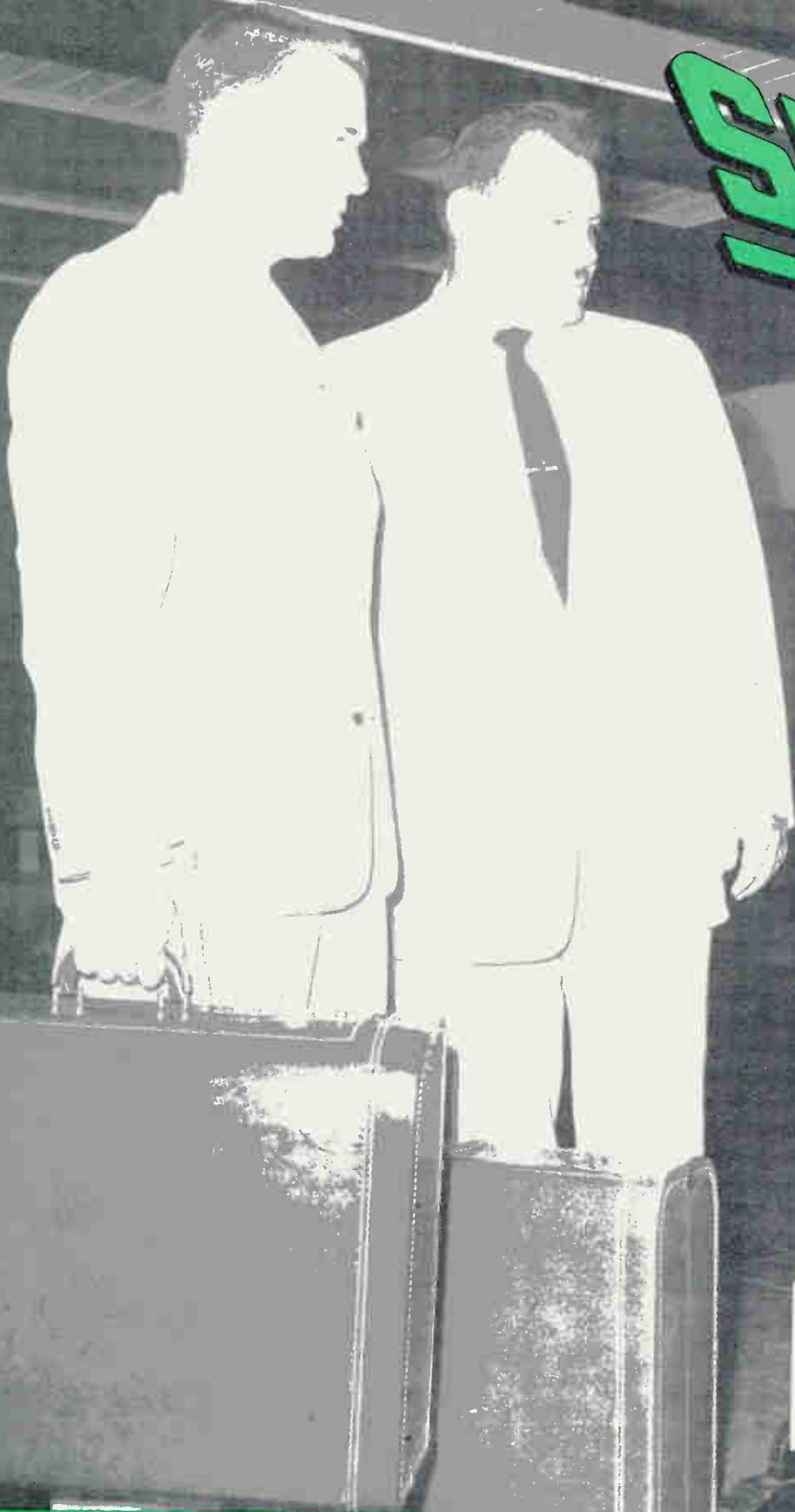




# SERVICE



CHERRY...  
 JUNE...  
 R C A SERVICE...  
 MANAGEMENT CONFERENCE  
 MR HAROLD MASON  
 DINNER ROOM 153  
 DOWELL INC  
 CURRIER IVES  
 MICHAEL GRANT  
 TRIO  
 DINNER ROOM 630 TO 680 PM  
 COCKTAIL LOUNGE 10 TO 1AM  
 MAITRE D HOTEL  
 HARRY ANDERSON

Service Company Holds  
 Branch Managers Conference  
 See Page 4



Vol. 14, No. 3 June-July, 1957

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Editor

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The

Cover



Branch Managers Marv Webb and Paul Kugler check bulletin board which lists RCA Service Company Management Conference

# Charles M. Odorizzi, Executive Vice President, Sales & Services, Elected To RCA Board of Directors

Charles M. Odorizzi, Executive Vice President, Sales and Services, has been elected a member of the RCA Board of Directors to succeed William E. Robinson who resigned, it was announced by Brig. General David Sarnoff, Chairman of the Board.

Mr. Robinson, who is President of The Coca-Cola Company, had been a director of RCA since April 17, 1953.

Mr. Odorizzi, who joined RCA in 1949, was elected to his present position on October 21, 1955. He is responsible for the guidance and administration of RCA's international sales, overseas companies, RCA Victor Company Limited, of Montreal, the RCA Service Company, Inc., the RCA Victor Distributing Corporation, and RCA Institutes, Inc.

Beginning his business career at the age of 17 as a bank teller in his home town of Hurley, Wisconsin, Mr. Odorizzi has had wide experience in the fields of merchandising and service, as well as in industrial organization and management. In 1928, while attending the Northwestern University School of Commerce in Chicago, he took a job in the service department of an appliance dealer. Two years later, at the age of 22, he was selected by the General Electric Company as one of ten outstanding installation and service managers in the country. In 1932, he was selected to head the operating activities of Rex Cole, Inc., New York, the largest distributor of GE home appliances in the country.

Mr. Odorizzi was hired in 1937 by Montgomery Ward & Co., Chicago, to organize a national service organization for the installation and repair of all mechanical and electrical products sold by that company. In 1941, he was promoted to General Manager of Montgomery Ward's Mail Order Division, and in 1945 was elected Vice President and General Manager of the division. He joined RCA in 1949 as Vice President in charge of service for the RCA Victor Division and Chairman of the Board of RCA Service Company, Inc.

In 1950, Mr. Odorizzi was elected Operating Vice President of the former RCA Victor Division. In January, 1954, he was elected Executive Vice President, Corporate Staff, of RCA, with responsibility for guidance and administration of the consolidated Corporate Staff, serving all units and subsidiaries of the corporation. His home is in Greenwich, Conn.

# D. H. Kunsman Named Vice Pres. and Operations Mgr.

An executive reorganization of the RCA Service Company, Inc.—involving six new assignments—has been announced by E. C. Cahill, President.

“The reorganization of our executive personnel was made to give the RCA Service Company the necessary flexibility required at the operations level to assure continued growth in the expanding industrial and Government service fields,” said Mr. Cahill.

Simultaneously, the election of Pinckney B. Reed as Vice President, International Sales, was announced by Charles M. Odorizzi, Executive Vice President, RCA Sales and Services. Mr. Reed, who has been Vice President, Government Service Department, RCA Service Company, assumed his new position on July 16.

The new assignments as announced by Mr. Cahill are: Donald H. Kunsman, Vice President and Operations Manager; R. N. Baggs, Vice President and General Sales Manager; Anthony L. Conrad, Vice President, Government Service; Stephen D. Heller, Vice President, Missile Test Project; Gerald W. Pfister, Vice President, Consumer Products Service; and Edgar H. Griffiths, Treasurer and Controller.

Announced by E. H. Griffiths were the appointment of Philip Ackerman as Manager, Treasury, and R. L. Olmstead, as Manager, Accounting.

All the executive moves in Service Company involved Service Company personnel who have progressed through numerous positions with the organization. The executive realignment afforded unusual opportunities for several Service Company managers and executives to advance to positions of higher responsibilities.

Mr. Kunsman, formerly Vice President, Consumer Products Service Department, will have overall responsibility for the operating departments of the Company. He joined the Service Company in 1949 as Assistant to the President. The following year he was appointed Budget Manager and was later named Treasurer and Controller of the Company, a post he held until his election as Vice President, Consumer Products Service Department in May, 1953. Prior to joining RCA, Mr. Kunsman was associated with Montgomery Ward for 16 years. A native of Superior, Wisconsin, Mr. Kunsman was educated at Superior State Teachers College and Northwestern University.

Mr. Baggs joined RCA in 1930 as a student engineer. In 1931, he was assigned to the RCA Victor Printing Division where he served as Assistant to the Manager until 1934. Then he was named Production Manager of the Advertising Department. Three years later he trans-

*(Continued on page 11)*

## Six New Assignments Involved In RCA Service Company Executive Reorganization



D. H. Kunsman



A. L. Conrad



R. N. Baggs



E. H. Griffiths



G. W. Pfister



S. D. Heller

## Using RCA Know-How

# SERVICE COMPANY HOLDS BRANCH MANAGERS CONFERENCE

### Consumer Products Sponsors Intensified Training Course

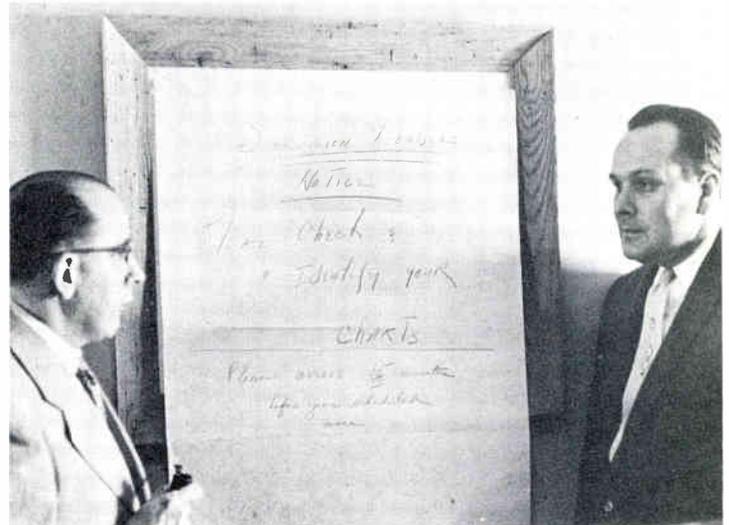
The home office insurance specialist gathered his notes together at the end of his 45-minute talk—and the veteran branch managers broke into spontaneous applause.

Unusual? It is when you learn that the managers were attending a week-long management conference at the Cherry Hill Inn—adjacent to RCA Service Company's home office—under a rigid schedule that saw them facing a battery of lecturers every day from 8:30 in the morning until 10 P.M.

Key to the enthusiastic reaction is the obvious but often overlooked solid fact that the managers, who averaged eight years with the company, were hearing helpful information—*information that they needed and could use*. The reaction was especially gratifying since each member of the group typified the successful Service Company branch manager, who is generally recognized as a multi-talented individual . . . one who, in any typical day, might well find his activities ranging from operations and sales to community relations and material control.

It was no accident that the information was striking such a responsive chord. Months before, during a swing across the country, D. H. Kunsman, then Vice President, Consumer Products, detected a need among his field managers for a better understanding of management's forthcoming programs. As Mr. Kunsman consulted with his staff, the nucleus of a training project involving top and line management evolved.

Within days the program began to take a definite shape. Branch managers were contacted to determine their needs . . . home office discussion leaders were obtained . . . basic research was completed . . . and work conferences were held to weave the field needs into the program fabric. Gleaned from field-contributed material was one major fact. The branch managers knew their



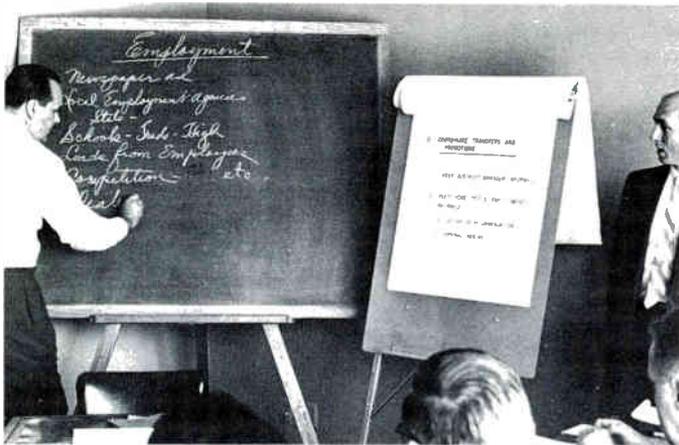
Discussion leaders arrive early for briefing

Conference "Dean" Al Pedrick times each discussion . . . time is valuable and there's much to cover



Meanwhile . . . the next discussion leader quickly reviews his material while waiting





Many training techniques are utilized in the management conference. Here, the blackboard and flip charts are used



The buzz group method . . . Branch managers discuss problem and attempt to come up with answer



Two-way discussions answer many questions. Managers listen closely and then fire questions. Two-way exchange brings about solutions to many problems in branch operation



Another training technique used was the slide projector



Lectures help discussion leaders cover important ground. What are the company's sales goals? How will they be met? Work problem after the lecture presents challenging questions

needs . . . their strengths and weaknesses. Home office management did not have to add anything to the program content . . . only to consolidate it.

A "needs" meeting—including four representative branch managers and two district managers—contributed numerous ideas to the developing program. For the consolidation process, Mr. Kunsman's staff, L. G. Borgeson, S. E. Baker, R. N. Baggs, H. Johnson, R. C. Gray and J. Lippincott, Jr., with two field regional managers—M. Telep and M. J. Barnabic—along with Service Company Personnel Manager J. F. Murray and former Controller G. W. Pfister, reviewed the program content.

Here, the company's resources again came into play. RCA Staff's training

activity, headed by Miss B. Duval and R. F. Maddocks, was asked to aid in developing a boiled-down, formal conference outline.

The combined groups of programmers, working with Consumer Products Training Administrator A. K. Weber, Jr., were now able to introduce a conference program of four major units: 1. Utilization and Development of Personnel, 2. Improving Service and Increasing Sales, 3. Facilities and Operational Aids, and 4. The Financial Aspects of our Business.

Again . . . before final decision was made . . . the company's resources were called in. The entire program would be planned and presented by the Company, and not by an outside group. One of the problems faced by

the group reviewing the program was that it had to be sure the material presented by the lecturers was realistic and practical in terms of the branch managers' needs and that it be best presented within sound training concepts.

Rehearsals brought conference leaders to razor-sharp delivery and gave them a healthy respect for the content styling; every training technique, including role playing (each member of discussion group has opportunity to lead discussion), films, lectures, work problems, buzz groups, and discussions was carefully examined and evaluated for effectiveness. One man—field operations staffer A. W. Pedrick—was assigned full-time responsibility for the duration of the 17-week program.



Managers study work problem . . . discuss possible solutions . . . exchange ideas. What they've learned at conference and mutual experiences help obtain answers



Role playing. Midtown's Art Kruschka (r.) plays role of branch manager at meeting with staff. Others, who later play roles, study action and give suggestions on how to better handle meeting and personnel involved



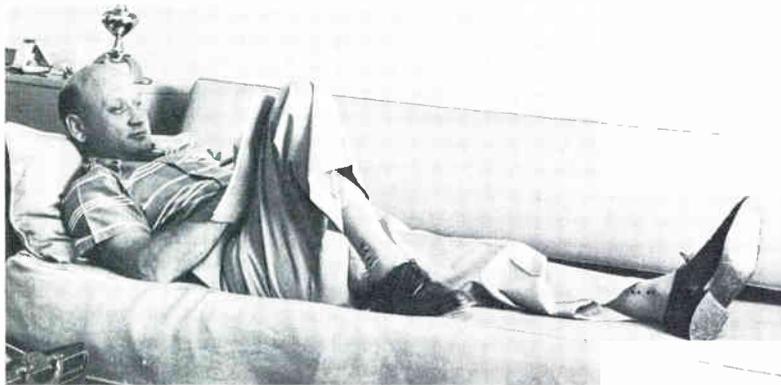
Marv Webb pauses to think out answer. Conference evoked praise from "student" managers



Two managers concentrate on problem during conference, which was run on a tight schedule



"Dean" Pedrick accumulates voluminous files. Everything needed was kept at conference site . . . with average day going from 8 A.M. to 10 P.M.



After a hard work-day there is just enough time to get off a letter home

The entire program went into effect the week of May 20th, when two separate groups of district managers 'sample tested' the offering. In groups of 10, branch managers have started their journeys to the Cherry Hill Inn . . . and, as each group goes through, any reservations as to the program's validity are dispelled.

As one district manager wrote back to his branch managers, "there will be little time for personal pleasure." That's true. But more important, during the coming weeks . . . a need will be met. And if the enthusiastic reaction of the first group of branch managers . . . veterans, mind you . . . is an indication of the program's success, it will pay the Company untold dividends in the future.



Recreation was not forgotten. A cool dip on a hot day is welcome. This was squeezed in before supper



Managers leave with valuable knowledge after intensive training week

# "The Customer Is Our Boss," Hollywood Tech Confirms

Special  
Individualized  
Attention

Shows that  
Proper Policy

PAYS

A customer is more than just a customer. Each is an individual and our service must recognize this. To bear this out, color TV Service Technician John Binder of Hollywood TV Branch uses this as a guide in his work.

"Each customer must be treated as an individual," the West Coast technician says. "Therefore, each customer has to receive *special attention*. It is this *special individualized attention* which is the key to good customer relations."

This is important. Many times, the technician is the only RCA representative with whom our customers come in contact, and the impression created means a great deal in respect to their attitude toward RCA and its products and services. John Binder points out that "the technician has to perform his services to the customer's satisfaction. As an illustration, I have had customers who expressed that they were not completely satisfied with the service I had completed, although I felt the performance of the set was technically sound."

Here it is. The chance to really do a job in public relations. Instead of explaining that the job should be considered satisfactory, Binder gave what he calls "special individualized attention." He returned to the set and made "minor changes in the set's operation, that is, adjusting focus control, AGC, etc. In other words, tailoring the service to the customer's satisfaction."

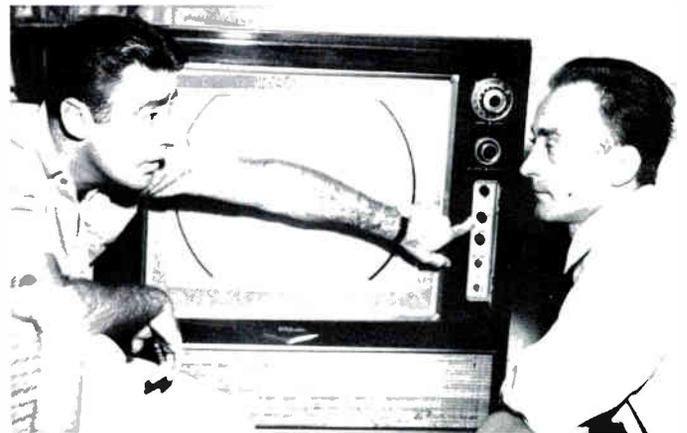
This is the kind of attitude that will mean more business and more service contracts. Customers soon realize they are getting the very best in service. Technician Binder can prove that by the raft of complimentary letters written to his Branch Manager by customers.

Put yourself in the customer's place. You, no doubt, notice the type of service you get from others. If it isn't what you want you go elsewhere for satisfaction.

"The Customer Is Our Boss." Our work is easier and more pleasant if we keep him satisfied.



Hollywood TV Branch Technician John Binder (r.) gives customer, screen star Peter Lawford, friendly greeting



Binder listens to Lawford's questions about operating and adjusting color television . . . ready to give his famous customer as much information as possible

Dear Mr. McGovern:

I would like to take this opportunity to express my appreciation of an exceptionally brilliant color technician you have in your organization, namely: Mr. John M. Binder.

I base my opinion on the following facts:

1. Mr. Binder has adjusted my color TV receiver on several occasions to my complete satisfaction.
2. Not only does he correct the cause of the trouble in color, but he goes on a step further to make certain that the customer is satisfied with the black and white reception as well.

In other words, when he has completed a color service call, you may rest assured that all operations of the set have been checked and the customer's satisfaction guaranteed in so far as humanly possible.

I feel that with such young men as Mr. Binder in your organization the complete success of RCA Color is assured, because in the final analysis, your receiver is as fine as the technician that services it.

Sincerely,

Here is a letter that shows how much John's "special individualized attention" means to another customer and how it pays off for him and RCA Service Company

## In The Promotion Picture

**RAHWAY** — Henry Smialowski has been promoted from Demand Service Technician to Sales Coordinator of Rahway Branch. "Smiley," as he is known, joined the Company in 1948 at Newark Branch and was transferred to Rahway in January of this year. He is pictured with a \$100 check he won in a sales contest.



**WICHITA**—D. E. Dixon has taken the advice "Go West, Young Man . . ." and become Branch Manager of Wichita. Don, who joined Service Company in 1949 and has served as branch clerk and Branch Sales Manager, moved from Indianapolis Branch. He's still at home, though, for Wichita is in the West Central Region and his former branch was a part of the old St. Louis District.



**NORWALK** — Succeeding Ray Beliveau, Emil W. Tonner has been named Sales Manager for Norwalk. Ray moves into the Office Management spot. Branch Mgr. Art Thiel feels Emil's 20 years of dealer and service experience will be a big asset to the branch.



**CHERRY HILL** — Appointment of Howard A. Baldwin to the newly created post of Adm., Atomic Energy Services, was announced recently by P. B. Reed, then Vice Pres., Government Service Department. Baldwin, who joined Service Company in 1955, formerly was Mgr. of the Department's facility at Tucson, Arizona. The U. S. Military Academy graduate, who was replaced by Joseph L. Langevin, will be responsible for development of service programs in the atomic energy field.



## Flatbush Scores With Two Suggestion Award Winners

Flatbush TV Branch scored a "double" recently. Two employees—Chief Technician W. J. Williams and Branch Office Manager J. Simone—earned suggestion awards in June. Williams received an award of \$25, while Simone received \$50.

In picture (right), Branch Mgr. Ralph Lindfors congratulates Williams (l.) and Simone.

Other recent suggestion award receivers are:

- M. C. Hensley, S.W. Region—\$25.
- V. C. Bee, Camden Branch—\$25.
- B. W. Crimmins, San Francisco Br.—\$15.
- E. O. Greipp, T.P. Home Office—\$20.
- L. Nyfield, Flatbush Br.—\$15.
- J. A. Hoffman, Det.-West Br.—\$50.
- W. R. Thorne, Flushing Br.—\$15.
- D. W. McMillin, T.P. Chicago—\$15.
- M. E. Studt, Tech. Prod. Atlanta—\$100.
- J. Simone, Flatbush Br.—\$50.
- W. J. Williams, Flatbush Br.—\$25.
- J. Egan, San Francisco Br.—\$25.
- L. Ricchiuti, Camden Br.—\$25.

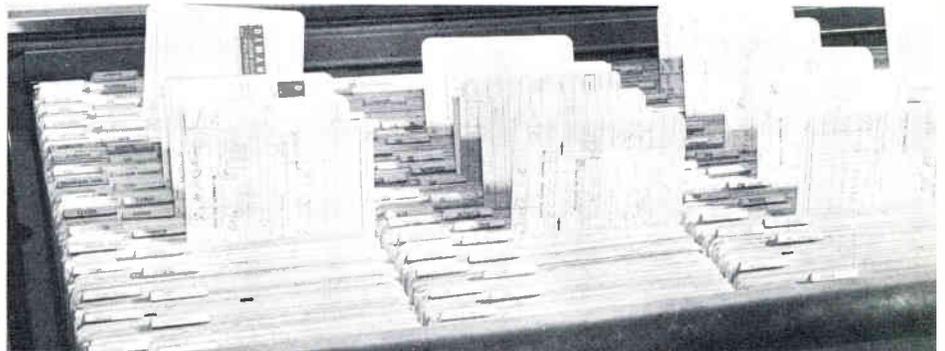
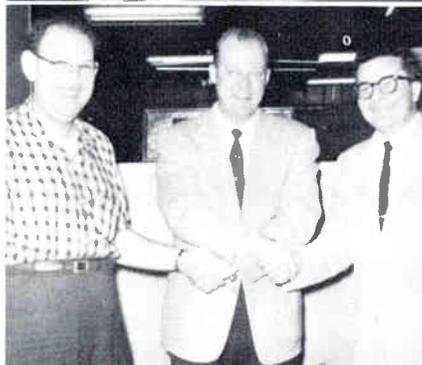


Photo above shows award winning suggestion of Mrs. J. A. Hoffman, Detroit-West, in use. She proposed all street tabs be on left so they wouldn't be covered by vertical cards



## Buy U. S. Savings Bonds

Interested employes may enroll in the payroll deductions plan for the purchase of U. S. Savings Bonds, or change deductions by contacting their supervisors or by writing to Personnel Services, Bldg. 201-1, Cherry Hill Delaware Township, Camden 8, N. J.

# The Field Reports - - - A Branch/Region Roundup



**Rahway**—Appliance tech Vince Pierre (l.), who sold first washer & dryer service contract in country, receives wallet as prize from Sales Coordinator H. W. Smialkowski



**Hollywood**—John Bergstrom (l.), Service Manager, and George Morrow, Appliance Service Manager, inspect bench job in Hollywood's new appliance shop

**Cleveland**—Jack Silen, Home Office engineer (without coat), instructs Cleveland and Pittsburgh engineers on new TLS-50 color projector



**Norfolk**—Norfolk TV Branch moved into a spanking new office, of which Branch Manager F. T. King and staff are very proud



**Indianapolis**—Appliance technicians get ready for another day of customer satisfaction. Pictured are (l. to r.) Bill Starnes, Don Watkins, Franklin Ranger, Les Stainbrook and Ed Loux. Loux is in charge of all the branch's appliance training, customer relations & Central Air Conditioning installation & serv.

**Midtown**—Pictured are Midtown's Hi-Fi's who defeated the Flushing Grids on the final night to become N. Y. District Bowling champs. Kneeling are: S. Kaczmarick and J. Deery. Standing (l. to r.) J. Valentine, J. Eisele, S. Conni and R. Lewis



## New Cup— Frank M. Folsom Distinguished Service Award To Be Presented To Six TV Branches For Best Customer Satisfaction Records



RCA Service Company television branches throughout the nation are competing until August 1 for the best customer satisfaction records, it has been announced by E. C. Cahill, RCA Service Company, Inc., President.

Mr. Cahill said the contest, leading to presentation of the Frank M. Folsom Distinguished Service Award for superior performance, will be based on top quality service and improved customer relations.

A new trophy award has been put up for competition this year by Mr. Folsom, former RCA President who was elected this year as Chairman of the Executive Committee of RCA's Board of Directors.

One Factory Service Branch from each of six participating regions will be selected for the award, which will be presented at ceremonies in New York City by Mr. Folsom.

"The importance of quality service cannot be overstressed in this new era of color television," Mr. Cahill said. "In much the same manner that he fostered public acceptance of black-and-white television through efficient and courteous service, so must the television service technician today repeat that outstanding performance by utilizing every color service opportunity to render the finest possible service.

"The contest theme of 'Pride in Performance,' speaks for itself. Our customers depend upon our technicians to provide consistent professional service. We in the Service Company depend upon our technicians to maintain RCA's established reputation for quality and leadership. I am confident that faithful adherence to the goals of prompt, courteous, and efficient service can only result in the kind of service our customers deserve—rendered by skilled technicians who take a craftsman's pride in performance."

The 1956 winners of the coveted cup were: Dallas, Texas; Fort Wayne, Ind.; Chattanooga, Tenn.; and South Portland, Me.

## Antenaplex Sales Specialists Meet



In attendance at Multiple System Sales Specialists Meeting in Philadelphia recently were (l. to r.) J. D. Elliott, Mgr. Antenaplex Sales; C. J. Spinelli, TV Division, Hotel Sales Coordinator; R. B. Helhoski, E. Central Service Sales Mgr.; E. A. Steinkraus, Eastern Reg.; R. J. Byrne (front), Central Reg.; T. J. Barry (back), S. Eastern Reg. Service Sales Mgr.; F. J. Longen, Miami; K. H. Spruth, Eastern Reg.; E. J. Norton, Western Reg.; J. W. Walters, E. Central Reg.; W. W. Burr, Western Reg.; D. Van Skiver, E. Central and J. Brendell, W. Central Reg. W. J. Sanders is not shown

## Technical Products Service Managers Attend Cherry Hill Inn Meeting



Pictured above are Technical Products Service Managers who attended meeting recently at Cherry Hill. B. Bieben of Home Office points out income figures to (l. to r.) M. E. Wheaton, C. L. Swinney, H. M. Madison, Bieben, B. D. Bachin, E. D. Van Dwyne, W. W. Gilreath, F. W. Hamre & H. E. Frisbie

## Gov't FE's Cited by Military

RCA Service Company Government Field Engineers Harry Desposito and Clayton (Rusty) Borne recently received Field Service Citations in recognition of their work with the military.



In photo left, Group Leader Jim McKown (c.) presents citation to Borne, as Desposito stands by. Harry was cited by the Navy for his outstanding efforts, while Rusty was commended by both the First Army and the Navy for his work on vexing communications problems

## ***Kunzman Named Vice President And Operations Mgr.—Cont.***

ferred to field sales work in Baltimore. In 1941 he was appointed Advertising and Sales Promotion Manager of the Electron Tube and Equipment Department. He joined the RCA Service Company in 1948. A native of Garner, Iowa, he is a graduate of Iowa State University.

Mr. Conrad has been Manager of RCA's Missile Test Project, Cocoa, Florida, since 1953. He joined the Service Company in 1946 as Manager of the Albany, N. Y., television service branch, and subsequently served in various managerial and engineering posts both at the home office and in the field, including the posts of Manager of Technical Employment, Manager of Systems Engineering, and Manager of Tube and Component Quality Control. In 1950, he moved to the Service Company's Government Service Department as Manager of Engineering, and three years later was selected to head the Missile Test Project. A native of Waltham, Mass., he is a graduate of Lafayette College, Easton, Pa., and later studied at Harvard University. In his new position he succeeds P. B. Reed, who has been elected Vice President, International Sales, Radio Corporation of America.

Mr. Heller came with RCA in 1940 as a technician in the RCA Victor Standards Laboratory. Upon completion of two years' Army service in 1946, he transferred to the RCA Service Company as a television service branch manager. He later served in Washington, D. C., as a Field Representative responsible for the inauguration of new service facilities in the East and South. Assigned to the Missile Test Project in 1952 as Supervisor of Field Engineers, he was named Manager of Range Operations the following year. Born in Philadelphia, he attended Temple University's Technical School.

Mr. Pfister started with the Service Company in 1950 as Manager of Forms and Procedures. From 1952 to 1953, he was Manager of Television Service Field Administration. In 1953, he was named to the post of Treasurer and Controller, which he held until his election as Vice President, Consumer Products Service Department. A native of Hudson, Kansas, he is a graduate of the University of Michigan, where he also earned a master's degree in business administration. Following Naval service during World War II, he engaged in purchasing activities prior to his association with RCA.

Mr. Griffiths joined the RCA Victor Credit Department in 1948. In 1950, he transferred to the Service Company as Manager of the Credit Department. He later served as Manager of Budgets and Procedures, Manager of Accounting, and Manager of Accounting and IBM. Born in Philadelphia, Mr. Griffiths attended that city's St. Joseph's College. Mr. Griffiths was formerly with the H. J. Heinz Company and the General Electric Company.



**H. E. Frisbie (r.) affixes 15-Year pin to lapel of Engineer G. E. Reiger. Reiger is well known for work on electron microscopes**

## ***Careerists Receive Service Pins***



**When Carl M. Lund received his 10-Year pin recently from F. W.**

**Hamre (l. in right photo) his family was on hand. In left photo is Lund family: David (8 yrs.); Charles (4 yrs.); Susan (2½ yrs.), Mrs. Lund and Peggy (6 years)**



**Hollywood recently honored two 10-Year employees Fred Mosher (third from left) and Harry Blackmore (fourth from left). On hand at the ceremonies were Earl Degner, Branch Manager (l.), Sid Kaelin, Field Service Manager (2nd from left), and Bill Thackrey, District Manager (on far right)**



# CHILDREN FORGET

BEN  
TON