

WESTERNER

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January 1983



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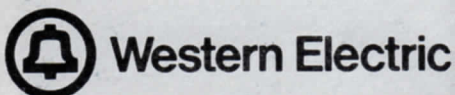
10 **All aboard
the plow train**

On the cover

Layout operator Jerry Mallory of Dept. 282 is checking the zone heats of a dual extruder on one of the PVC insulating lines that have been modified for a dual insulating process. The cable shop employee has worked 24 years in the extruding area of the shop. An explanation of the dual insulating operation and another about a change in the manufacture of PASP cable starts on Page 2.

WESTERNER

Linda Ryan, editor
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Cable lines are modified

Just because much of the finished cable coming out of the Omaha Works always seems to look the same from the outside, don't think nothing ever changes.

To borrow a phrase from a long gone television commercial, "It's what's inside that counts," and several cable products which have undergone changes "inside" are good examples.

One change affects the insulated wire that is used in central office applications. Another involves PASP cable, a kind of exchange cable.

Dual insulating

Two of the 34 PVC insulating lines in the cable shop have been converted to a dual insulating process, which involves an insulation of PVC (polyvinyl chloride) and another layer of IPVC

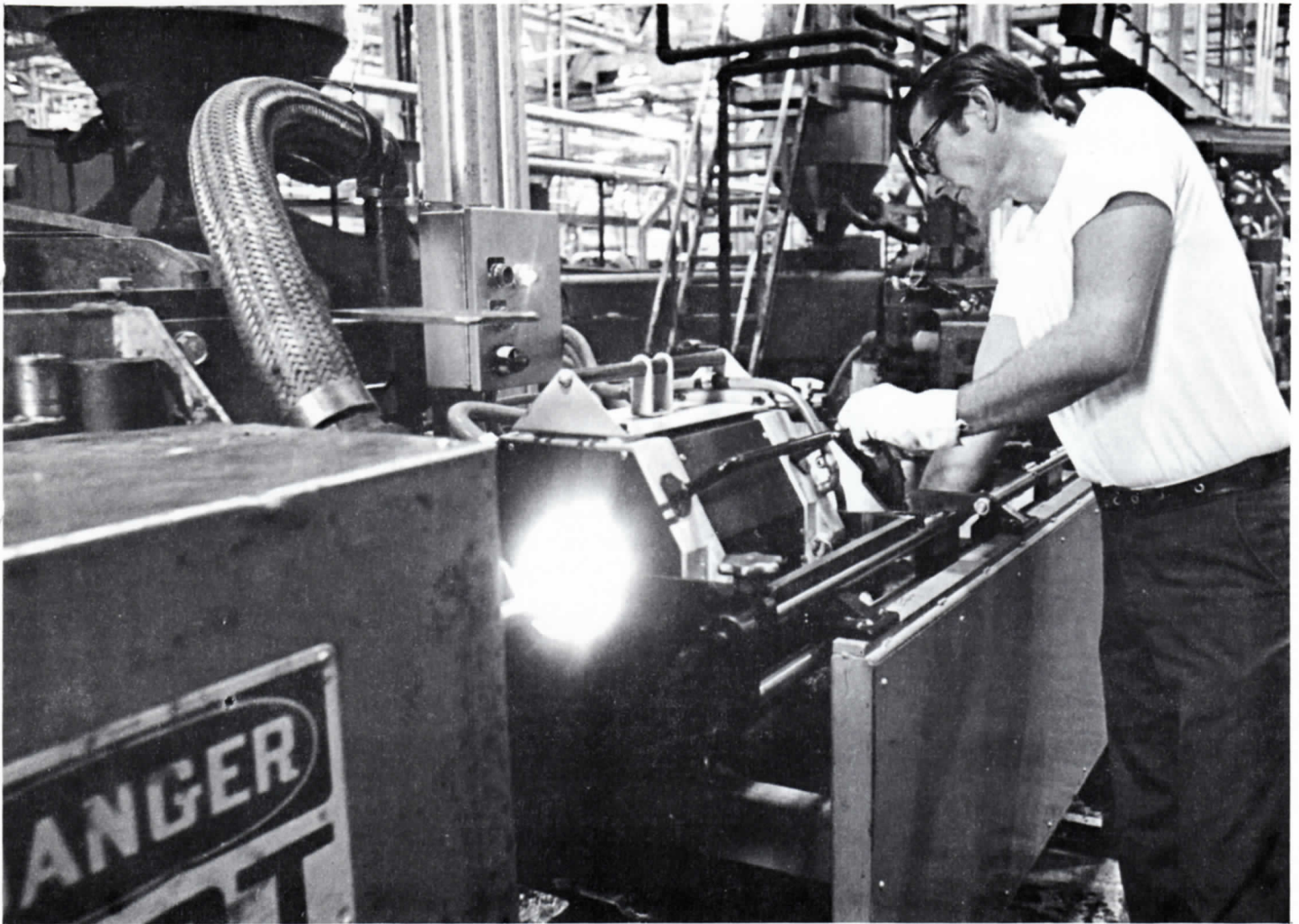
(irradiated polyvinyl chloride) applied simultaneously to a copper conductor.

By February of this year another two lines will be converted, with another six projected for modification by sometime in 1984.

The wire being insulated is used mainly in central offices. By the time all of the planned dual insulating lines are in operation, the Works will be manufacturing a better quality wire and at less expense than before the modifications.

The BH-2 dual insulated wire is a replacement for the BH-1 wire or braided wire. The braided wire consists of a tinned copper conductor coated with a PVC layer, a cotton braid layer and finally a lacquer coat. The BH-2 wire is a copper conductor with a dual insulation of IPVC over PVC.

The BH-2 wire, which is al-



THE PERFECT SIZE . . . Extruding operator Gene Wolski of Dept. 253 adjusts the sizing die station of sheathing line No. 7 to make sure the bonded PASP being manufactured has a proper steel sheath diameter.

ready being manufactured on the two lines now converted, requires one less step than BH-1 wire. The current annual savings is about \$230,000 on BH-2 wire, according to Horst Woellner of Dept. 271, senior engineer for the project.

The same insulation design will be used in the manufacture of the new DT-2 wire and DP-3 wire. Those wires will replace the old DT-1 and DP-2 wires, which used only an IPVC insulation over the tinned copper conductor.

Polyvinyl chloride insulation becomes much stronger when it is irradiated — bombarded with electrons in special vaults. However, IPVC insulation is more expensive to use, adding to the cost of wire to the customer.

By using a combination of PVC and IPVC insulation to make DT and DP wire, these costs can be cut, both to the customer

and in the manufacturing process, Woellner said. An estimated \$260,000 will be saved by the Works when the DP-3 conversion is completed, and more than a million dollars will be saved when DT-2 wire is ready to be manufactured.

Bonded PASP

PASP cable is an air-core exchange cable used below ground and occasionally in aerial applications.

PASP stands for polyethylene, aluminum, steel and polyethylene that sheath a wire core.

Until the latter part of October last year, the Works made all of its PASP cable by using a tin-plated steel sheath that had to be soldered and coated with "atactic," a kind of hot glue.

The old way was messy and there was a greater chance for heat damage to the inner core,

weakening the cable.

Modifications to one of the exchange cable sheathing lines now make it possible to make PASP cable without soldering, and it can be done in two steps instead of three, said Jim Osterchill of Dept. 273, a planning engineer on the project.

In the first step, the first polyethylene sheath is applied. In the second step, the aluminum, steel and final polyethylene jackets are applied in one operation.

The new bonded PASP can be bent by installers in the field with less worry over the inner layers separating and sliding, putting more stress in some spots of the cable. Buckling and cracking might occur due to stress in PASP cable made the old way, requiring splices to be made.

The bonded PASP, Osterchill said, should be more competitive on the market.

Bell Labs employee helps E.T.

Millions of movie-goers have seen an ingenious device used to make a long, long distance call. The movie is "E.T., the Extra Terrestrial." The device is a whimsically Rube Goldbergesque microwave system. And if you're willing to wait out the rather lengthy credits at the end of the picture, you'll see the name of the communicator's designer, Henry Feinberg.

Feinberg was working in Bell Labs' corporate exhibits group at Short Hills, N.J., in the spring of last year when director Steven Spielberg asked Bell Labs for help in finding someone to create the "communicator."

"I was delighted, just delighted," Feinberg said. "It was right up my alley."

The communicator is critical to the movie's plot. A homesick extraterrestrial, or E.T., is stranded on Earth. While watching TV in the suburbs, a "Reach Out" commercial inspires him to try to "phone home." With the help of a 10-year-old earthling, E.T. builds a communicator from found objects: a golf umbrella, a coat hanger, a coffee can and some electronic toys. Then he beams his signal into space, hoping his friends will pick it up and come back for him.

"I had three criteria for the communicator," Feinberg said. "It had to be plausible, and it had to be made of everyday materials, and as many of those materials as possible had to be within a 10-year-old's frame of reference."

Ever modest, Feinberg is reluctant to say how long it took him to design and assemble the communicator. One has the impression, however, that building the device in his Manhattan apartment was all in an evening's work.

He started by rewiring a Texas Instruments "Speak and Spell" calculator to display a "new alphabet" for E.T. He then ran wires from each button on the



CLEAN MACHINE? ... Bob Fitzsimmons and Bonnie Lewis, members of a SWEEP team for Dept. 441, check for residue that tends to build up on a circuit board contact cleaner machine if regular cleanups aren't done.

It's a clean SWEEP

A subbranch of Organization 400 is making an extra effort to make sure good housekeeping practices are a daily habit in work areas.

Subbranch 440 has formed a SWEEP committee, an acronym for "Scrubbed With Every Effort Possible." The committee consists of four teams, one for each department in the subbranch (441, 444, 445 and 447). Each team is made up of employees and one section chief.

The purpose of the teams is to inspect specific areas of their departments on a regular basis, looking for ways to improve or maintain housekeeping practices. The committee meets weekly and holds drawings to determine which areas are to be inspected.

Each team member uses a checklist to help identify problems — materials, skids stored in aisles instead of in cabinets or on racks, fire extinguishers blocked, cigarettes on floors, and messy offices, for example. Teams

make recommendations and conduct follow-up inspections.

Reaction since the project began Oct. 1 has been positive, said Herb Rhodes, assistant manager for the subbranch. He thinks employees recognize that housekeeping contributes to an environment affecting the quality of our products, safety on the job and even employee attitudes.

Rhodes noted that since the project began the subbranch's areas have received top ratings from the Works' regular housekeeping committee formed a few years ago.

Team member Bob Fitzsimmons thinks having employees do inspections is a good approach because "we're closer to the job and see things" an outsider may miss. Member Bonnie Lewis likes the idea of maintaining good housekeeping constantly. Scurrying to clean up an area because visitors are due "is just plain silly."

keyboard to a row of bobby pins fastened to the dowel of a wooden coat hanger. The hanger was suspended over the turntable of a child's phonograph.

Feinberg painted a 10-inch circular sawblade ("the paint acts as an insulator," he explained) and put it on the turntable. Then he carefully scraped the paint from some areas of the disk so that when it revolved, selected bobby pins made electrical contact with the exposed metal, thus activating the appropriate buttons on the "Speak and Spell."

In the movie, the communicator is powered by the wind. A string is tied between a tree branch and a ratchet made from a knife and fork. As the wind moves the branch, the string pulls the ratchet and the fork moves the sawblade, tooth by tooth.

Feinberg acoustically coupled a toy CB walkie-talkie to the speaker

in the "Speak and Spell" to bring the signal to the transmitter. The transmitter uses the UHF tuner from a television set as a frequency multiplier, a coffee can as a microwave resonator, a funnel as waveguide, and a golf umbrella lined with aluminum foil as an antenna to beam E.T.'s call home.

Feinberg hand-carried the device to the film studio in California. "I took a few days of vacation to help out on the set," he said. "It was hard, intense work — 12 hours a day — but a whole lot of fun."

Did the device work for E.T. and bring his friends back to rescue him? Ask any kid.

It worked for Feinberg, even though he's not sure he reached anyone in outer space.

"Cartoons use the concept of the plausible impossible," he said. "A character gets chased off a cliff and stays in mid-air for a few seconds. It's only when

he looks down that he starts to fall. E.T.'s communicator represents what I call the plausible impossible. I wanted some of my Bell Labs friends to look at it and say, 'Darned if it couldn't work!'"

Feinberg began in the late 1950s as a production assistant on the Mr. Wizard TV series, devising ways to demonstrate scientific principles with common household objects.

Currently he's at AT&T in New York, working on Bell System exhibits for Walt Disney's new theme park, EPCOT (Experimental Prototype Community of Tomorrow), the latest addition to Disney World in Orlando, Fla. And he's having a ball.

"I'm a kid at heart," he admitted.

(This story is based on articles appearing in Bell Labs News and Bell Telephone Magazine.)



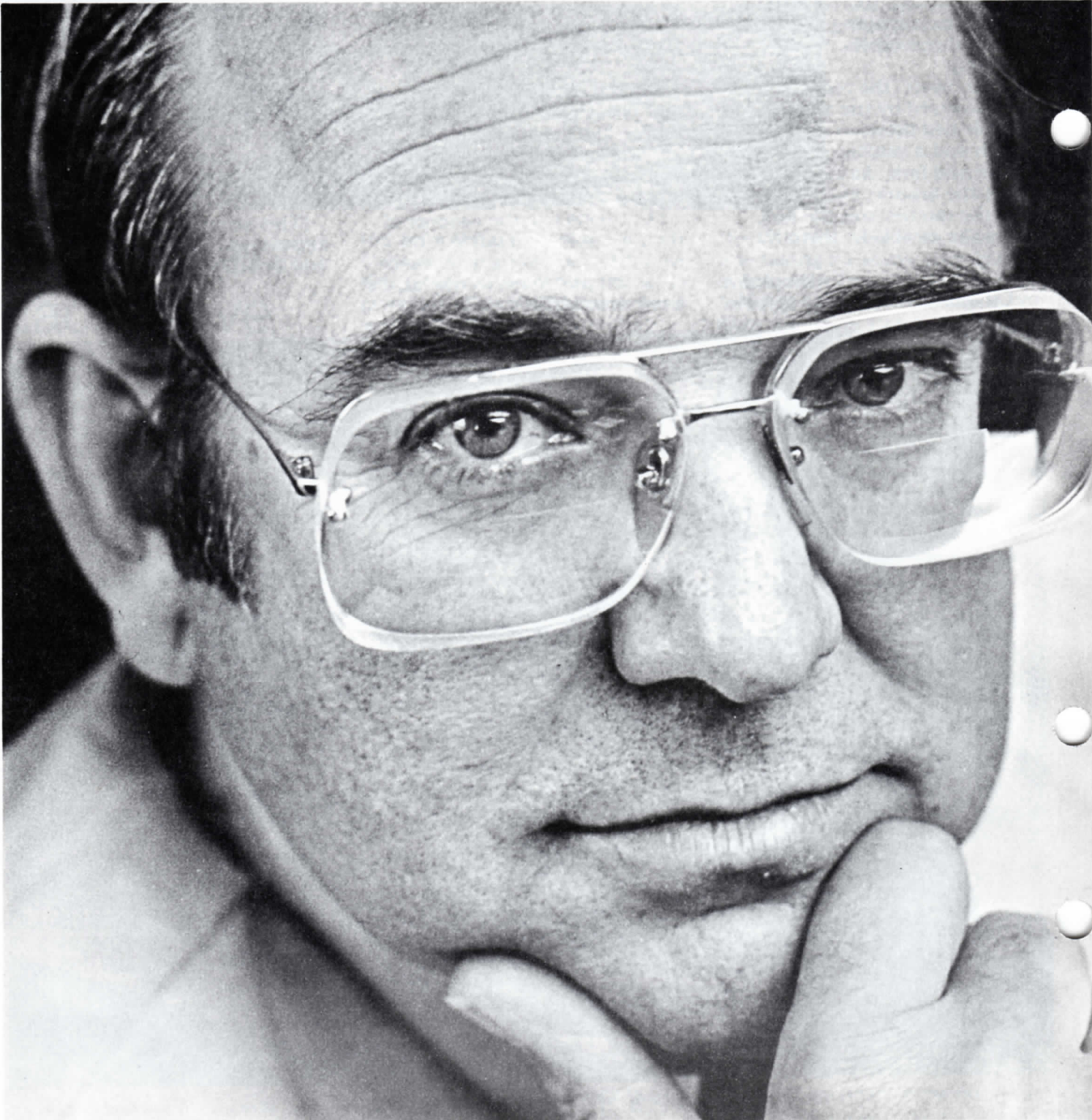
LONG DISTANCE CALLING . . . Henry Feinberg, who admits to being a "kid at heart," thoroughly enjoyed designing a communicator to help E.T. phone home.

Meet Jack Childs

The toughest part of being a general manager is communication, said Works general manager Jack Childs.

His task is to communicate upward to the company's executive officers his concerns for and assessments of the Omaha Works' problems so that they will elicit a reaction in our favor, he said.

At the same time, he must



communicate to Works employees the concerns and problems confronting the corporation so that employees will commit themselves to a course of action contributing positively to the future.

"I need to do both of those things well to be successful," Childs said, adding, "if it was always a black and white decision (to be made), anyone could do it."

But nothing in business is black and white, and that's especially true now that the Bell System is undergoing restructuring. So Child's posture is to "make a decision — it's better than making none at all," he said. "If it's a good decision, fine. If it's bad, then fix it."

The decisions Childs will be making in the months to come
(Continued on Page 11)

He was almost a sailor

How many people do you know who would allow a newspaper photographer to take pictures of them in their new home on practically the same day the furniture movers came?

Jack Childs is one such person. Despite boxes to be unpacked and towels temporarily covering undraped windows, the Omaha Works general manager didn't even flinch at the suggestion of a photo-taking session in his home to meet Westerner deadlines.

But then, Jack Childs is not the type to put on airs. As a man who prefers to wear cowboy boots with his suits (they're more comfortable) and to drive a Ford pickup to work (it's more practical), Childs breaks away from the corporate executive stereotype.

Indeed, at one point in his life, Childs had no intention of entering the corporate lifestyle, let alone make it his career. He admits he fully intended a career at sea.

"My cousin was in the Merchant Marines during World War II," helping to transport war materials, Childs said. "He was the captain of his own ship at age 23."

THAT INTRIGUED young Jack Childs who had grown up by the ocean, a native of Orange, Calif. He was graduated from high school and entered the U.S. Merchant Marine Academy at age 17. He was among 400 incoming freshmen accepted, selected on the basis of a competitive exam given to more than 15,000 applicants.

His sophomore year involved a year of training at sea, and Childs was certain he had embarked on the right career. By the time he was completing senior studies at the academy in New York, he was told that his eyesight (he was wearing glasses) would bear a change in his plans.

To make a long story short, he accepted a maritime commission instead of a naval commission. But still another detour awaited in his career path.

Childs said he was offered the job of port representative with Alcoa Aluminum Co. in Port of Spain, Trinidad. Having just earned his bachelor of science degree in marine transportation from the academy, Childs told the company he would start in two weeks, after a brief vacation with his family in California.

He was on his way back East to begin 12 months of training with Alcoa when he received a "greetings" letter from Uncle Sam. Because he had not accepted a naval commission, he was eligible for the draft. Childs was advised not to leave the country until further orders. Then he advised Alcoa he could not accept the job.

CHILDS worked as a draftsman for the Lockheed Aircraft Corporation for five months before he was inducted into the Army. He had hoped, with his education background, he would be assigned to a transportation unit. Instead, he became involved in intelligence work.

Was it more than coincidence that he was stationed in Balti-

more? "I could look out of my window and see the Baltimore Works from the barracks," he recalled. Of course, he had not even a hint he one day would be a Western Electric employee — or that he would meet in Baltimore and marry Donna Mae Terney who has been his wife for 28 years.

A week after their marriage, they moved to Germany where Childs was given an Army assignment. Neither of them realized that move away from family and friends was the first of many yet to come.

To date, the Childses have packed their belongings and moved a dozen times. Since joining Western Electric in January 1956 after getting out of the Army, Childs and his family have made their homes across the country — including Seattle, Denver and New York City.

His first job was as a staff trainee in what is now the Bell Sales Division, West, in Los Angeles. For the first couple of years, he didn't give much serious thought to a career with the company, he recalled. But as he progressed to various supervisory duties, the idea became more appealing.

"I was enjoying my work," Childs said, and the rapport between him and his co-workers was good.

In 1963 he agreed to transfer to Seattle as area staff superintendent, but not without giving it considerable thought. He knew it would be the start of many other moves and job roles within

(Continued on Page 8)



*WHAT'S SO FUNNY?
... After a day at
the office, Jack
Childs goes over his
personal mail for
the day with his wife,
Donna Mae. Surely,
that can't be a bill
that provokes the
smiles?*

Remember: Each move is forever

(Continued from Page 7)
Western.

He said he felt comfortable in knowing his Merchant Marines training in management and electronics would mesh favorably with Western's responsibilities. He also weighed the effects that moves throughout the country would have on himself and his family.

SPEAKING for himself, "the tough part is leaving behind all your friends," Childs said. Fortunately, however, he has found that making new friends at new Western locations comes easily. Western employees "make you feel at home right away — they're unique in that respect," Childs said.

"Changing hats" also requires some adjustments. Having worked in all major areas of the company (Bell Sales, manufacturing and corporate administration), he must be careful not to apply solutions solely because they worked in a job he had previously. Each job is different and must be treated as such, he said.

But by far, Childs noted, mov-

ing puts the most strain on one's spouse and family. They don't have the advantage of a group of ready-made friends in a work situation who are willing to help with adjustments, he explained.

Neither he, his wife nor his three daughters ever have regretted each of the moves in their past, even though it now means the Childs family is scattered across the country. There are two married daughters and grandchildren in Denver and Baltimore, and another daughter in college in Greensboro, N.C.

The moves, Childs mentioned, have been invaluable learning experiences for his children and have provided innumerable — and sometimes unexpected — opportunities for himself and his wife.

(Surely, the least of which is not the Childses' attempt to raise a couple of yearling Angus heifers on their five-acre homestead near Winston-Salem, N.C. Actually, Childs thought he had two cows, but one morning as he retrieved the newspaper from his front stoop, he thought it odd that a dog was with the cattle. The "dog" was a newborn calf — one more animal to break out of the fence into neighboring yards, usually in the absence of Childs, his wife noted.)

THE KEY to making smooth transitions between moves is to consider "every move is forever,"

the Childses believe — that, and taking an active part in each community.

Before his move to Omaha from the North Carolina Works, Childs participated in a seemingly endless list of activities in the Winston-Salem community. He served on committees, task forces, the United Way board, the Boy Scouts and a fund-raising drive for the Industries for the Blind, to name a few.

He said he's looking forward to serving in similar capacities in Omaha community organizations and activities, although it will mean far less time to read the evening paper at home or watch a football game on TV.

Childs attributes his willingness to volunteer his services to "a genuine interest in contributing or helping in areas where I might have some expertise." A chance to do something different is a factor, as is a desire to make a commitment that reflects well upon Western Electric itself, he said.

But perhaps the overriding influence on his community involvement is his concern over "too much dropping out" — a pervading attitude among people to let someone else come up with solutions to problems and meeting needs.

We're only hurting ourselves if we have an attitude like that, Childs said, because "there's nobody going to do it but us."

etc.

We've got winners

It can't be said the Omaha Works doesn't have its share of award winners, whatever the awards may be.

In recognition of its efforts to help keep the environment clean, the Omaha Works has been awarded a Scott Wilbur Award by the Nebraska Water Pollution Control Association. We placed first in the industrial category for our methods of operating and maintaining our water waste treatment facility.

In addition to the Works' receiving a trophy, certificates were presented to employees involved in waste treatment operations: senior staff engineer Len Lowder (740), product engineer Jim Travnicek (749), section chief Charlie Koukol and waste treatment plant operators Glenn Lund, Martin Schieblhofer, Eugene Payne and Terry Pinneke (744).

Other employees have been

winners in the employee suggestion award program. Two in particular are big winners — Jack Weidenhamer and Bob Socha of Dept. 746. Each was awarded \$1,152 for their idea to use portable gauges to detect vacuum leaks in IPVC vaults.

Suggestion awards also have been presented to Richard Mass (Dept. 746), \$410; Louise Nissen, James Dessel and Harlan Holck (439), \$283.33 each; Gene Utterback (741), \$160; Carl Moore (439), \$130; Harvey Hess (313), \$100.



Bob Socha



Jack Weidenhamer

Finally, more have been added to the list of "Safety's a Winner" contest winners. Hourly employees who have been awarded prizes for contributing to safe working habits include: Don Hunt, Fred Byers and Bernice Newton (Subbranch 280); Jim Spudich, Doris Ettlin and Michael Brock (Subbranch 310); Rich Cummings, Ray Belmudez, Don Kohls, Sharon Ruckman,

June Zalovich, Mary Viles, George Thiel and Harold Johnson (Subbranch 430); Jan Carlson, Preston Clark, Chris Fricke, Grace Rupe, Lois Wagner and Ann Toney (Subbranch 440); Jim Matthews, Jerry Vanroy, Bob Krupicka, Art Nelson, Darrel Jurgena and Ernie Frietag (Subbranch 740); and George Brienbaugh (Dept. 713).

Black History Month

The whole month of February has been designated nationally as Black History Month. It is an opportunity to reflect on the many contributions black Americans have made to society, from helping to correct social injustices to making vital scientific discoveries that benefit all of us.

The Omaha Works joins in the tribute to the black Americans who have done so much to improve our way of living.

Medical ID

If you were in an accident and unconscious, would a doctor know how to treat you?

A plastic-sealed medical ID card could help. It contains vital information about your health and safety reproduced onto microfilm, and a magnifying lens to read it.

Medical information cards are available through the Omaha Safety Council. Order forms for the cards can be picked up in the Employee Activities Mall or at exits from the office and shops.

BSSP/SSP results

The following are the September unit values for both the Bell System Savings Plan (BSSP) and the Savings and Security Plan (SSP) for non-salaried employees:

	BSSP	
	Units Value	Units Credited Per Dollar
AT&T Government Obligations	2.8180	.3548
Equity Portfolio	2.9209	.3423
Guaranteed Interest Fund	1.8602	.5375
	1.3478	.7419
	SSP	
	Units Value	Units Credited Per Dollar
AT&T Guaranteed Interest Fund	1.3173	.7590
	1.4458	.6916

John Hahn heads division

The Cable and Wire Products Division of Western Electric has a new vice-president, John W. Hahn. His appointment was effective Nov. 1, 1982, succeeding Frank J. Heffron. Heffron is now executive vice-president—staff, at the Bell Laboratories.

Hahn previously was vice-president of Business and Residence Distribution and Repair Services for the company in Morristown, N.J.

A Chicago native, he began full-time employment with Western in October 1952 at the Hawthorne Works as a quality checker. He advanced to various supervisory positions and participated in the company's management training program at headquarters in 1967.

His assignments thereafter included comptroller of the Kearny Works in May 1975, comptroller for Western Electric in July 1976, and vice-president of finance in August 1980.

In March 1981, he assumed the position he held before his current assignment.

John W. Hahn





HERE'S HOW . . . Western Electric account representative Denny Curran (left, foreground) took members of Northwestern Bell's plow train crew on a tour of the Works' cable shop.

Plow train crew finishes big job

The largest single order of cable ever placed with the Omaha Works for use in the Trans-Nebraska Cable Project was a big job not only for the Works.

It was a big job for Northwestern Bell (NWB), who ordered the cable to update outlying service areas. NWB's task was to bury 576 miles of cable (some of it laid in parallel lengths) from Eastern Nebraska to the Wyoming border.

That's a lot of prairie land to cover, so Northwestern Bell called upon a special crew to get the job done — a plow train crew. In fact, two plow train crews were used, one crew working out of Sioux City, Iowa, the other from Cedar Rapids, Iowa.

The seven-member Cedar Rapids crew visited the Works before the year's end to see our operations. Crew members also shared with the Westerner what their job entails.

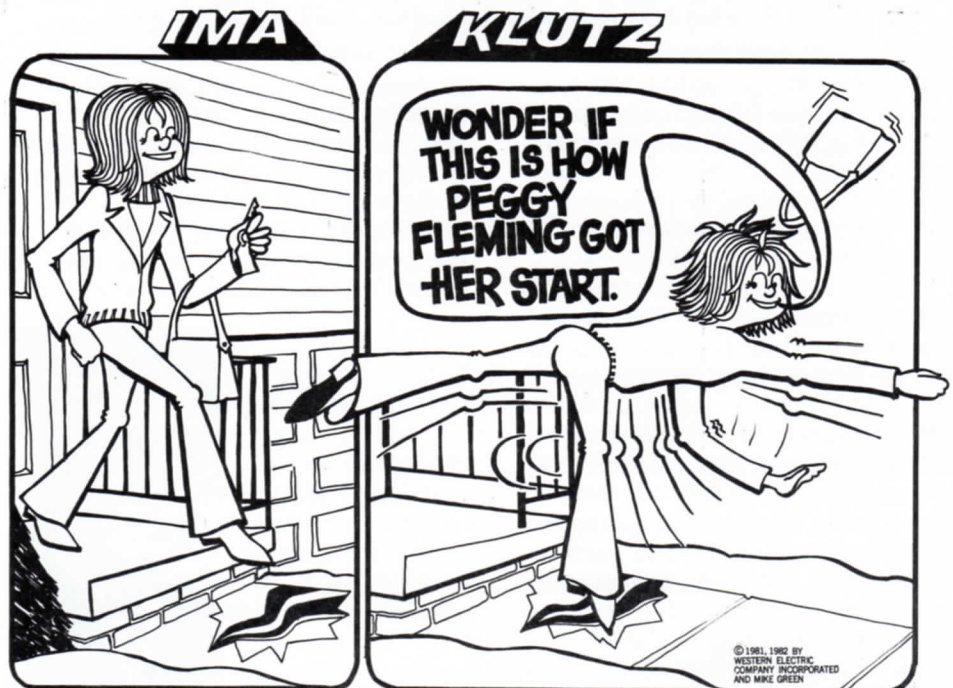
They use two semi-trailers to haul heavy equipment needed, including a special \$170,000 plow. The plow cuts the dirt like a knife, and the cable is pulled through the cut — a method less expensive than trenching.

The Cedar Rapids crew buried cable from Fremont to Columbus and from Fremont to Valley, averaging seven miles a day. Members often worked 12-hour days, returning home only on weekends.

It was a time-consuming project of major expense, so they said it was important that the

cable meet their specifications and service needs. Anything less would have meant costly delays.

The Works began making cable for the project in 1978, agreeing to fill the order in six increments over a three-year period. To date, all of the cable has been laid underground.



Service anniversaries

40 years

P.O. Reed 311 1/20

25 years

G. J. Brown 285 1/4
 O. Dvorak 746 1/20
 D. N. Fletcher 511 1/27
 M. V. Harris 287 1/24
 A. E. Hartman 273 1/31
 M. E. Obrecht 746 1/2
 S. Palermo 253 1/27
 H. E. Peterson 251 1/29
 R. S. Synowiecki 441 1/16

20 years

D. E. Frye Jr. 282 1/2
 K. K. Heitmeier 445 1/2

I. K. Jardee 445 1/24
 E. S. Konczal 283 1/31
 A. S. Lesley 333 1/7
 R. L. Nightser 289 1/15
 E. J. O'Dell 252 1/14
 M. S. Raff 283 1/7
 G. D. Ruckman 253 1/21
 D. R. Stickman 431 1/29

15 years

D. W. Brown 283 1/10
 J. S. Devault 251 1/4
 A. G. Gilbert 435 1/2
 C. P. Gilson 445 1/15
 N. R. Hunt 435 1/12
 H. M. Johnson 437 1/31
 B. N. Jones 439 1/25

F. D. Kilton 444 1/1
 J. R. Kobielski 444 1/15
 H. T. Latimer 447 1/22
 E. Y. Lukowski 447 1/12
 D. G. Lusero 439 1/12
 H. Newman 287 1/23
 S. G. Robertson 313 1/15
 J. V. Roucka 431 1/29
 C. G. Singleton 447 1/30
 J. Tolston 313 1/29
 M. T. Wright 312 1/3

Childs: Growth affects all

(Continued from Page 7)
 will be influenced largely by the Omaha Works' position within Western Electric. Looking at the direction the industry is heading and the kinds of products we will make here, Childs is certain the Omaha Works will be one of the locations to bear the brunt of competition's impact.

"Our products . . . probably have more competitors than any other product line in Western Electric," Childs said, which means "we will really have to maintain a high level of quality and value."

Childs is confident this can be done because "I think we have a very committed and dedicated work force to quality and cost reduction," he said. He's also buoyed by the fact that the Works met its objectives in 1982, financially and otherwise.

During 1983, he would like to see several areas of the Works' operations strengthened to assure our ability to confront com-

petition.

One is an improvement in service — providing customer goods when and how they are wanted. Using an analogy to make his point, Childs said a person who goes to one store for butter and is told to "come back tomorrow" will go to another store and maybe pay a higher price. The customer wants that product now, Childs said, and we don't want him to go elsewhere because our service fell short.

Absenteeism also concerns Childs. The average number of days absent in a year per employee is 10 days at the Works. Absenteeism costs the Works about \$250,000 a month.

His concern is not over legitimate absences but over apparent abuses of the benefits system. When an employee is absent, someone else must fill in. Efficiency and quality may suffer, maybe even employee morale, Childs noted. "I would like for all employees to be sensitive to the problem," he said, because it ultimately affects how we deal with competition.

Our housekeeping practices also could stand improvement, Childs said. Again, quality, efficiency and employee morale can

be hurt by sloppy housekeeping, he explained, not to mention added costs of cleanups.

The first half of 1983 will be particularly difficult for the Works, he said. The changes in the Bell System are posing as much of a strain on the company as a lagging economy. Uncertainties in divestiture have the effect of order cutbacks among the telephone companies, until they feel secure with their finances and resources, Childs explained.

Meanwhile, "technology is exploding," opening up new markets — especially in the software or "computer" area — requiring "a whole new series of skills on our part."

"I see some new opportunities and challenges for the next generation of employees that we didn't have when I started," Childs said. As for employees already on roll, Childs cautioned that "they can't sit back and say 'somehow I'm going to fit in.'"

"I suggest they get involved — enhance their skills and prepare to become more competitive," Childs said. Changes inevitably will affect the company and its employees, but "the company can't do it all. We both have to keep growing."



Last frame

The citywide United Way of the Midlands campaign officially ended Nov. 9, 1982, but Pat Meiman still had some book-keeping to complete in December.

A personnel studies associate in Dept. 511, Pat was one of the loaned executives the Omaha

Works provided for the campaign — and a good one at that.

The United Way of the Midlands named Pat one of seven Loaned Executives of the Year throughout the city for her efforts to help raise campaign funds. As a loaned executive, she sought contributions from certain area businesses assigned to her in the drive.

Those accounts registered a 39 percent increase in giving over last year's drive, but Pat modestly explained she really can't claim all the credit.

"I think people are more aware that times are hard and are empathetic toward those having more difficult times financially," she said.

Pat's recognition marks the seventh time an employee from the Works has been named a Loaned Executive of the Year by the United Way. She was presented a trophy which she displays in her home along with another trophy presented to her by the Works. This year Pat was named the Omaha Works Account Executive of the Year.



Western Electric

Omaha Works
P.O. Box 37000
Omaha, Ne. 68137