

ValleyVoice

Special Issue — February, 1996



Lucent Technologies
Bell Labs Innovations



Special Issue — February 1996
Valley Voice

A publication for active and
retired employees of

Lucent Technologies
Merrimack Valley
1600 Osgood Street
North Andover, MA 01845

ISO9001 certified

Winner, 1992 Malcolm Baldrige
National Quality Award

Winner, 1992 Feigenbaum Massachu-
setts Quality Award

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Merrimack Valley Manufacturing
Vice President

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New company name announced in all employee broadcast heard at Merrimack Valley and around the world

It was a well kept secret right to the very last moment. The process began last September 20 when AT&T announced its proposed restructuring into three stand-alone entities.

The selection of a name for the new systems and technology company, the old "Network Systems," the old "Western Electric," started with over 700 possibilities.

The story goes something like this:

All the "sys"s and "tel"s were taken. A "net" or two may have been up for grabs, but why sound

like every other company with a network?

Naming isn't easy. Ask any parent. There are no cute handbooks for naming corporations. But, fortunately, there are identity consulting firms.

And it is to them that Dave Shaver, charged with heading up the corporate naming effort, turned last fall, shortly after AT&T's restructur-

[continued on page 3]

on the cover . . .

February 5, 1996 — A new company name, a new flag. Participating in a flag raising ceremony held immediately after the employee broadcast announcing the name were: Rita Royer, Rick Mirabito, Paul Heinze, Arraya Squires-Meyer, Ed Lawlor, Ed Balmelli, Dick Saucier, Steve Bedrosian, Carmenza Bruff, Lynda Colby, Terry Pavlini, Johanne Shute, Iris Sindelar, Judy Jones, Ann Reardon, E. J. Fletcher, Horace Lawson, Tracy Vu, Kelly McVey, Ellen Chao, Bob Lavoie, Bruce Goodwin, Geeta Venkataraman, Vijay Chitra, Bob Pettrossi, Irene Dumas.

Photos by Ed Eich Photographic, Andover.



ing was announced. Shaver, vice president-advertising and brand management, and an inter-business unit team chose Landor Associates of San Francisco, which is credited with taking the “eral” and “press” out of FedEx.

Landor immediately moved into high gear; and, before the three-month whirlwind was over, 699 names would lay on the cutting room floor; and everything from cultural sensitivities to how the name would look painted on trucks would have been considered. And reconsidered.

The process was tough, says Shaver, partly because it was done in half the time it normally takes. But Landor drew on its expertise and quickly gleaned the 700 possibilities by conducting worldwide research. It picked the brains of the public, industry leaders and customers. It listened to employees worldwide in a series of focus groups.

The new name and symbol would have to do three things: retain the proud images of the past (such as reliability and experience); lose some negatives (bureaucratic and pricey) and hone the image of the new company (energetic and innovative).

Landor looked into a number of basic categories of names, says

Shaver. They checked coined abstract names, such as “Microsoft;” dictionary words, such as “apple;” and industry “root” words, such as “sys” and “net.” The roots didn’t hold up under cold statistics that revealed their overuse. For example, naming sleuths discovered that 11,665 companies have the word net in their names. It would be hard to stand out in that crowd of corporate John Does.

Landor also considered the trends favored by the 1,000 or so companies that adopted new or revised names each year. These trends include a preference for shorter titles and for dropping product names, which may limit their image, from corporate names.

Came the day, Thursday, January 4, when the leadership team of the new company gathered in New York City to select, from the finalists, the name and logo that will launch the new company. Their choice was scrutinized legally and checked against 12 languages and the customs of 60 countries for ease of pronunciation and cultural sensitivities.

Lucent Technologies, the name selected and announced Monday, February 5, to all employees, is a

dictionary word that means “glowing with light” and “marked by clarity.” “Lucent” has been joined with the word “technologies,” the underlying strength of the new business. Linking the new name to the endorsement line “Bell Labs Innovations” symbolizes the new company’s roots. The symbol, “The Innovation Ring,” is a hand-drawn artistic brush stroke.

Most people don’t fall in love with new names immediately, Shaver cautions. “It takes time to adapt to a new identity. Plus, it’s tough to leave a powerful brand like AT&T behind.”

In fact, some employees who took part in the focus groups were loathe to do that. They lobbied for the much-loved “Western Electric,” a name with special meaning, but too much a part of the past. They wanted Bell Labs, which was enticing, but unavailable for legal reasons. Others saw things differently. “Don’t give us an acronym,” one person said.

Another employee voiced a sentiment that Shaver — and CEO Henry Schacht, for that matter — concur with. A sentiment that will probably prove itself true in the exciting years ahead.

“It’s not your father’s AT&T.”

Lucent Technologies

Bell Labs Innovations



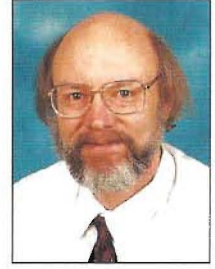
Merrimack Valley People



Fines



Quintero



Johnson

SERVICE ANNIVERSARIES

The following employees celebrated service anniversaries of 25 or more years (in increments of five years).

JANUARY

Janet M. Arahovites (25)
Richard P. Brown (25)
Laurie J. Comeau (25)
Michael B. Coppinger (25)
John V. Donovan (25)
Richard R. Gallant (25)
Joseph G. Kanan (25)
Joseph J. Marseglia (25)
David P. Naylor (25)
Laurence M. Student (25)
Kenneth E. Deming (30)
Gail D. Denton (30)
Bernard F. Drelick (30)
James W. Farnan (30)
David R. Furber (30)
William F. Gough (30)
Bruce H. Lakin (30)
Donald A. Lane (30)
Eleanor V. Simmons (30)
Alfred G. Goudreault (35)
Carl F. Lemuth (35)
Carol A. Smith (35)

FEBRUARY

Zeta B. Lanier (25)
Frederick E. Melen (25)
James P. Moffatt (25)
Robin H. Orr (25)
John F. Rockwell (25)
Gary P. Sande (25)
Charles J. Sherman (25)
Curtis A. Siller (25)
Donald J. Smith (25)
Thomas W. Atkins (30)
Daniel A. Deroche (30)

A. R. Fiore (30)
Edward F. Hartmann (30)
Peter R. Lamb (30)
Robert L. Morse (30)
R. A. Noel (30)
Joseph J. Skiba (30)
Donald F. Donovan (35)
Kenneth Haslam (35)
Charles A. Owril (35)
Francis E. Payson (35)
Alexander J. Zaccardi (35)

FINES TO SERVE ON TWIN BOARD

Paula Fines, technical manager in Lightwave development, was named this year's Chairperson of the Greater Lawrence YWCA TWIN (Tribute to Women in Industry) Selection Committee. She will lead a team of representatives from large and small businesses in the Greater Lawrence area in their efforts to select a winner or winners from the many nominations submitted.

Paula brings to the selection committee her sensitivity to the unique challenges of today's technical women. She was a TWIN award recipient in 1985 — the first of many AT&T Merrimack Valley women to be nominated.

At MV Paula is a team leader in the AT&T Lawrence Playgroup Project, a member of the WATT-MV (Women of AT&T) Executive Board, and an ECAP (Employee Career Advisory Program) career advisor.

QUINTERO HONORED FOR COMMUNITY SERVICE

Omar Quintero received an award from Hispanic Week in Lawrence, Inc. for "unselfish dedication for his heritage and fellow men."

Omar is an active member of HISPANA-MV and served as President in 1994-1995. He has been a mentor in the Lawrence High Mentor program for several years and is involved in the WINGS Kindergarten program. He is an MTS and is MV's Firmware engineer supporting all MV products.

EXCELLENCE AWARD

Barry Johnson was one of three recipients of the Global Commercial Market Summit of Excellence Award in recognition of his "role model performance, professionalism and commitment to customer service."

Barry is a Bell Labs DMTS supporting Systems engineering of private communications backbone networks for electric power utilities, educational institutes, state and local governments, and Fortune 500 companies.



Desronvil



Hines



McVey



Scuderi



Trefethen



Wilkes

BLACK ACHIEVER AWARDS

Two MV employees were recently honored by the Greater Boston YMCA with Black Achiever Awards for their contributions at work and to the community.

Charles Cohen, of Methuen, is an MRP Systems expert for the MCM and Fastech focused factory and project manager for systems-related implementations. He holds a BS in Industrial Engineering from Northeastern University and an MS from Purdue.

Saul Desronvil, of Boston, is a test engineer in charge of all cable test for this factory, and he designs fixtures and creates test software. Saul holds a BS in Civil Engineering from Superior Institute of Technology in Haiti, a Bachelor of Electronic Technology from Northeastern University and a BSEE from the Wentworth Institute of Technology.

APPOINTMENTS & PROMOTIONS

Dottie Hines, IAE — TA to STA

Kelly McVey, Environmental Health & Safety engineering — MTS-I to MTS

Peter J. Scuderi, DACS wired equipment engineering — senior tester to STA

Dean Trefethen, DDM-2000 — STA to MTS-I

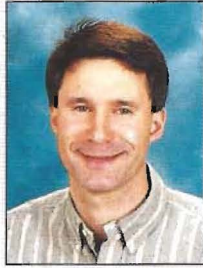
Marlene Wilkes — program administrator for FT2000 in Customer Service to STA in Product Change Management

IN MEMORIAM

- Howard E. Anderson, retired senior operator, September 22, 1995
- Wilbur Beaudry, retired mechanic, December 2, 1995
- Leo W. Belanger, Jr., retired supervisor, January 15, 1996
- Walter E. Davidowicz, retired toolmaker, December 22, 1995
- Richard A. Davis, retired composite master tradesman, November 6, 1995
- John R. Gauron, retired machinist, December 10, 1995
- Joseph N. Grenier, retired senior operator, December 31, 1995
- Richard J. Hosford, retired Public Relations specialist, December 26, 1995
- Dorothy J. Lowes, retired wirer, January 3, 1996
- Charles A. Marcinkevicius, retired bench hand, December 17, 1995
- Florence McSvet, retired tester, November 28, 1995
- James E. Monroe, retired planning engineer, December 26, 1995
- Anne P. Moro, retired merchandise service clerk, December 27, 1995
- Gertrude C. Papalardo, retired inspector, December 17, 1995
- John F. Payne, retired operations engineer, January 19, 1996
- Mariam F. Pinaud, retired wireman, November 10, 1995
- Florence C. Radar, retired operator, December 4, 1995
- Louis C. Thomas, retired grinding machine operator, December 30, 1995
- Eva M. Winkinson, retired secretary, January 18, 1996



Greene



Brown



Donahue



Riano



Tremblay



Major

GREENE WINS NATIONAL GUARD AWARD

In addition to being a control systems technician at MV, **Mike Greene** is a Technical Sergeant with the 267 Combat Communications Squadron in the Massachusetts Air National Guard. Last fall he was one half of an M60 Machine Gun Team that took first place in the Mass. Tri-Color Weapons Competition. Mike's team went on to represent MA in the national weapons competition in Arkansas where they placed 13th out of 33 teams.

The competition was a combat simulation that included patrolling, rapid action, weapon employment and marksmanship - all in different situations. Weapon use centered on the M60 machine gun but they also had to prove exceptional ability with the M16 rifle and the 9mm Barretta pistol.

"We did it as a lark," says Mike. "I hadn't fired an M60 in years, but when my partner and I were in active duty, we were both in special forces units and well trained in weapons and tactics. It was kind of funny too because we looked so innocent — a couple of older guys that were from the Air Force no less. Most of the other teams were from the Army and in their early twenties. We kind of faked everyone out!"

GRADUATES

Advanced Degree

Steven Brown, Broadband Access engineering — Master of Science in Telecommunications, University of Colorado, Boulder

William Donahue, DACS IV technical support — Master of Science in Telecommunication Systems, Southern Methodist University

Ernesto Riano, third shift Cable TV department — Master of Science in International Business, New Hampshire College

Peter J. Scuderi, DACS wired equipment test engineering — Bachelor of Science in Computer Information Systems, Franklin Pierce College (*photo on page 5*)

Roger Tremblay, Customer Satisfaction manager — MBA, Rivier College

MAJOR NAMED FOR SCOUT POSITION

Brian Major has been named the new North Essex District Chairman of the Boy Scouts of America. As Chairman, Brian is the lead volunteer responsible for carrying out the Boy Scout program in Andover, Lawrence, Methuen and North Andover. He will also serve as a member of the Yankee Clipper Council's Executive Board which is responsible for Scouting in 43 communities in the Merrimack Valley and along the North Shore.

Brian is an MTS in the Regional Operations group.

LET US KNOW

If you (or one of your co-workers) have recently received a college degree, been honored by a civic organization, been recognized by your community, or have some other noteworthy event to report, please call Dianne Coppola on x3553 so we can include it in a future issue!

Also — Are you in the Reserves? National Guard? We are considering doing a story on MV people in the military and we would be interested in talking to you.



Siller

SILLER EDITS BOOK

Curtis Siller, Jr., Bell Labs DMTS, recently edited a professional book on optical networks. The book is a compilation of original and select reprint papers on the North American Synchronous Optical Network (SONET) and international Synchronous Digital Hierarchy. Entitled *SONET/SDH: A Sourcebook on Synchronous Networking*, it includes 42 invited contributions from worldwide experts on the topic and an introduction by Curtis and a colleague.

RETIREES

Years of Service

January

34 A. Adolt
 34 F. Androski
 30 Frank Arcidiacono
 28 Jack Batson
 35 Robert Begin
 31 Fred Bernard
 30 Louise Berube
 35 Donald Bohnwagner
 20 Victoria Bolivar
 35 Clarenec Boynes
 43 Elenore Brady
 38 Ronald Burk
 30 Clayton Button
 37 John Callahan
 25 Barbara Caradonna
 25 Joseph Carriere
 27 Robert Caruso
 32 David Ciasulli
 39 Melvin Clevesy
 34 Glenn Coffin
 35 Walter Colantuono
 43 James Connors
 39 Vincent Corsaro

32 Margie Crewe
 35 C. Crue
 36 Roger Culliford
 36 R. Cyr
 42 George Dague
 35 Robert Dehullu
 39 Roland Demonceau
 39 David Denninger
 34 Gerald Deshaies
 32 Louis Desimone
 36 Raymond Dow
 34 Daniel Dumas
 36 Charles Dunn
 37 William Dyer
 23 William Dymont
 39 Donald Earnshaw
 10 Eugene Ensell
 39 Charles Espinola
 34 Robert Fairbrother
 35 Daniel Farley
 29 Michael Filip
 36 Edward Flanagan
 35 Maurice Foulds
 32 J. Gerrish
 36 O. Giust
 31 Robert Gordon
 28 Louis Guerra
 33 Joseph (Dean) Halpin
 38 A. Hamori
 28 Douglas Hauck
 34 Richard Heidt
 32 G. Heiter
 35 Lawrence Hodes
 42 Frank Holt
 20 Robert Houle
 35 Patrick Hurley
 33 Robert Innes
 32 Leigh Jaques
 39 Roger Jette
 44 Matthew Johnson
 34 Joan Kasinskas
 33 Robert Kearns
 51 John Kelsey
 33 J. Kiker
 40 Alfred Killam
 25 Yen-Long Kuo
 29 George Kutzelman
 35 Richard Leduc
 36 Robert Lee
 34 Carl Lemuth
 29 John Logan
 39 Gerald Lovett
 33 Edward Mackey
 34 Norman Major
 27 Gordon Mandeville
 39 Laurence Marocco
 33 Chesley Maslowski
 25 Kenneth Mason
 38 William McCormick
 37 Dale McLean
 40 William Morin
 34 George Moss
 34 Theodore Nusbaum
 40 A. Oestrich
 17 Frances O'Neil
 28 Richard Paganelli
 38 William Patrick
 32 Richard Pennell
 25 John Poitrowski
 40 Leo Poirier
 40 Paul Poirier
 38 Thomas Preston
 40 Roy Price
 36 James Raney
 25 John Recesso
 29 Warner Reed
 36 Charles Reynolds
 33 James Richard
 34 Harry Robinson
 30 David Rockwell
 39 Bradley Roope
 30 Alfred Sapienza
 38 Rocco Scionti
 37 Arthur Shahian
 25 Kenneth Sheehan
 32 A. Sheltra
 38 Robert Skinner
 30 Ronald Smith
 34 Jonathan Smith
 29 Mary Spaneas
 36 G. Steeb
 34 Roy Steeves
 27 Charles Stevens
 35 Thorvaldur Sveinbjornsson
 30 John Svitak
 42 Joseph Sweeney
 32 Richard Swerdlow
 38 Anthony Syvinski
 29 Michael Thoma
 31 Clyde Thompson
 35 Roger Twomey
 25 Richard Vince
 34 Peter Voisine
 35 Frederick Welch
 39 Robert White
 30 Gordon Wick
 36 Hermann Wuerdemann
 33 Edward Wunderlich
 38 Calvin Yeaton
 39 Patricia Zakiewicz
 24 Michael Zarubaiko
 39 John Ziady



It's official — new Network Multiplexer (Netmux) shop up and running

Complete with ESD carpet tiles, the new home of the Network Multiplexer test group and panel shop is making a difference to the MV employees assigned there.

"It's quieter . . . it's kind of special . . . we love it" are some of the comments overheard during an official ribbon cutting ceremony.

Karen Miller (left) and Cheryl Sullivan shared the ribbon cutting honors.



Ed Eich photo

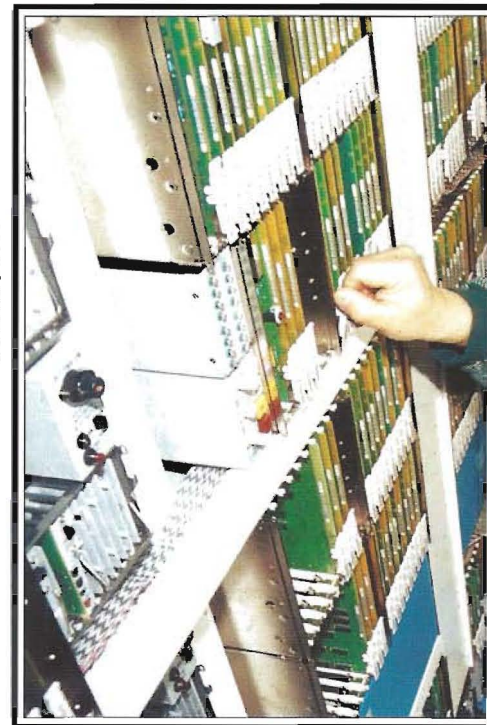
Broadband team reaches milestone shipment

The strand mount fiber node now being shipped to major customer SNET represents a newer, less expensive, smaller efficient model. The team recently shipped its 150th unit to the customer. The small unit can be mounted on telephone poles instead of in the large boxes on roadsides used previously.

Broadband team members celebrate milestone shipment of strand mount fiber nodes. Left to right, Linda Hamel, Bob Pearson, Alba Aldebot, Bob Croteau, Yan Long, Joe Nolan and Frank Battistone.

DIF bays go

Tester Young Kim makes a last minute check on a DIF bay destined to play an important



FAST Line combines Aim Line people and machines with new conveyor system to produce circuit boards without a hitch (or a QC hit)



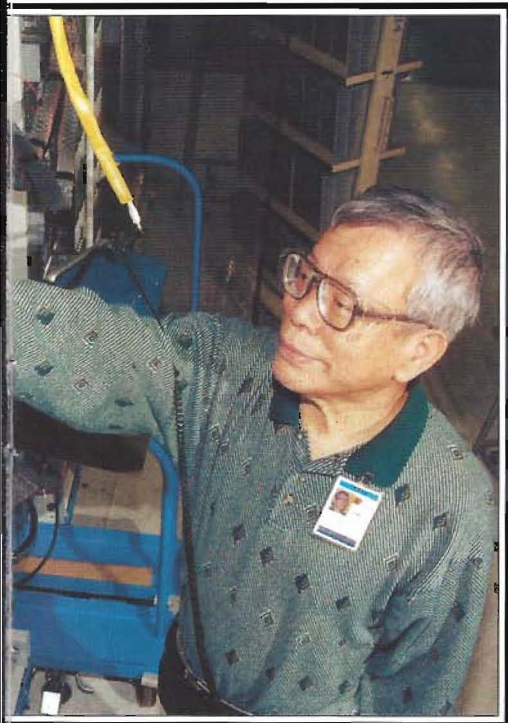
Ed Eich photo

Two hours from end to end, and the new FAST Line's thirty-five production associates make their eleven different "no bottom-side surface mount" boards in the "A" mode. According to supervisor Sue Hemsworth, that means the QC (quality control) auditor at the end of the line needs check only one board in every tote to ensure top quality.

Everyone on the team is cross-trained, and everyone participated in one of Bob Begin's warmer weather, outdoor team building exercises on the ballfield. Team members pictured at left include, from left, Jose Correa, Miguel Valentin, Martha Costa, Manuel Feliciano and Maritza Montanez.

..... to Summer Games

part in the Olympic Games in Atlanta. The DIF bays will team with 4ESS™ switches to increase long distance capacity for MV customer NSD.



Ed Eich photo



Ed Eich photo

Vacuum lift saves back strain for Cable Shop packers

Wouldn't you love one of these machines in your garage or rock garden? Fernando Frometa demonstrates a new vacuum lift machine that

makes light work of lifting heavy boxes in a first floor corner of the Merrimack Valley Cable shop.

For your Information ...

\$10,000 ESP winner 'on top of the world'

Charlie Kennedy, an electrical inspector in the Works Service organization, is the latest \$10,000 winner in the Employee Suggestion Program. His idea was to switch over to a new type of cable rack (the metal girds suspended from the ceilings that hold data wiring) turned into a big savings for the company.

"These new racks are a lot less expensive than the old type and quite a bit lighter, making them easier to install," says Charlie, shown here above the Lightwave Systems Test area. You can see an old type rack above Charlie's right shoulder and a new one directly behind him.



Ed Eich photo

Thank
You...

for your
whole-
hearted
support



Reaching those who need help.
Touching us all.®

Thursday night BL Golf League Champs

Congratulations to Jack Connolly and Lou Palazzo, winners of the 1995 Thursday Night Bell Labs Golf League. The 18 team league plays at Crystal Springs Golf Course in Haverhill, MA.

George Ares, coordinator for RS&R, shows off the meal ticket he won on a recent VPP T-shirt Day. Over 400 meal tickets were handed out to employees who wore their shirts and were able to correctly answer a few questions about OSHA's Voluntary Protection Program.



December financial results end 1995 on a positive note

'Thanks to the great efforts of everyone at Merrimack Valley, we can report great results ...'

Jack McKinnon

You'd have to go all the way back to December of 1993 to get the previous record output figures for Merrimack Valley.

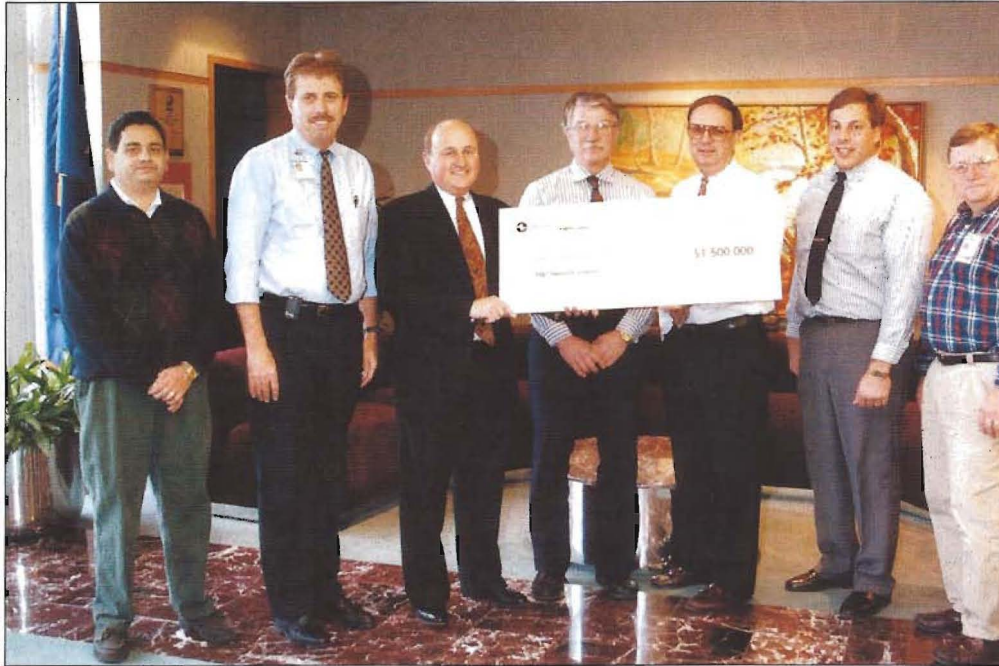
December 1995's output was 20 percent higher than any month over the last three years, and 50 percent higher than the record breaking 1993 output.

"November and December were both great months in terms of shipments to our customers," says Carolyn Collins, manager, Global Order Fulfillment. "The investments in the factory and the recall of our people are beginning to show results."

"On another positive note," continues Carolyn, "the back schedule was significantly reduced in December, and all indications point to a continued reduction in early '96."

"Way to go, Merrimack Valley!"

Reducing energy usage and costs nets Merrimack Valley a bonus check from Massachusetts Electric



Above: Shown with a display check from Massachusetts Electric are, left to right, Ajit Patel; John Ostrowski; John Dickson, president and CEO of Massachusetts Electric; Don Ficken, Jack McKinnon, Dave Gaudet and Michael Schrowang. Team members Dick Bainbridge and Jim Joyce were unavailable for the photo.

Based on the assumption that reducing demand for electric power is far better than increasing the capacity to produce power, AT&T at Merrimack Valley and Massachusetts Electric Company work together on energy conservation projects.

Implementing several energy measures resulted in a reduction of approximately 15 million kilowatt hours of demand for power at Merrimack Valley.

“That, coupled with the reduced emissions to the atmosphere due to reduced demand, makes the projects extremely worthwhile,” says Don Ficken, an engineer on the energy projects.

An additional company objective

was achieved by these projects: the elimination of thousands of pounds of CFC refrigerants from old machines. Some machines were replaced with new, high-efficiency ones which contain “environmentally friendly” HCFC-134a. Larger machines are being remanufactured to use HCFC-134a, and this work is continuing into 1995, qualifying for additional incentives from Massachusetts Electric.

Massachusetts Electric recently presented Jack McKinnon with a check for \$1,500,000, representing the electric company's contribution toward projects in 1995 — projects which contributed to the modernization of MV's physical plant.

Over the last four years, MV relamped 12,000 fixtures on the factory floor, replaced 250 inefficient motors, installed variable speed drives, and upgraded the control of HVAC systems. A newly installed, state-of-the-art energy management system controls the operation and energy consumption of lighting and HVAC compressed air and process cooling water systems.

Future projects include control of lighting and the establishment of advantageous rates for electric power based on time-of-day usage.



Left: Second Shifter Debbie Hamel gets an autograph from Massachusetts Senator Ted Kennedy on a recent walk through the Merrimack Valley plant. Ted toured the factory after a brief stop in the auditorium where he answered questions from employees, many about the upcoming telecommunications legislation.

Thanks for the memories . . .



Roger Culliford photo

Lucent Technologies
Bell Labs Innovations



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