first it was difficult to pronounce, like a tongue twister, but it has become easier with repeated use. It is always hard to accept change, but I feel this will be very beneficial for our plant's business.

Deb Gulizia, IBU 256

"Lucent" is nothing like what I had expected. I thought "global" would be part of the name. I think that "Lucent" alone wouldn't be very well accepted in the market, but with the tag "Bell Labs Innovations," we'll be better recognized worldwide.

Pamela Amos, IBU 256

I think the logo is really different. I guess I'll just have to get used to it!

Sue Davis, IBU 254

I thought the new name was difficult to pronounce, but now it seems easier. I still would rather be an employee of AT&T. I hope the logo becomes a familiar symbol soon.

Nadine Lee, IBU 256

Lucent has a nice ring to it. Once we get together and going as a new company, I think we will be well recognized. However, I think the logo should be a little bigger and the ring a different color.

Mary Bunting, IBU 254

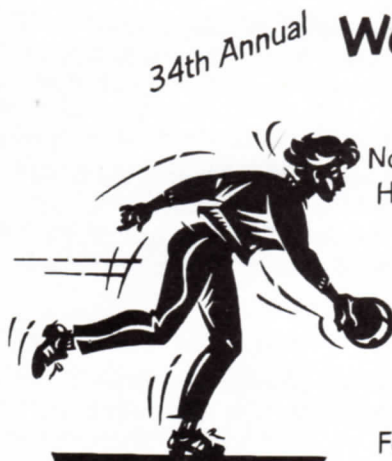
I give our new company's name an 80 percent, but only because we were so comfortable with the name AT&T and weren't ready for the change ahead of us.

Barb Cremeens, IBU 256

It is really hard for me to get used to being named Lucent Technologies. For so many years we were Western Electric, then AT&T. I guess change is something nobody likes, and so it will take time to get used to it.

I am hopeful that, as Lucent Technologies, we will be as successful as we were when we were AT&T and Western Electric. The company has paid a lot of bills and put a lot of food on my table.

I have always been proud to be part of both AT&T and Western Electric. Hopefully, that pride will carry over into Lucent Technologies. With our reputation and business expertise, I don't see how we can fail. ■



Women's Midwest Communications Bowling Tournament

North Kansas City Pro Bowl ♦ 505 E. 18th Ave. ♦ Kansas City, Mo.
Hosted by Lucent Technologies Kansas City Works/Lee's Summit

Saturday, May 11, 1996—In-town bowlers
Saturday, May 18, 1996—Out-of-town bowlers

Entry deadline: April 12, 1996

For more details call Kathe Scott, x3323, or Ethel Payton, x3727