

WESTERNER

Omaha Works
March 1985



Contents

March 1985

Vol. 29, No. 3

2 How to double your money

4 Happy 100th birthday

5 We oughta be in pictures

7 Retirements

On the cover

Mike McCall (foreground) found himself to be the object of attention when the president of AT&T Bell Laboratories, Ian Ross, was taken on a tour of the Works. McCall operates a pin and eyelet machine, used in the manufacture of 4B and 4C protectors, while the procedure is explained to Ross (background, center). With Ross are engineering managers Max Strong (left) and Ralph Beisner. Ross was at the Works last month to address the technical-professional staff during National Engineers Week.

WESTERNER

Linda Ryan, editor
Published by the reproduction department for employees of AT&T Network Systems, Omaha Works
P.O. Box 37000
Omaha, Nebraska 68137
402-691-3553



Program doubles your donation

Corporate gifts ranging from academic grants to funding for scientific research projects have long been a tradition of AT&T and its pre-divestiture companies.

Now more than a year after divestiture, AT&T is continuing that tradition under the direction of the AT&T Foundation.

One of the ways contributions reach the community is through the Matching Gifts Program, administered by the AT&T Foundation. The program not only extends foundation funding further into local communities, but gives AT&T employees the opportunity to affect its direction.

Basically, the way the Matching Gifts Program works is AT&T will match dollar for dollar contributions of \$25 or more (within limits) made by AT&T employees to eligible educational or cultural institutions. As long as the institutions qualify under program guidelines, employees can direct matching funds to institutions of their choosing.

In this way, employees have a say in how the company makes donations. The matching gifts are independent of other grants given by the AT&T Foundation, and provide a way for donations to be made to some institutions that otherwise might not be eligible for Foundation funding.

Employees who would like their personal donations matched by the company must fill out a form available in the public relations department (southeast end of Building 20, first floor).

Fill out the portion for employees and mail it along with your donation to the institution of your choice. The institution completes the form and returns it to AT&T to receive its matching gift.

The following is a summary of

requirements and procedures involved in the program.

Educational gifts

The program: Educational matching gifts are unrestricted AT&T Foundation contributions in amounts equal to those made by eligible individuals to approved and tax-assisted schools of higher education. Only gifts supporting the primary educational objectives of these institutions will be matched.

Eligible donors: Regular full- or part-time employees of AT&T or its wholly owned subsidiaries which participate in the AT&T pension plan and the AT&T management pension plan; retired employees receiving a service or disability pension from AT&T or its wholly owned post-divestiture subsidiaries; current AT&T directors.

Eligible institutions: Degree-granting graduate schools, dental, law and medical schools, universities, four-year and two-year colleges and other schools or colleges within a university or college. They must be located in the U.S. or its possessions; accredited by a nationally recognized non-sectarian, regional or professional association; recognized by the Internal Revenue Service as tax-exempt.

Also eligible are alumni funds or foundations with an eligible institution if they are recognized by the IRS as tax-exempt, and if the institution certifies that the gift will be applied directly to support its primary educational objective.

Tax-exempt educational funds are also eligible if their sole purpose is to raise money for their constituent member colleges which individually are eligible under the program.

Eligible gifts: Personal contributions of at least \$25 to a maximum of \$5,000 per individual, per calendar year. Gifts of

NO PLACE LIKE
 HOLMES . . . "The
 Adventures of
 Sherlock Holmes," a
 scene from which
 is pictured here, de-
 buts on NETV's
 "Mystery!" on
 March 17. NETV is
 among the public
 television stations
 that are eligible
 to receive AT&T
 Foundation match-
 ing gift funds.



cash or marketable securities must be paid, not merely pledged.

Ineligible gifts: Gifts to elementary or secondary schools; to seminaries, theological institutions, Bible colleges or religious schools of higher education granting sectarian or divinity degrees; for non-scholastic programs (such as athletics, stadium construction, etc.).

Also ineligible are dues or gifts to alumni groups that aren't distributed to the affiliated eligible educational institutions; payments in lieu of tuition, books or other student fees, or which result in any material or direct benefit to the donor; monies for deferred giving programs; insurance premium payments.

Cultural gifts

The program: Cultural matching gifts are unrestricted AT&T Foundation contributions in amounts equal to those made by eligible individuals to eligible tax-exempt cultural institutions.

Eligible donors: The same as

with educational matching gifts except that retired AT&T employees are NOT eligible.

Eligible institutions: Organizations in the field of arts and culture that are open to public participation and are recognized by the IRS as tax-exempt. They must be non-sectarian, non-political and based in the U.S. or its possessions. They include performing arts groups such as orchestras and dance companies, art centers, libraries, museums of art, zoos and public television and radio stations.

Eligible gifts: Personal contributions of at least \$25 to a maximum of \$1,000 per individual, per calendar year. Gifts of cash or marketable securities must be paid, not pledged. Memberships in cultural organizations such as museums or public television will be matched if they are tax deductible. Gifts must be for the general purposes of the organization, not for special projects.

Ineligible gifts: Gifts to individuals, dues, ticket purchases or benefit events, fees for publications, insurance premium payments and bequests.

NPTV qualifies for funds

According to AT&T Foundation guidelines, Nebraskans for Public Television, Inc. (NPTV), is eligible to receive cultural matching gift funds. NPTV is the statewide citizen support organization of the Nebraska Educational Television Network (NETV).

You might want to keep that in mind during NPTV's membership campaign being conducted March 9 through 24.

Individual memberships cost \$20. This amount does NOT qualify for matching funds under the AT&T program, because contributions must be at least \$25. However, a family membership at \$30 does qualify. If you buy a family membership, NPTV stands to gain a total of \$60 because the AT&T Foundation will fully match the \$30 cost. Membership forms are available in the public relations office.

It all began 100 years ago . . .

On the last day of February 100 years ago, four men — three of them telephone people and the fourth a New York attorney — laid the groundwork for a new company that was to link New York City with virtually the rest of the world by telephone.

Three days later, they filed incorporation papers in Albany, N.Y. No one knows if the three-day delay had been intentional — March 3 was Alexander Graham Bell's 48th birthday — but it was certainly prophetic. The organization they created that day, the American Telephone and Telegraph Company was merely a subsidiary of the American Bell Telephone Company, the nation's telephone enterprise. But it would quickly grow into the country's largest corporation.

Led by such men as Edward J. Hall Jr., and Theodore N. Vail, the company that was set forth in a four-page certificate of incorporation became the blueprint from which the Bell System and AT&T are organized. It set the standards by which telephone would be judged for years to come and it established the

goals and characteristics that would become buzzwords for telephone people around the world.

The legal document creating AT&T was signed on Feb. 28, 1885, by Hall, an employee for the Bell Telephone Company in Buffalo; Thomas B. Doolittle and Joseph P. Davis, both American Bell employees; and Amzi S. Dodd, a local attorney. Vail, who had broadly outlined the purpose of the new company in a letter to Hall in the days before its incorporation, became its first president.

Establish long distance

AT&T was organized to provide long-distance toll connections between local telephone companies licensed by the American Bell Telephone Company. The approach it would take to fulfill that mission was defined in a letter dated May 12, 1885, from Hall to Vail.

Hall outlined his vision of a network of interconnecting telephone lines that would enable one person to call anybody else with a telephone. It was the first time a strategy for accomplishing widespread telephone service was set forth, and represented an undertaking of considerable risk. Until that time, connections between long-distance and local exchanges had been impossible to sustain.

Hall wrote that a profitable business couldn't be established based on deriving the company's main revenue from the rental of private lines. The cost of private lines "must necessarily be so great that the demand will be limited," Hall said in his letter. "I believe that our revenue from that source will be but a moderate proportion of our receipts."

A better idea

Instead, Hall maintained that the success of the long-distance business will depend on the company's ability to connect existing exchange systems, with income derived mainly from the charges for that service. He thought that AT&T should interest the local telephone companies in providing long-distance services by setting up a schedule of payments and designing agreements for the sharing of technical and administrative know-how. That structure formed the basis for the Bell System.

Fifteen years later, AT&T emerged as the parent company of the nation's telephone system, overseeing a growing network of interconnecting lines.

As AT&T evolved into a nationwide company, it confronted an unusual problem shared only in its day by the railroads: How does one organize a company, which by its nature is decentralized, into a smooth-running, integrated business? Hall and his colleagues realigned the young company according to specific functional tasks — such as plant, traffic or commercial — and developed a headquarters staff to establish and carry out universal standards and methods of conducting the business.

Pioneering ways

Although modeled after a corporate structure first suggested by the railroads, AT&T was a pioneer in developing and adapting the centralized structure for a large-scale organization. Its development of universal technical standards made it possible for telephone connections between local companies.

And there were other decisions made in the early years of AT&T that had far-reaching effects for American business. One was Vail's decision to consolidate research and development into one organization within Western Electric, thus laying the foundation for Bell Laboratories. With this decision, AT&T was credited with being the first company to recognize and vigorously pursue industrial research.

Lights, camera . . .

A corporate videotape all about AT&T and what makes its employees tick ought to hit close home. Its "cast" includes several Omaha Works employees.

Among them are Sharon Brown, an assembler in Dept. 443; Doug Thoms, a section chief in Dept. 442; and Vern Larson of Dept. 554, Quality of Work Life (QWL) facilitator. The camera also scanned other employees at work, including Quality Circle No. 3 members — "The 710 Connection."

A filming crew came out to the Works in January under the direction of AT&T's corporate advertising department. The crew wanted Works employees to be part of a videotape to be shown to all AT&T employees across the country. The tape serves as an introduction to a nationwide advertising campaign AT&T will launch in April.

Omaha Works employees were selected to participate in the videotape because of its strong QWL program and support for quality circles.

The employee videotape should be available by mid-March. The Works is making plans so that all employees here will have a chance to see it.



ACTION! . . . The camera focused on Sharon Brown (upper photo) and Geri Gould (right), now of Dept. 290, during the taping of an AT&T videotape to be shown to all company employees across the country.



Hearing loss: You can avoid it

The following is one in a series of articles about health as part of "Love-Life," a health education program developed by the Immanuel Medical Center.

Now hear this — if you can.

Hearing, according to medical experts, ranks only second to sight in its importance to your safety, success and satisfaction in life.

Our ears do far more than just let us hear. Problems with the inner ear can result in dizziness, headaches and nausea.

Cup your hands and place them firmly over your ears, flattening them against your head. Now press firmly.

Listen to the conversation and noises in the room around you.

Unless you take care of your ears you could be doomed to spend the rest of your life missing the everyday sounds and noises we take for granted.

There are plenty of opportunities to damage our hearing. A blow to the head or ears,

ear infections, loud music or high levels of factory noises all can cause permanent damage to our hearing.

How it works

In order to protect your sense of hearing, you should know a bit about how the ear works.

The ear has three parts. The outside one is the part we see. It acts as a protector and sound gatherer for the more fragile, inside parts of the ear.

Sound travels down the ear canal which is guarded by small hairs and sticky wax to prevent insects and dirt from penetrating inside.

Sound reaches the eardrum which is about the size of a pencil eraser. It is a thin membrane which picks up the vibrations of sound and conducts them into the middle ear.

Here three small, delicate bones transmit the vibrations to the inner ear. They are then turned into sound impulses and

transmitted over a special nerve to the hearing center of the brain which interprets the impulses into specific sounds.

The inner ear also contains a tiny mechanism which controls our sense of balance. It works in a way similar to the bubble in a carpenter's level, so that we can tell if we are swaying or standing still even with our eyes closed.

In some cases, deafness is a birth defect caused by a genetic abnormality. However, much deafness or hearing loss can be eliminated by following a few simple precautions.

The right stuff

Always wear proper head gear when riding a motorcycle or playing a contact sport. A blow to the head or ear can result in reduced hearing or permanent deafness. Make sure you wear ear protection devices if you work at a job where there is a high noise level, or if you enjoy a noisy sport such as pistol target shooting.

Never attempt to remove foreign matter from the ear canal. More damage often is done to the ear by removing such items than if they were left alone. Always have a trained medical professional remove foreign matter from the ear.

It is a popular misconception that the outer ear and ear canal should be cleaned with cotton swabs, corners of towels and fingers. If there is wax blockage, see a doctor. Your own poking and probing can force the wax further or could lead to infection.

Be aware of the level of noise in your environment. If it is too high to make conversation possible, wear special ear protectors or reduce the noise level. While excessive noise exposure causes temporary deafness at first, it can lead to permanent damage.

See a doctor if there is discharge from the ear, bleeding or pain. These all can be signs of serious problems that, if allowed to persist, could cause permanent loss of hearing.



EARMUFF CREW . . . Machine operators Mel Borland (front), Don Gantt (back, from left) and Gordon Wheeler model the ear protection gear they always wear when using pneumatic rivet guns on the job in Dept. 429.

etc.

Suggestions pay

The employee suggestion program has presented several sizable awards to employees for ideas they submitted.

The largest — \$2,275 — was awarded to Doug Haase of Dept. 041, whose suggestion will help costs down in the manufacture of lightguide inserts.

Other suggestion award recipients include Arthur Galloway and Merlin Gerch, both of Dept. 429, each awarded \$680 for their joint suggestion; Charles Morgan, Dept. 444, \$410; Charles Luce, Dept. 429, \$405; Leo Scheibelhofer, Dept. 429, \$380; and Don Dilla, Dept. 429, \$100.

In the money, too

Suggestion award winners weren't the only employees to collect some extra cash.

Jim Saner of Dept. 403 is the latest big winner in the Safety Pays game. He won a total of \$900 in game No. 105.

Saner collected \$150 for having the "B" configuration, \$150 for having the "S" configuration, and another \$150 for having the

frame configuration. Then, because he had perfect attendance for the previous six months, his earnings were doubled for the \$900 total.

Health fair

The 1985 Health Fair of the Midlands is scheduled for April 14 through 21. The fair offers health education and free health screening tests such as height and weight, blood pressure, anemia, visual acuity, glaucoma, oral cancer and hearing. An optional blood chemistry test is provided for a small fee.

Sites of the screening tests are scattered throughout the metropolitan area, and include the Westroads, Ak-Sar-Ben, churches and schools. Look for posters around the plant and flyers in your pay details listing places and times.

Pioneer, WEOMA events

The Cornhusker Pioneers are planning an Easter food drive to benefit the Omaha Area Food Bank. Employees are asked to bring food items to work March 19 through 22. Collection bins will be placed at all entrances to the Works.

On April 13, the Pioneers and the WEOMA Club team up to sponsor the annual Girls' Spring Party. This year the event will be held in the Holiday Inn Central ballroom.

A social hour begins at 5:30

p.m. with a steak dinner served at 6:30 p.m. A style show, entertainment and door prizes are all part of the evening's activities.

Tickets cost \$12.50 and can be purchased in advance through WEOMA Club representatives.

Retirements



Lillie Mae Rozmus
28 years



Lynn Landgren
38 years



Alta Mae Burkman
27 years



Mildred Pruitt
18 years

Service anniversaries

25 years

R. L. Hedin	553	3/7
M. M. Helme	1	3/31
T. B. Paeper	202	3/4

R. D. Plummer	429	3/15
S. T. Roehr	425	3/29
S. T. Shaw	429	3/26
E. H. Sohl	204	3/29
S. G. Tate	045	3/8

20 years

O. G. Ayala	203	3/27
C. M. Brown	444	3/15
A. Dupree	041	3/15
J. L. Grovijohn	429	3/9
J. E. Harris	429	3/23
V. F. Jones	423	3/2
A. G. Latimer	203	3/16
J. S. Marfisi	202	3/9

15 years

V. L. Boults	429	3/30
R. H. Geise	402	3/17
P. B. Nicholson	1722	3/23
J. M. Osterchill	291	3/29
M. J. Snook	429	3/4

5 years

J. D. Cook	543	3/31
------------	-----	------



Eleanor Rhoads
15 years



V. Gene Tingwald
28 years

Not pictured:

Charlotte Tunnicliff — 20 years
Jacob Rosencrantz — 27 years



Last frame

Say goodbye to an old friend. There was no red carpet nor limousine awaiting — just a steel ramp leading into a semi-trailer.

But the occasion was no less diminished in importance. The very last reels of exchange cable sold to a customer and shipped from the Omaha Works were on their way out last month.

Exchange cable, a long-time staple of the Works, is now being manufactured at the Phoenix Works. Last month's shipment

from Omaha represented an official end to Omaha's involvement in the manufacture of the cable. The reels were shipped to Lumberton, N.C., for Southern Bell Telephone.

Orville Schroeder of Dept. 290 rolled the reels up the ramp while Stan Kleffner of CTS Trucking waited to drive them away.



AT&T
Network Systems

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