

WESTERNER

Omaha Works
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On the cover

Now you see Brenda Williams, but soon you won't. After she carefully applies her makeup, she will be transformed into Ear Bob the clown. When Williams becomes Ear Bob, she gains an instant rapport with young children – and may be having a positive effect on their lives as well. Williams is the kind of person people like to get to know – the kind who makes a difference. For a story about her and others like her, turn to Page 8.

WESTERNER

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Cabinet workshop focuses on sales

AT&T account representative Ken Dumont will tell you that his client, Pacific Bell, likes the 80-type cabinets we make here at the Omaha Works – “we’re selling a lot of them.”

But he also will tell you about an important factor in making those sales: the quality work of the employees who make those cabinets.

In a meeting with those employees, Dumont recalled how he brought Pacific Bell representatives for a tour of the Works. They were leaning toward our 80-type cabinets, he said, “but the sale wasn’t clinched until they visited with the people in the shop...and they were really impressed.”

One week later, said Dumont, Pacific Bell standardized our 80-type cabinet, making it the company’s preferred outside plant remote terminal.

The exchange between Dumont and some 365 operating employees who make cabinets (841, 40, 51,80 and 90-type) was part of a product workshop held here for about 40 AT&T account representatives from all over the country – the first of its kind focusing on Omaha Works cabinets.

Called a “Product Champion Workshop,” its purpose was to “enhance our account executives’ knowledge of cabinet IBU products and features,” and to develop experts or “product champions” of the product, said one of the workshop’s planners, Larry Bailey.

Planning began early

The Works’ cabinet IBU core team began planning the workshop early in 1990. Besides engineering department manager Larry Bailey, the team includes operating department manager Dick Cefrey, Product Line Management (PLM)

manager Bill Tisdale of Atlanta and three Bell Laboratories supervisors in Whippany, N.J., Joyce Lingousky, Gary Bainbridge and Lynn Pohl.

Their efforts culminated in a three-day workshop in October, complete with intensive seminars for account reps that outlined how the cabinet IBU functions, product updates, and how we handle customer service. An important part of the workshop was a panel discussion held between selected account reps and all cabinet operating employees on each of three shifts.

“The cabinet IBU is well defined and we’ve become more involved in the process of making sure our products are selling,” Bailey said. “That’s why we thought it would be a good idea to get together with sales reps who are key and critical to selling our products.”

While the primary goal of the workshop was to inform the reps about cabinet operations “so they can sell as much of our product as possible,” Bailey noted that “we also wanted to hear from the reps. What’s it like out there trying to sell our products?”

The first day of the workshop began with an overview of the cabinet families made at the Works, many of them on display in the auditorium for instructional use later.

Bailey reminded the reps about the availability of the cabinet IBU’s van and trailer equipped with a cross-section of cabinet products. They were encouraged to use the van by bringing it to their customers to help make a sale.

PLM’s Tisdale spoke about the focus of the cabinet IBU. A successful cabinet business must stress cost controls and functional expertise more than ever before, he said, and “we must use time-based



SALES MEETS PRODUCTION...Clarence Harris, an AT&T account representative for Southern Bell in Florida, took time during a shop tour to visit with shop operator Jane Peters (IBU 581) about wiring done on 40-type cabinets.

business management."

He mentioned that the IBU has begun holding quarterly meetings with all of the shop employees who are involved in making cabinets. "We're trying to get our people involved in what's going on in the business. It's critical — our people aren't just numbers," he said.

Dialogue needed

The cabinet IBU core team, which has the power to make decisions on what direction the cabinet business will take, relies on this dialogue with employees as well as with account reps to develop a strong business plan.

For example, he told the group, the team is well aware of the need for improved response time with regard to "F-specs" (a specific

customer request for other than the standard product). F-spec generation accounts for a sizable portion of bottom-line revenues, he noted, and "most of the products that become standard were introduced as F-specs.

"We're working on a 24-hour response time" that will let the customer know whether or not the cabinet IBU will pursue the request further, Tisdale said. "And we hope to improve your access to information on what F-specs have been submitted," so that, theoretically, "you will be able to go to the customer and say 'AT&T is already working on that.'"

Later that first day, and in two more sessions that followed, six account reps served on a panel to discuss "the front lines" with

cabinet IBU operating employees.

Among them was Bill Wynn, an account representative to BellSouth. His client is our largest customer of digital loop carrier cabinets, "but we're getting heavy competition from Fujitsu," he said.

To our advantage, however, Fujitsu has been unable to meet its commitments and "we have a chance to get into a lot of imbedded equipment" with BellSouth," Wynn said. "So we've got to get our 80-type cabinets out" to make good on the windfall.

The account rep for Pacific Bell, Ken Dumont, told employees that his client likes our 80-type cabinets but isn't satisfied with some of the components we make for the cabinet. Consequently, we are working with other vendors to satisfy this customer's needs for the 80-type. Meanwhile, the cabinet IBU is working on making the components more in line with what the customer wants.

Cost-saving ideas

Dumont also mentioned that 40-type cabinet sales to Pacific Bell are less impressive. "We must lower our prices" to gain the customer's favor," he said. "If any of you have any ideas on how to do that, pass them along."

Nancy Walrath, the account rep for US West, said her client — which serves a 14-state region — is regrouping and trying to cut costs. "Your JIT programs can help us significantly," she told employees.

US West orders for 40-type cabinets have increased but, she cautioned, "price is becoming a big issue even though they like the quality of our product...it's important that we meet their order intervals or they'll get them from someone else."

(Continued on Page 12)

Meet the customer

AT&T product documentation is critical to Anixter's new level system

"We sell what we inventory," emphasized Mike Hecklinski, product manager for plenum cable with Anixter, Bros., Inc.

When you're in the distribution business, it stands to reason: The more variety and flexibility you can offer your customers, the less chance of their looking elsewhere for the product features they need.

Hecklinski and fellow Anixter product manager Pete Lockhart made that point clear to Omaha Works management when they visited our plant. They came from their company's Skokie, Ill., headquarters for an overview of Works products and to discuss the impact of Anixter's internal restructuring on our business relationship.

Anixter is a distributor of all AT&T Network Systems products and an important customer of the Omaha Works, according to AT&T account representative Pete Zivkovic. He accompanied our Anixter guests on their visit here.

"They are a main supplier of products to the private network market to which we don't sell directly," he said, such as to a contractor for a small shopping center or one who is installing a telecommunications wiring system on a college campus.

Anixter, with its 90 locations in the United States plus those in Canada, United Kingdom, Europe and the Pacific rim (Singapore, Taiwan, etc.), is also "a major supplier in Europe of AT&T

Systemax™ premises distribution system products" – products we make here in Omaha.

You might compare Anixter's operations to that of a grocer, Zivkovic said, who has many products on the store's shelves vying for attention.

The grocer will give the most prominent shelf space to those products that sell the best. By the same token, "when a customer asks Anixter for a piece of wire, we want Anixter to recommend ours first," Zivkovic explained.

That's why it is so important that we understand Anixter's needs as our customer and make sure those needs are met, he added. Pete Lockhart noted, however, that Anixter does not view itself as



*HOW THICK IS IT?...
IBU 559 insulating line
operator Ron Nelson
(right) demonstrates to
Anixter's Pete Lockhart
(left) and Mike
Hecklinski how
computer testing is
done to determine
precise wall thickness
of insulation on wire
for local area network
(LAN) cable.*

AT&T's customer, but rather as AT&T's distributor channel to the mutual customer of both, "the end user."

Hecklinski and Lockhart detailed needs from their perspective as product managers for PVC and plenum cable. In a meeting with Works managers Mike Fuller and Gary Epp, Frank Markesi of the Product Display Center and Zivkovic, they outlined restructuring changes: specifically, Anixter's new level program for plenum and non-plenum communications cable.

The program assigns twisted pair cable to different levels according to electrical performance and market applications. It also recognizes how the cable interconnects with other network products and its compatibility with existing equipment.

"We do not just sell part numbers anymore, we sell systems," Hecklinski said, mentioning that Anixter's customers want to know precisely what cable products can or can't do.

Lockhart agreed, adding that "we have a sophisticated user base out there and they're asking me for 'the numbers' (specifications) now."

Anixter is in the process of acquainting its sales force with the new level program and is working on a brochure for customers that lists twisted pair cables by levels.

Hecklinski and Lockhart both requested better documentation for Omaha Works cable products so that they can assign the cable to proper levels.

"If we can't fit your cable into a certain level because we don't have all of the electrical specifications, that really hinders us," Hecklinski said.

In response, Fuller and Epp promised to provide Anixter with



FINAL TEST...While touring the cable shop, Hecklinski (center) and Lockhart stop to chat with IBU 552 operator Jean Pierce, who conducts a final test of LAN cable.

data already on hand and to work with AT&T Bell Labs on cable testing to provide any additional data required for Anixter's level program.

In addition, the Works agreed to look into making available someone from the electronic wire and cable SBU (strategic business unit) staff to answer any of Anixter's technical questions on a daily basis.

When the business discussion was over, the two visitors from Anixter were taken on a tour of PVC and plenum cable areas of the shop where, it turns out, our

customers can count on cooperation and prompt response to their needs.

As they met and talked with shop operators along the tour route, Hecklinski commented, "I find employees to be very open. They're very friendly and willing to answer our questions and talk about their respective jobs."

Lockhart stated, "I am very impressed with the operational efficiencies of the manufacturing equipment and the constant operator and management attention paid to quality production."

etc.

Focus on quality

There's an ever-increasing emphasis on quality these days, and "it all began with QWL."

With that as their theme, the Works' 13 quality of work life circles held their annual QWL Recognition Day in late October – Halloween, to be exact. As has been their tradition, their program held in the auditorium was full of surprises and well-deserved recognition.

The QWL Recognition Day Committee – Gene Stoltenberg, Debbie Gulizia, Judy White, Jim Roberts, Jane Peters, Norma Korff and Mary Ellen Maxwell – set up Halloween decor and brought in a magician.

But the highlight of the program was the yearly awards presentations. Topping the list as the circle with the most impact on the Omaha Works was Circle No. 19, "Quality Cross Connect," which earned a plaque for Outstanding Circle for 1990.

The circle represents employees who work in the DSX area. Among its accomplishments, the circle introduced a formal record-keeping system to order parts needed by the department. Employees now enter on a clipboard parts that they need. The layout operator checks off that parts have been ordered and when and where they are received – a more organized, time-saving approach, according to circle leader Steve Heneger.

Meanwhile, in other quality-oriented activities, the Works received word that Network Cable Systems was a finalist in the Network Systems 1990 Bonnie B. Small Quality Award. The winner of the award was to be announced in mid-December – more information was not available at Westerner press time.

Paul Morris of the Atlanta Works was named the grand-prize winner of airline tickets to anywhere in the USA in the Network Cable Systems quality motto contest. His winning

slogan: "Network Cable Systems: Connecting quality to the customer."

The tree finalists in the contest from the Omaha Works were Julie Micklavzina, Bill Gretta and Cheryl Cincetti.

Plans already are under way for next year's quality awareness activities. Non-supervisory employees who would like to serve on a planning committee should contact Bob Wolkins in the quality assurance organization, Ext. 3893. Committee members will be responsible for a variety of activities throughout the year such as displays, contests and promotional programs. The choice, Wolkins emphasized, will be the committee's.

Oh, those beautiful dolls

We've seen them all before, but every year the display of hundreds of dolls and mittens for needy children never ceases to be a source of amazement.

This year's Dress-a-Doll project resulted in 1,049 dolls being dressed for the Salvation Army to distribute at Christmastime. Participants also dressed 96 teddy bears and donated eight extra dolls. Jerry Kalina, Richard Townsend, Leo Sis and Dale Kreick handcrafted and donated a total of 47 wood toys.

Project chairperson Sylvia Hearn, whose co-chairs were Barb Eraas and Bonnie Anderson, said Mary Anderson outfitted 43 dolls herself while Erma Hammond collected donations from co-workers to have a seamstress sew clothes for 29 dolls.

In addition, in citywide judging of all dolls donated for the project, the following Works employees earned awards for their work: Kathy Schutte, first-place bride doll; Martha Adair, third-place bride doll; Kitty McCants, second place, best workmanship – knit/crochet; Barb Eraas, second place, best workmanship – fabric; Jan Connolly, second place, most



OUTSTANDING CIRCLE... The Outstanding Circle of Excellence Award went to Circle No. 19, in part for its clipboard project. Circle members include (front) Steve Heneger, (back, from left) Vi Winnicki, Sue Davis, Trudy Dekeuster, Tom Pallas and Betty Wilson.



BEARS 'N DOLLS...Bonnie Anderson (left) and Joyce Ossler show off two of the many dolls and bears that were prepared for this year's Dress-a-Doll project for the Salvation Army.

beautiful doll; and Sharon Watson, third place, most creative/historic doll.

The Mitten Tree project collected 1,179 mittens, hats and scarves for the Salvation Army to distribute, said project chairperson Sharon Carpenter. Donations for mittens are solicited from employees early in the year, and much of the apparel is bought at winter clearance prices. The rest are hand-knit and donated by employees, family and friends.

The Fax of life

Response to AT&T's nationwide service, Desert Fax, has been overwhelming. Since Sept. 21 AT&T has been offering free facsimile service from its 400 phone sale centers in the U.S. to send or "fax" messages to U.S. military personnel stationed in Saudi Arabia. The service delivers messages just two days later – at least four days earlier than a letter sent through the mail.

By mid-November, a quarter of a million messages had been faxed. Using forms provided, users can even send drawings – like tracings of a child's hand.

As a service to Works employees whose family members are stationed in the Middle East, fax forms may be picked up in the

public relations office and returned for delivery by Works messenger every Monday and Thursday to the Westroads phone center.

Three Omaha Works employees whose military reserve units have been activated are now serving in Operation Desert Shield. Based on the number of people picking up and returning fax forms in the PR office, so are numerous sons, daughters, nieces, nephews, and other family members.

Art of persuasion

Dale Carnegie could take lessons from Irene Palma of IBU 584.

Palma was a loaned executive in this year's United Way/CHAD campaign, representing the Omaha Works and IBEW Local 1974.

But she wasn't just any loaned executive – she turned out to be the campaign's loaned executive of the year in recognition of her work in the government division.

Irene Palma



She met with potential contributors at rallies she conducted as early as 5 a.m. and as late as 9 p.m., Saturdays included – and with exceptional success.

In particular, Palma's efforts resulted in a giving level increase of 146 percent in the Omaha Police Division. All total, the companies under her supervision saw an increase of 19.3 percent in giving.

Was it all those cookies Palma baked to distribute at rallies? More likely, it was her approach. "I'm a believer in the United Way, and I'm sincere when I express my support," she said. "I think that shows through, and when you ask people to help, they do."

Pays to 'advertise'

Phil Warren has reported that his work group has received good response to the article that appeared in Focus magazine about the AT&T Productivity Workbench™ Material Flow Control System (MFCS). The staff is now following up on inquiries about the system.

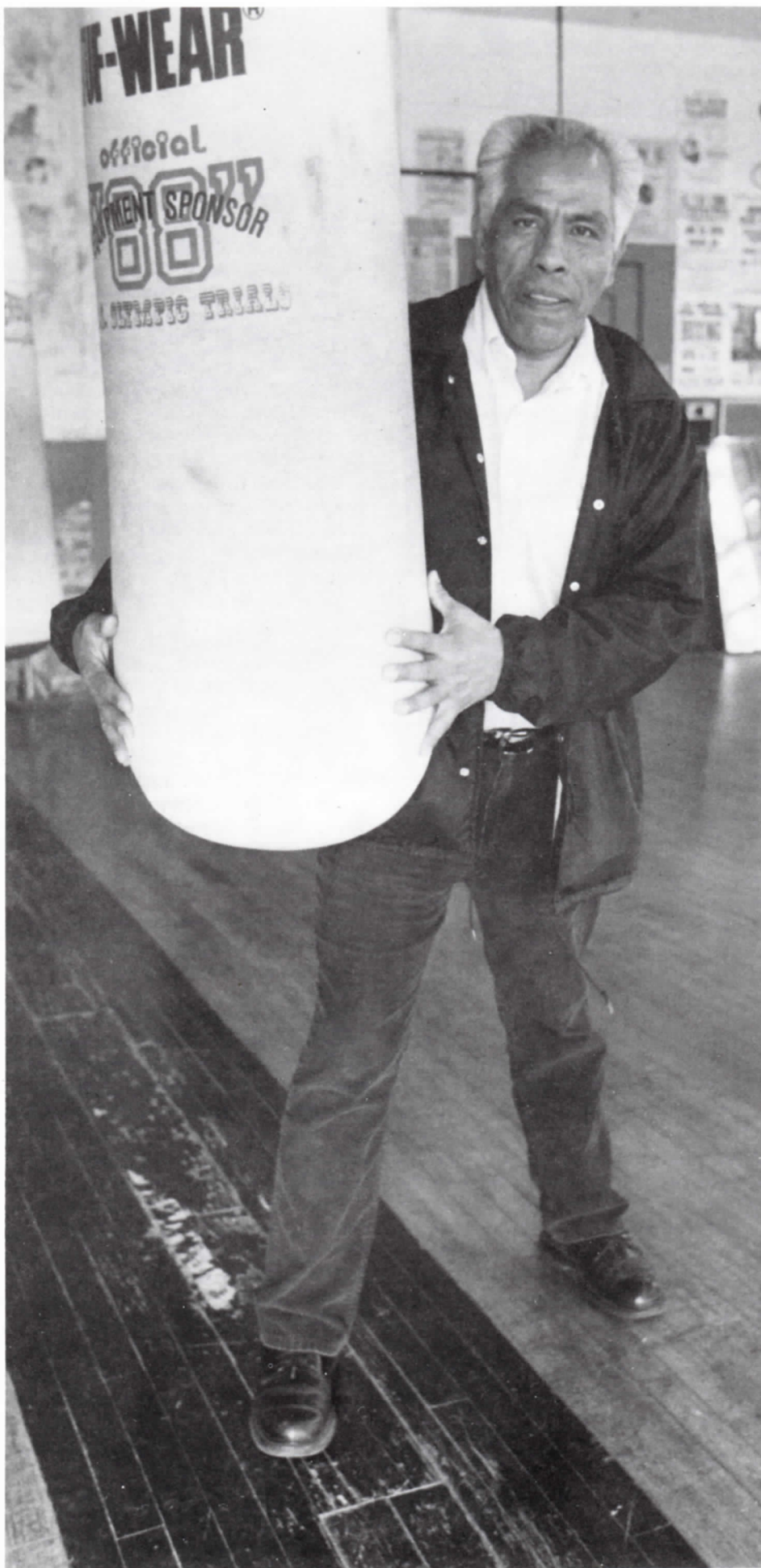
Warren also mentioned that MFCS is getting some good press coverage in several key trades publications.

Currently, John Deere, Maytag and Pamida are among companies that have inquired about MFCS, he said. In the first week of December, five companies visited the Works for a first-hand look at how MFCS and AT&T's local area network (LAN) helps inventory control.

Said Warren, "Special thanks is due to storeroom employees (IBU 584) for their help in demonstrating MFCS, which resulted in closing four sales in 1990 totalling about \$1 million."

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As a Golden Gloves official, Jess Cardenas has judged and worked with the best.

Cardenas used to judge Mike Tyson's amateur bouts when the former world heavyweight champion was just 16 years old. "He was the most talked about boxer in amateur ranks," recalled Cardenas.

He knew James "Buster" Douglas from Golden Gloves tourneys, an "average boxer in amateur ranks" who later defeated champ Tyson, he said.

The list of boxing champs goes on – Evander Holyfield, Sugar Ray Leonard, the Spinks brothers, Tommy Hearns, Ray "Boom-Boom" Mancini and many more. All became success stories in the field of boxing, but then, so has Jess Cardenas.

With 28 years of service at the Omaha Works, Cardenas is a

FROM TRAINER TO JUDGE...Jess Cardenas' many years of work with youths in the Golden Gloves program earned him special recognition from the Omaha Sportscasters Association in the form of a Sports Award in 1986. He is pictured at one of the Downtown Omaha Golden Gloves gyms.

People who make a difference

Who are the movers and shakers? People whose faces dominate the evening news? Maybe, but not entirely. There are movers and shakers all around us, working for a better community, lending a helping hand. They may not make the network news, but they leave a positive mark anyway. Who are they? Look around – you know them. They are people like these.

technical support analyst in the quality assurance department. What co-workers may not know, however, is that he has established a 28-year, off-hours career as a trainer/coach turned official for the National Golden Gloves Tournament program.

Golden Gloves tourneys determine the best among amateur boxers and are a springboard to professional championships. Cardenas, through his affiliation with the Omaha Amateur Boxing Coaches Association (sponsor of local Gloves tourneys), has helped the program to grow. But most important, he thinks he has helped give direction to many a young man involved in the program.

Cardenas sees the Golden Gloves as a way to "help prevent juvenile delinquency, drug and alcohol abuse and to give youths in the

inner city an opportunity to take part in athletics – in this case, amateur boxing."

Youths who participate in the program (they must be at least age 16) usually do not have ready access to more traditional forms of athletics, like high school or collegiate sports, he explained. Cardenas mentioned that a few Omaha gang members have entered the program, trying to break their ties with gang activity.

"Kids who do come are looking for a chance to develop into a champ," he said. "Most seek to reach the top and make money – it's a profession."

But not an easy one, he admitted.

"Boxing isn't for all youths. It's a rough sport," said Cardenas, himself a former amateur boxer and South High wrestling and baseball athlete. "You must be dedicated, disciplined and you're in training 24 hours a day, every day of the year."

Cardenas recalled that he became involved with the Golden Gloves when a young neighbor of his got out of the service. The youth had become overweight and seemed to lack any ambition for the future.

Cardenas talked him into going to a Golden Gloves gym, promising to be his boxing trainer and to get him back into shape. Within nine months the youth lost 90 pounds and eventually became the City Golden Gloves Heavyweight

Champion.

He began to coach and train other youths in the program, frequently working with youths for three or four hours every evening. As Cardenas' own family grew (he and his wife have six children) he learned to balance work, family and Golden Gloves, he said.

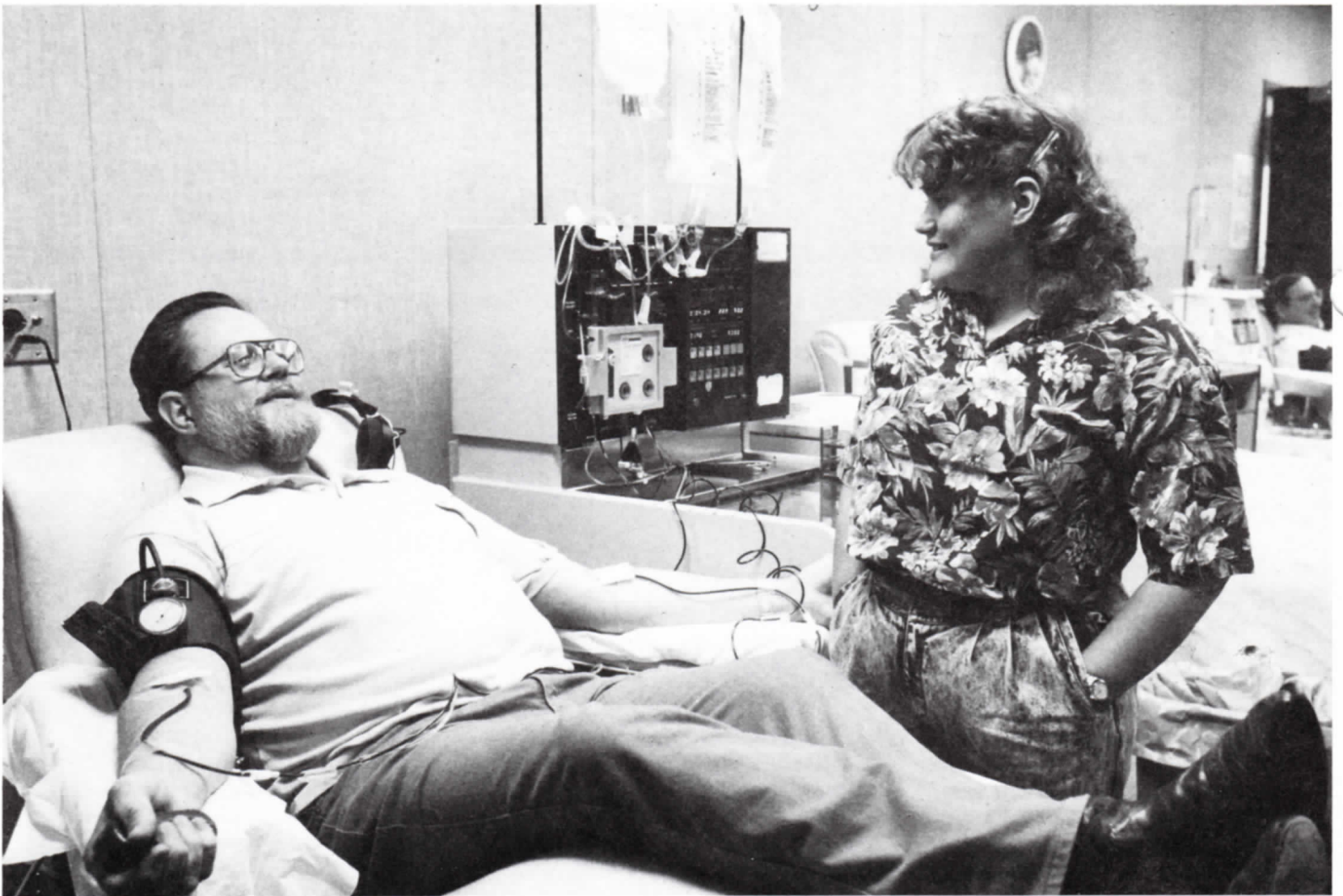
Within a few years, Cardenas began judging local and ultimately national tourneys (he hasn't missed a national tourney in 20 years). He will direct his 17th city tournament in March, and serves as the assistant head of officials at the national tournament. In the latter capacity, he is responsible for assigning, evaluating and removing judges from the national tournament, and is required to attend regular training clinics and medical symposiums.

He also has become adept at fund raising, often speaking at Rotary and Kiwanis meetings to solicit money for protective equipment, insurance, doctors fees and coaches' first-aid training.

Cardenas seems to take the attitude he tries to instill in youths about boxing: "If you don't put much into it, you don't get much out of it."

And he figures he's gotten a lot out of working with Golden Gloves. "I stop and think that had they not been in the program, a lot of these kids may have gotten into serious trouble...That makes me feel good."

(Continued on next page)



FAMILY ACTIVITY...While platelets are removed from Dale Wichman's blood at the Red Cross center, he chats with his daughter Julie, who is waiting for her turn on the center's plasma pheresis machine. The process to separate platelets from Wichman's blood takes 1½ to two hours.

People continued

Pheresis donor helps save lives

Dale Wichman is modest about his involvement with Red Cross blood donation programs when you ask him.

"There are a lot of people out here who do as much, probably more than I do," he will insist.

True, Works employees are extremely generous about giving their blood, but not all of them have donated quite as much as Wichman has — nearly 10 gallons — in addition to being a regular pheresis donor.

Pheresis is a blood donor program to collect specific components from whole human blood: plasma, white cells or platelets.

Of the three, the need for platelet donations has grown most dramatically in recent years, largely

due to the increase in chemotherapy and bone marrow transplants done in the treatment of cancer patients.

Platelets help blood to clot. Platelet levels can drop drastically during chemotherapy treatments and during the healing process following bone marrow operations, the latter involving usually a six- to eight-week hospital stay.

Without sufficient platelets, "a patient is more susceptible to hemorrhage" and could bleed to death, said Linda Thoreen, director of the Red Cross pheresis program in Omaha.

Furthermore, platelets for cancer and bone marrow patients must be matched precisely by a tissue type. So, the Red Cross relies on regular blood donors like Wichman who volunteer for the program and essentially are "on call" as their platelets are needed.

For Wichman, those calls have become much more frequent in the

past year — about every two weeks, in fact, the maximum donor frequency allowed in platelet pheresis.

Since he became a pheresis donor in the mid-1980's, he has responded to calls while on vacation, on weekends and during work. (The Omaha Works now supports this essential program by paying up to two hours in wages should a donor be called in during working hours.)

Wichman goes to the Red Cross center where he is hooked up to a machine that removes a pint of blood from him at a time, separates out the platelets, then returns the blood to him. The process takes anywhere from 1 ½ to two hours.

There is no discomfort, he said, except an occasional tingling in his lips, a reaction to an anticoagulant added to his blood to keep it from clotting during processing. "The biggest problem is trying not to go to sleep in the recliner," he

quipped.

But he is dead serious about his participation in the pheresis program. "If no one gave blood or pheresis there would be a lot of people who would never survive" operations and cancer treatments, he said.

He was surprised to learn that he is one of a mere 1100 individuals in Omaha (some 80 of them Works employees) who supply all of the single-donor platelets needed throughout the city. Like Wichman, these donors are being asked to help much more frequently, said the Red Cross's Thoreen, "and the need keeps growing every year."

Wichman, a layout operator in the sheet metal shop (IBU 581), got into the habit of donating blood when he was in the service and his wife gave birth to their first son. "The practice was to replace the blood that might be used," he said, so he became a donor.

It's a habit that "makes you feel good," he said, and since he has been in the pheresis program "I've gotten to know a lot of the other donors – and the good bunch of nurses they have there."

Wichman said he's talked to others about the program – his own daughter, Julie, is now a regular participant in the plasma pheresis program. He is concerned about the pressing needs of cancer patients and has thought about becoming a bone marrow donor, too.

It's a longer period of recovery and there is some associated pain," he said, "but I am considering it."

Reaching out gives purpose to life

To those at work who come in contact with her, Brenda Williams is that east dock worker who makes her delivery rounds in Buildings 20 and 30 with a ready smile and cheerful greeting.

To children and senior citizens in hospitals and nursing homes, she is "Ear Bob," the blue-haired, baggy-pants clown with hugs for all.

And to the lonely single mother with three children she is a friend and confidante.

It only seems to be a complicated lifestyle at first glance, but it is one Williams is glad to have. It began several years ago when she noticed

an ad requesting volunteers to help the Child Saving Institute with its Parent Assistance Line or Parent Aid programs.

Williams inquired about the Parent Aid program and learned that volunteers are paired with "people (usually a single parent) who need parenting skills or just need someone to talk to when the walls are closing in on them. They don't have a family support system to provide this and must rely on volunteers," she said.

She signed up for the program and attended training classes over a 10-week period. Then she met Edna, a single mother with three young children alone in Omaha with no other family.

"Edna needs parenting skills and someone to help her confront the realities of single parenting," Williams explained, "and she needs a friend to help her build her confidence."

The contract she and Edna signed (an aid is assigned to a parent only if the parent agrees to the arrangement) requires that Williams spend about four hours a week with Edna. However, Williams willingly devotes closer to eight or 10.

"She knows she can call me anytime, day or night – and she has," Williams said. She visits Edna at Edna's home and together they may take the children to the zoo, a park or go out for pizza. Sometimes they leave the children with sitters at the Child Saving Institute and go to dinner or take in a movie.

Now divorced with a grown son of her own, Williams said she knows what it's like to be a young mother away from family. "When my former husband and I moved

here from Mississippi, I didn't know anyone...and it's important to have the supportive relationship of family and friends."

It was Edna's children who gave Williams the idea to venture into "clowning." Williams had told the family about the Cornhuskers Corny Clowns she had seen, "and the kids were just in awe. Then I thought how these kids don't get to see clowns – something they'd really enjoy."

So off to another training class went Williams, this time to learn to be a clown. She's been a member of the Corny Clowns for about a year and participates in their activities, but more often on weekends you will see Ear Bob the clown visiting hospitals, nursing homes or making surprise appearances in Omaha neighborhoods by herself. She passes out balloons and trinkets she buys with money from an occasional paid birthday party appearance.

"I've found out just how much people really love clowns. Kids come up to me – they hug me, kiss me, tell me they love me."

She hopes that her contact with ill or disadvantaged children might make a big difference in their lives. "I hope the kids feel like somebody cares about them – it gives them something to brag about in school, maybe," she said. "Some kids never have anything special to say, and if they did, it could increase their self-esteem."

Williams paused a moment and thought about the things she finds special in her own life.

"I get a lot satisfaction doing this...I have a purpose to my life. I have a good life, a good job, but it's like I need something more, and I think I've found it...I know I have."

Retirements



Delmar Dirks
33 years



John Donahue
27 years



Donald Bryant
32 years

Not pictured:

Stanley Anderson – 32 years
Harry Callsen Jr. – 30 years
John Dinovo – 21 years
Lennie Osby – 23 years
William Scollard – 31 years

Policy on equal opportunity

The Omaha Works, like all other locations of AT&T, is an equal opportunity (EO) employer and reaffirms its commitment to AT&T's EO policy which follows:

"It is the policy of the company to provide equal opportunity for all employees and applicants for employment, compensation, training, transfer, advancement and termination of employment practices for all employees without discrimination because of race, religion, color, national origin, age or sex. This policy also applies without discrimination to handicapped persons, disabled veterans and Vietnam era veterans."

The company strives to ensure that all employees have the opportunity to work in an environment free of discriminatory practices and harassment of any kind. Accordingly, the company does not condone and will not tolerate discriminatory or offensive conduct.

Unacceptable conduct includes offensive use of jokes, slanderous comments, and distribution or display of derogatory materials

relative to racial/ethnic backgrounds, religions, color, national origin, age, sex, handicap or veteran status.

As with all forms of harassment, the company prohibits sexual harassment of its employees in any form, whether committed by supervisory or non-supervisory personnel.

Sexual harassment can be defined as "deliberate or repeated sexual behavior that is not welcome, not asked for, and not returned." It can take the form of verbal, non-verbal or physical action.

Regardless of intent, when an employee realizes that his or her behavior is not welcomed by another employee, that kind of behavior should stop. If repeated, it is definitely inappropriate and may prove illegal as well.

Anyone who believes that the Omaha Works has not met its equal opportunity obligations should contact the personnel and labor relations organization at the Works where Gail Merrick (Ext. 3597) or Gene Saab (Ext. 3061) are available to assist you.

Dembowski promoted to PLM assignment

Effective Dec. 1, 1990, Linda Dembowski has been promoted to manager – product management for electronic wire and cable. She now reports to R. P. Mohalley, product management vice-president in Atlanta.

Dembowski came to the Omaha Works three years ago and has served as department manager for D-inside wire and plenum cable operations. She was EW&C bold initiatives manager here prior to her promotion.

Linda
Dembowski



Workshop continued

The panel members clearly had varied sales perspectives determined by their respective clients' needs, but they agreed on one thing: Works employees have a definite, positive impact on their sales.

"I've never heard anything but positive comments" about Works employees from customers touring the plant, said Dennis Vaughn, an account representative for BellSouth headquarters. "In fact, I've got one customer (representative) who just loves to visit here and talk with the people in the shop."

Mark Stephens said customer representatives he has brought here from Southwestern Bell to tour the plant are "impressed with cleanliness, order and safety in the factory," and the pride employees seem to take in their work.

In fact, Stephens was trying to sell the customer snap-cap 99 cabinets, "but they weren't sold on them, until they met with you. You sold those cabinets! I want to thank you for the help you give us."

Be on the lookout for sales leads



AT&T's General Business Systems (GBS) is enlisting your help to win more sales for the company.

For every successful sale that results from a qualified lead submitted by an Omaha Works employee or retiree, GBS will pay \$25 in American Express gift certificates.

GBS sells PBX systems to small businesses requiring 80 telephones or less. Key products include Merlin® and Spirit® electronic key telephone systems as well as AT&T facsimile machines.

GBS expects that its sales lead campaign – which is being introduced to other AT&T employees across the country – will “result in leads, improve profitability and foster a better understanding of how we can all work as one AT&T,” said Diana Schoenmann. Schoenmann is a GBS marketing analyst working out of Arlington Heights, Ill.

That profitability can spill over

into Omaha Works revenues, Schoenmann added. GBS is the single biggest customer of our 110 patch panels, cords and connectors.

The Omaha market area is extremely competitive, she said, with an estimated 30 competitors vying for the small business dollar.

Who might be prospective customers?

Schoenmann suggested that agriculturally related businesses, grocers, stock brokers, small retail and wholesale firms, restaurants, radio and TV stations, bowling alleys, plumbers and other service-type firms might be good prospects. They may or may not already be current customers of AT&T.

“Also keep your eyes open for any new construction going on,” she said.

“If you can, try to talk with potential customers first before submitting them as sales leads – it can really help us with the

followup.”

If you think you have a qualified sales lead, all you have to do is call this number in Omaha:

(402) 334-6102

You will hear a recorded message and will be asked to provide the **name of the business, the person to contact, and the firm's complete address and telephone number.** Of course, be ready to give your name and home address, work location and department.

Calls will be monitored daily and Schoenmann will be in contact with you.

Don't expect immediate results, Schoenmann said. It may take a few months before a sale is made and another couple of weeks before an employee receives a gift certificate.

But if any of the eight local GBS sales representatives make a sale on your recommendation, it will be money in the bank – yours and AT&T's.

How to uncover a good sales lead

How do you know if you have a good sales lead? You do if a potential customer can answer yes to any of the following questions:

- Are you dissatisfied with your present communications setup?
 - Has your business grown since purchasing your communication system?
 - Are you planning any expansion or relocation of your business within the next year?
 - Would more telephones or a paging system help you reach your employees more easily?
 - Would a cordless phone, hooked up to your business communications system, save you valuable time when you're away from your desk?
 - Would you like to be able to send your documents, orders, reports, etc. to another location in 20 seconds with AT&T facsimile machines?
 - AT&T offers a seven-day/14-hour “hotline” service for technical communications support and service dispatch. Would this help you run your business more smoothly?
 - Would state-of-the-art features such as Audix voice mail, call forwarding and conference calls be helpful in your day-to-day business operations?
- *Would you like a local AT&T representative to call or stop by with more information about AT&T telecommunications equipment?**

Service anniversaries

35 years

| | |
|-----------------|-------|
| Robert Hartsock | 10/5 |
| Edwin Bullock | 10/13 |
| Winston Smith | 11/21 |
| Robert Tatten | 11/28 |
| James Cauthorn | 11/28 |

30 years

| | |
|---------------------|-------|
| Gladys Mueller | 10/02 |
| Charles Luce | 10/03 |
| Frank Finnberg, Jr. | 10/03 |
| Stephen Nosal | 10/04 |
| John Staskiewicz | 10/06 |
| Shirley Murphy | 10/08 |
| Janet Canterbury | 10/09 |
| Leonard Harder | 10/11 |
| Donald Moran | 10/13 |
| Nera Milius | 10/18 |
| Richard McGaughey | 10/24 |
| Arthur Dickens | 10/26 |
| Janette Pollard | 10/30 |
| Larry Bischoff | 11/05 |
| Patricia Kratina | 11/12 |
| Samuel Virgillito | 11/28 |
| Theresa Farnan | 12/07 |
| Richard Matecki | 12/08 |
| Gerald Kucinski | 12/12 |
| Philip Avino | 12/14 |
| Alice Placek | 12/27 |

25 years

| | |
|----------------------|-------|
| Donald Shook | 10/04 |
| Betty Rasmussen | 10/04 |
| Ann Nicholson | 10/06 |
| Gordon Viner | 10/06 |
| Naomi Jones | 10/09 |
| Colleen Lamb | 10/11 |
| Patricia Pinhero | 10/12 |
| Melvin Borland | 10/12 |
| Lavonne Waters | 10/15 |
| Robert Traugh, Jr. | 10/18 |
| Robert Ferraguti | 10/18 |
| Charles Garcia | 10/19 |
| Albinas Reskevicius | 10/19 |
| Howard Clark | 10/26 |
| Terry Godsey | 10/28 |
| Thomas Abbott | 10/28 |
| Frederick Mitchell | 11/01 |
| Dennis Laaker | 11/01 |
| Stephan Mahr | 11/03 |
| Lyle Kahnk | 11/03 |
| Thomas Ward | 11/04 |
| Etta Peck | 11/04 |
| Jean Kennedy | 11/04 |
| William Fleming | 11/04 |
| Ranold Danker | 11/08 |
| Louis Ferraguti, Jr. | 11/08 |
| David Salzman | 11/09 |
| Mary Hunt | 11/12 |
| Gary Mongar | 11/05 |
| Lester Rue | 11/15 |
| Lilita Carlson | 11/15 |
| Philip Weed | 11/15 |
| Calvin Marick | 11/16 |
| Delmer Bartkowitz | 11/22 |
| Thomas Connor | 11/22 |
| Claude Welch | 11/22 |
| Rea Sayers | 11/22 |
| Frances Cappellano | 11/22 |
| Emily Vencil | 11/23 |
| Marvin McManis | 11/24 |
| Doris Ware | 11/26 |
| Eva Lessig | 11/29 |
| Fred Anthony | 11/29 |
| Alfio Cormaci, Jr. | 11/29 |
| Joseph Knutson | 11/29 |
| Anthony Colanino | 11/29 |
| James Parys | 11/29 |
| Donald Palmer | 11/30 |
| William Utecht | 11/30 |
| Robert Wilson | 12/01 |
| Myrtle Mapes | 12/01 |
| Raymond Holewinski | 12/06 |
| Harvey Hess | 12/06 |
| Wayne Hadfield | 12/06 |
| Sharon Yearsley | 12/06 |
| John Blake | 12/06 |
| Lawrence Dolleck | 12/06 |

| | |
|----------------------|-------|
| Algis Praitis | 12/06 |
| Larry Scott | 12/06 |
| Peggy Parr | 12/07 |
| Herbert Woicke | 12/09 |
| Sharon Swingholm | 12/12 |
| Virginia Smolinski | 12/12 |
| Don Streeter | 12/14 |
| Robert Wilson | 12/15 |
| James Krutina | 12/16 |
| Linda Lloyd | 12/19 |
| Lee Mitchell | 12/20 |
| William Sahulka, Jr. | 12/20 |
| William Sloup, Jr. | 12/20 |
| Gerald Dinville | 12/22 |
| Mary Turner | 12/27 |
| James Richardson | 12/28 |
| Shirley Ingram | 12/29 |

20 years

| | |
|---------------------|-------|
| Karen Prince | 10/03 |
| Virginia McDermott | 10/03 |
| George Morgan | 10/03 |
| Alan Pickering, Sr. | 10/03 |
| Gerald Daugherty | 10/03 |
| Raymond Belmudez | 10/04 |
| Gary Funk | 10/05 |
| David Tennant | 10/07 |
| Isice Jones | 10/10 |
| David Clements | 10/10 |
| Joan Doose | 10/13 |
| Sandra Riepl | 10/17 |
| Richard Peterson | 10/17 |
| Barbara Sterkel | 10/17 |
| Karen Mussack | 10/17 |
| Daphne Harris | 10/19 |
| Alan Vance | 10/19 |
| James Erickson | 10/20 |
| Robert Frisbie | 10/23 |
| Dolores Jones | 10/24 |
| Virginia Donahoe | 10/24 |
| Betty Harris | 10/24 |
| Wayne Brown | 10/24 |
| Larry Finley | 10/25 |
| Lola Boger | 11/01 |
| Verdell Temple | 11/01 |
| Cheryl Brezenski | 11/01 |
| Stephen Tasto | 11/02 |



| | |
|---------------------|-------|
| Jeniene Miller | 11/02 |
| Barbara Gray | 11/02 |
| Gabriel Belland | 11/04 |
| Gail Torson | 11/07 |
| Michael O'Connor | 11/08 |
| Gerald Keller | 11/10 |
| Joseph Blessner | 11/15 |
| Ernest Horne | 11/16 |
| Richard Miller | 11/16 |
| Donald Rowland | 11/16 |
| Linda Chollett | 11/19 |
| Patricia McClelland | 11/20 |
| Harlan McGee | 11/20 |
| Sandra Ryder | 11/20 |
| Brenda Richard | 11/20 |
| Alfonso Sanchez | 11/21 |
| Ume Hamblin | 11/23 |
| Gary Reynolds | 11/28 |
| Jeffrey Winters | 11/28 |
| Judith Janousek | 11/28 |
| Ralph Victoria | 12/01 |
| Nancy Rose | 12/02 |
| Lois Foxworthy | 12/05 |
| Clyde Thinnis | 12/05 |
| Philip Hearn | 12/05 |
| Guirvere Osborne | 12/07 |
| Jannie Nelson | 12/08 |
| Pearl Murray | 12/17 |
| Joy Jones | 12/23 |
| Siegmond Rasokat | 12/29 |
| Sheila Filipiak | 12/31 |

15 years

| | |
|---------------------------|-------|
| Corrine Aesoph-Mangiaruca | 10/13 |
| Cheryl Koenig | 10/13 |
| Judith Rhodes | 10/14 |
| Sondra Fitzgerald | 10/19 |
| Robert Keller | 10/20 |
| Jane Miller | 10/21 |
| Joyce Cate | 10/24 |
| Clarence Bogenrief | 10/26 |
| Eleanore Ferraguti | 10/26 |
| Elizabeth Beerbohm | 10/27 |
| Virginia Davis | 10/27 |
| John Wilson | 10/28 |
| Craig Nielsen | 10/31 |

| | |
|------------------|-------|
| Bona Nicholson | 11/02 |
| Sandra Dobbs | 11/02 |
| John Rogers | 11/02 |
| Theresa Kealy | 11/04 |
| Michael Moss | 11/05 |
| Verl Burkart | 11/06 |
| Eileen Ackerman | 11/10 |
| Diane Anderson | 11/11 |
| Frances Schon | 11/11 |
| Helen Saltzman | 11/12 |
| Frances Chard | 11/16 |
| Carolyn Dross | 11/25 |
| Yaeko Slaton | 12/06 |
| Janette Brown | 12/15 |
| Fred Altic | 12/16 |
| Shirley Paulison | 12/21 |
| Bonnie Stuto | 12/28 |
| Bettie White | 12/30 |

10 years

| | |
|-----------------|-------|
| Sandra Fischer | 10/13 |
| Connie Carlson | 11/02 |
| Joyce Green | 12/05 |
| Sandra Beckwith | 12/14 |
| Roy Cook | 12/14 |
| Pamela Couch | 12/27 |
| Linnie Ross | 12/28 |

5 years

| | |
|------------------|-------|
| Donald Scott | 10/01 |
| Regena Ricapito | 10/01 |
| Janet Styskal | 10/01 |
| Kenneth Novak | 10/01 |
| Danny Coffman | 10/01 |
| Marian Willmer | 10/01 |
| Ronnie Benson | 10/01 |
| Geraldine Agee | 10/01 |
| Bernard Stopak | 10/01 |
| Ruth Jones | 10/01 |
| Janice Osberg | 10/01 |
| Richard Winter | 10/01 |
| Kathryn Coffman | 10/08 |
| Nancy Godios | 10/13 |
| Margaret Lockett | 10/13 |
| Sherry Evans | 10/13 |
| Cheryl Brown | 10/13 |
| Rocky Martin | 10/13 |
| Steven Brown | 10/13 |
| Elaine Rahde | 10/13 |
| Cindy Walker | 10/13 |
| Barbara Novak | 10/13 |
| Scott Wolf | 10/13 |
| Judy Durand | 10/13 |
| Cynthia Jack | 10/13 |
| Donna Kock | 10/13 |
| Penny Gustafson | 10/13 |
| Patrick Michalak | 10/13 |
| Diane Keller | 10/14 |

| | |
|--------------------|-------|
| Charlene Early | 10/14 |
| Lisa Shaw | 10/23 |
| Irene Synstad | 10/27 |
| Tommy Lankford | 11/02 |
| Marilyn Bonaiuto | 11/02 |
| Sally Stoakes | 11/02 |
| Joyce Howard | 11/02 |
| Michael Ellsworth | 11/02 |
| Lanette Moore | 11/02 |
| Ken McDonald | 11/02 |
| Kenneth Jarrett | 12/16 |
| Linda Huenniger | 12/16 |
| Connie Buckley | 12/16 |
| Emilie Volquartsen | 12/16 |
| Randall Martin | 12/16 |
| Ronald Lemm | 12/16 |
| Patricia Clark | 12/16 |
| Sandra Eickman | 12/16 |
| Scott Jorgensen | 12/16 |
| Rosemary Jans | 12/16 |
| Darlene Pearson | 12/16 |
| Lona Baxter | 12/16 |
| Randall Pomes | 12/16 |
| Martha Honeywell | 12/16 |
| Sharron Chard | 12/16 |
| David Suverkrubbe | 12/16 |
| Marilyn Tunstall | 12/16 |
| Lucille Johnson | 12/17 |
| Carla Hunt | 12/23 |





Last frame

It's teamwork, any way you look at it.

When the University of Nebraska cheerleaders visited the Omaha Works earlier this fall, their purpose was to lead Works employees gathered in the auditorium in cheers about a team effort in quality.

They were perfect for the job.

Their precise routine was a good example of how teamwork is critical to a flawless performance.

Interestingly enough, three of the cheerleaders have direct ties to the people who make up the Omaha Works employee team. They are daughters of parents employed here.

Taking time for a photo in the Works courtyard were Debbie Timmerman (back, left), daughter of Dean Timmerman (seated); Renee Swartz, daughter of Ray Swartz (standing next to her), and Jamie Schott (right), daughter of

Lil Schott (seated).

Dean Timmerman works in the punch press area of IBU 582, Ray Swartz is manager for copper apparatus product and development engineering, and Lil Schott works in the 80-type cabinet area (IBU 581).

And there are additional family ties. UNL inside linebacker Patrick Tyrance Jr. is the son of supervisor Patrick Tyrance Sr.; defensive back Curtis Cotton is the son of Johnnie Mays (IBU 592); and red-shirted Calvin Jones is the son of Ruth Ann Jones (IBU 581).

 **AT&T**
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