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## Crockett Elected Vice Chairman of Intelsat Board of Governors

WSD President to Serve One-Year Term

COMSAT's Bruce Crockett was elected Vice Chairman of the Intelsat Board of Governors last month at the organization's meeting in Washington. Currently president of COMSAT's World Systems Division, he is only the fifth person from the United States ever to achieve this position on the Intelsat Board.

For Crockett, the vice chairmanship means working to keep Intelsat strong and competitive in a business environment that is becoming increasingly demanding.

"We have to maintain the competitive spirit that has made Intelsat a leader for 25 years," he says. "The pace of change is accelerating so quickly, and there is so much more competition now, that we have to look for new approaches if we're going to stay on top."

A strategic plan recently released by Intelsat (see following story) lays a solid foundation for maintaining the organization's leadership in satellite communications, Crockett believes.

"Intelsat will pursue new pricing policies, upgrade service, and do all the other things that the strategic plan calls for," Crockett says. "I'm confident that we can accomplish these things.

#### Likely to Become Chairman

Crockett was elected to his new post after a six-month campaign that required a great deal of travel and meetings with major Intelsat signatories. Much of his



Bruce Crockett, president of COM-SAT World Systems Division, is the new vice chairman of the Intelsat Board of Governors.

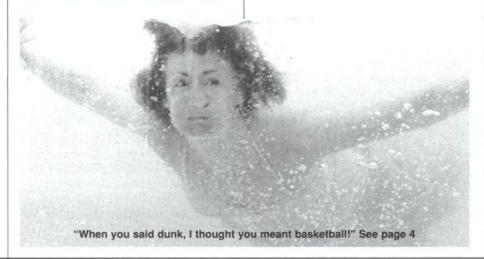
support, he says, came from the world's developing nations. Letters, phone calls and fax messages were also a major part of his winning campaign strategy.

"My staff, led by Maury Mechanick, did a great job keeping up with everything that had to be done," Crockett adds.

As vice chairman, Crockett will assist the chairman, Jonathan Parapak of Indonesia, and fill in for him whenever necessary. "I'll do whatever I can to help the chairman," he says.

The term of office for both chairman and vice chairman extends from June to the following June. Generally, the vice chairman of the Board of Governors becomes chairman the following year.

Crockett says he is looking forward to (continued on page 2)



Looking Toward the Second 25 Years

## Intelsat's Strategic Plan: Keeping the Competitive Edge

With an eye on maintaining international leadership into the 21st century, Intelsat has announced a nine-point strategic plan designed to make the organization's second quarter century as successful as the first. The plan, released in June, presents a framework for future Intelsat activities while suggesting where to focus the group's future efforts for maximum effect.

In formulating the blueprint, Intelsat asked its members what kind of future competitive environment they anticipated and how the organization could help them serve their customers better under those circumstances. Members were also polled about Intelsat's strengths and weaknesses, as well as what objectives should be set by the organization.

When the responses were analyzed, Intelsat formulated the following plan:

Strategic Objective No. 1 - Retain and attract thick route traffic; enhance coexistence with fiber optic cables and strengthen competitiveness with separate satellite systems.

Thick route traffic is a major source of Intelsat revenue, but it is also the most vulnerable to competition from fiber optic cables. With this in mind, Intelsat plans to offer incentive pricing, cost-effective cable restoration, and enhancement of their already high level of reliability, quality, and security in order to maintain their leadership position.

Strategic Objective No. 2 - Enhance, strengthen, and extend the interconnectivity of the Intelsat system.

Intelsat currently provides more than 2,100 separate pathways between earth stations, but the plan calls for expanding this interconnectivity. Ways to accomplish this include emphasizing interconnectivity in operational planning and making full use of system power and flexibility to ease access to the system, particularly for smaller members.

Strategic Objective No. 3 - Develop and upgrade Intelsat's service offerings to changing customer needs.

Having members begin or increase existing domestic service is one way to help them meet the changing needs of their customers. Possibilities include adoption of effective and equitable pricing policies, provision of full continuity of service (including restoration), and reemphasis of leasing over sales.

Strategic Objective No. 4 - Adopt pricing concepts, service terms and financial arrangements that enhance members' ability to utilize Intelsat effectively within their markets.

Utilizing pricing policies that provide incentives for increased long term use of Intelsat is one way to assist members. These policies will also enable members to obtain the benefits of efficient use of the system through resource based pricing, while achieving a close fit between capacity and requirements.

Strategic Objective No. 5 - Ensure the availability of adequate capacity and improve forecasting methods.

Intelsat has already sought to ensure adequate capacity by working to accelerate the launch schedule of the Intelsat VI. In addition, the Board of Governors has decided to purchase five Intelsat VII's, with the option to purchase four more.

Strategic Objective No. 6 - Enhance service quality, security, and reliability.

**Strategic Objective No. 7** - Pursue technical and operational means to enhance the value of the Intelsat system to members.

Strategic Objective No. 8 -Strengthen member relations; assist members in developing services and revenues using Intelsat capacity.

Recognizing how crucial member relations are to the organization, Intelsat will seek to improve and strengthen these relations. One approach towards meeting this goal is to assist members in their efforts to market and use Intelsat capacity. Strategic Objective No. 9 - Adapt the organization and management to support the objectives of the strategic plan and to function effectively in the changing telecommunications environment.

The successful implementation of the strategic plan will require Intelsat's executive organ to be attuned to supporting the strategic objectives. According to Intelsat's Director General Dean Burch, "This process is now under way."

"The challenge to Intelsat to provide affordable, reliable telecommunications service to the entire globe remains a worthy goal," Burch adds, "And one we will continue to accomplish into the 1990's and the 21st century."

#### Crockett (cont. from page 1)

applying leadership in both positions.

The Board of Governors, which meets four times a year, is responsible for making decisions concerning the design, operation, and maintenance of the Intelsat space segment. It also approves many other activities undertaken by the organization.

#### Joined COMSAT In 1980

Crockett has been with COMSAT for nearly ten years, and has been president of WSD since February, 1987. Prior to that, he served as vice president and general manager of Intelsat Satellite Services, a unit of WSD. In 1981 he became vice president and treasurer of COMSAT Corporation, and in 1983 vice president and chief financial officer.

His long experience in the satellite business has given him some insights into why Intelsat has succeeded for 25 years.

"Intelsat is operated with the profit motive in mind," Crockett says. "The members own it, and vote according to their economic interest. Whether the country is big or small, they all work together.

## **CVE Guest Services System Makes Check-Out a Snap for Hotel Guests**

The COMSAT Video Enterprises (CVE) Guest Services System, a new product that offers a variety of interactive services to hotel guests, has been successfully installed in six hotels nationwide. It will be formally introduced to the market this fall.

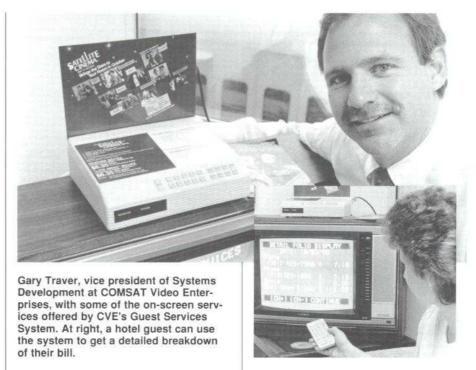
The product allows guests to use their television set to check out of their room. It also makes it possible for them to review their bills, access personal and group messages, review hotel and local information, and even set a wake-up buzzer. This new technology has been received warmly by guests and hotel operators.

"Our marketing research indicates that guests prefer our system over our competition's," said Frank Famariss, vice president of Marketing and Sales for CVE. "They prefer the colors, it's easy-to-read text, protection from inadvertent movie purchases and the ability they have to operate it by remote control."

The system offers hotels benefits as well. Unlike competing products, the CVE system is software driven, allowing current and future services to be tailored to the needs of each hotel with no change in hardware.

"The CVE system is designed to provide quicker response to guests' transaction requests and to minimize stress placed on hotel's property management computer," said Gary Traver, vice president of Systems Development. "New enhancements currently being developed and implemented include: automated room service ordering, in-room printers, room inventory/maid status, and a terminal enclosed inside a TV set."

Hotels may use the messaging feature to welcome guests to their rooms, to send specific messages to particular groups of guests, or to alert guests of an emergency, such as a fire. Hotels may use the hotel and local information feature to advertise in-house services such as restaurants and bars, or to inform guests about local events and attractions.



The CVE system is designed to help the company penetrate the upscale hotel market — a market currently dominated by CVE's competitor company, Spectradyne

The six hotels currently offering the

Guest Services System are: the Stamford (Conn.) Crowne Plaza, the Los Angeles International Airport Crowne Plaza, Loew's L'Enfant Plaza, Radisson Ypsilanti, Holiday Inn Hollywood, and the Las Vegas Riviera.



Lead Communications Operator Ray Burner peers out from his vantage point at the Plaza's communications center. Burner, along with Barry Casey, send and receive vital communications traffic that keeps COMSAT headquarters informed. The modern-looking cubbyholes were recently built by Corporate Services' Dallas Hughes.

## **Over 2000 Attend COMSAT Annual Employees Picnic**

Sunshine, Beautiful Weather Top a Fun Day for **Employees and Guests** 

More than 2,000 COMSAT employees, their families and guests converged on Smoky Glen Farms in Gaithersburg, Md. to take part in the annual employees picnic July 9. By unanimous decree, it was a spectacular day.

2,000 hungry people can really eat and drink, and the picnickers certainly put their blue meal tickets to good use. They drank 500 gallons of soft drinks,

ate 1,000 hot dogs, 1,367 pounds of ribs and nearly one ton of barbecued chicken. 917 Sno-Cones and 372 cotton candy sticks were also enjoyed by the crowd. And don't forget the 62 gallons of baked beans.

Several hundred youngsters enjoyed the rides, the games, and the clowns while their parents "relaxed" under the shade trees at Smoky Glen. For the athletes, volleyball, basketball, and softball players shared the spotlight with horseshoe players.

Two year-old Josh Knaffel, enjoying

his applesauce, could only manage a nod of his head when asked if he was having a good time. Some of the applesauce even made it in his mouth.

The big kids had a good time as well. "It's great to see all these people out here having a good time," said Glenn Coleman of the COMSAT Employees Association, which sponsored the picnic. "The weather is excellent and the turnout exceeded everyone's expectations."

"It sure has been a success," he added.



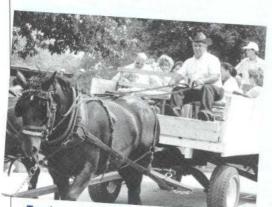
These representatives of the L'Enfant Plaza CEA put in the long hours of planning necessary to make the event a success. From left, Glenn Coleman, Karen Elmore-Moore, Bernice Hill, Phyllis Rhoe, Clyde Grant, Karen Bowens, Audrey Jefferson, and Liz Davis.



The dunk tank was one way for **Human Resources' Denise Baker** to cool off.



David Anderson, does his imitation of the feared Indian warrior Chief Apple



Touring the grounds on a good oldfashioned hayride.



Evette Fulton and her son Dante enjoy the picnic from underneath a cool shade tree.



A future cowgirl enjoys the popcorn and the ponies as she roams the range at the COMSAT Picnic.



A long line of sluggers gets ready to put 'em over the fence.



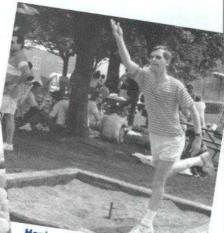
A future U.S. Olympic volleyball star gets ready to set up a spike.



Mandy the Clown and two little folks contemplate the long and the short of it.



"Hey, look Mom, we're having a ball."



Hoping for an invitation to play at the White House, a horseshoe player exhibits perfect form in the pit.



Robert Baumann, vice president of Human Resources, enjoys the picnic with his wife Marilyn and their granddaughter.



"And they tasted as good as they looked."

## Volunteers 'I Just Want to Give a Little Back'

This month, **Today** begins a series on COMSAT employees who volunteer their time to make the community a better place. If you know of someone who works as a volunteer, please call us at X6623 and let us know. We would like to tell their story.

<u>David Reynolds</u>' reasons for volunteering as an adult leader for Boy Scouting are simple.

"I am an Eagle Scout," he says. "I got a lot out of it when I was a kid. Now, I want to give a little bit back."

Last summer, Reynolds was an adult leader for a group of Scouts who took on the rugged challenge of the Philmont Scout Ranch in New Mexico. The group of 20 youngsters, including some from Europe, prepared for the Philmont adventure (which includes a 120-mile, 10-day hike toting 50-pound packs) for a year.

Just as they were about to begin, Reynolds hurt his ankle. "At first it looked serious, and I thought that after all that preparation, I might not be able to go," he remembers. When the ankle turned out to be sore but healthy, the group went on their way and completed the trek.

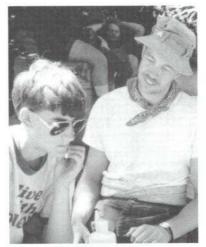
"Philmont is a good example of why Scouting is so worthwhile," says Reynolds, who works in COMSAT's Service Bureau at L'Enfant Plaza. "The kids and I were really physically challenged by the program, but we got so much out of it. I'll remember it for the rest of my life."

In the Washington area, Reynolds volunteers as an adult leader for Troop 840 of Lothian, Maryland, a troop of about 20 Scouts. They try to camp out as often as possible, and will be attending the National Scout Jamboree at Virginia's Fort A.P. Hill in August.

"I know what a person can get out of Scouting," Reynold says.

Although he has been an adult volunteer in Scouting for 10 years, <u>Jack Hannon's</u> career as a young Scout in Brooklyn was shortlived.

"I attained the high and exhalted rank of Tenderfoot Scout (the initial rank in Scouting)," he says, laughing. "Our troop rarely went camping, but the one time we did, we lit a grass fire that prac-



David Reynolds on the trail at the Philmont Scout Ranch in New Mexico.



Jack Hannon, World Systems vice president and deputy division manager, has been a volunteer adult leader for Boy Scout Troop 128 in McLean for 10 years.

tically burned down a Scout camp in New Jersey."

Despite all these adventures, Hannon says he did get a lot out of it and now, like Reynolds, he wants to give some back.

As a Scoutmaster for Troop 128 in McLean, one of the nation's oldest,

Hannon takes his Scouts camping regularly. Last month, the troop completed a one week stay at Broad Creek Scout Reservation in Whiteford, Md.

"It's important for boys to get experience in the outdoors," he says. Frequent camping trips in the area and occassional forays into the Blue Ridge Mountains keep Troop 128's camping skills sharp.

Hanon's son Peter is an Eagle Scout, he noted proudly.

"Scouting is not only a great time, but it can be very gratifying for the boys," Hannon says. "It promotes positive values, and just as importantly, it gives the kids self-confidence, something they really need these days."

Being a Scout leader in West Virginia is not much different from being an adult leader in the Washington area, says Lynn Rector, TRMS/CSM of the Etam (W. Va.) COMSAT earth station facility.

"I guess the only real difference is that transportation for the boys can be a little bit of a problem," says Rector, who volunteers as the leader of Cub Scout Pack 84, which is sponsored by the Arthur Dale Community Church.

Cub Scouts, usually ages 6-10, are younger than actual Boy Scouts. Rector's career as a Cub Scout leader started by accident.

"I went to a meeting to sign up my six year-old son for Cub Scouts, and walked out a Cubmaster," he says. "That was nine years ago."

Rector's Pack consists of about 15 boys in two dens. They meet in dens once a week, and come together for a pack meeting every month.

"Boy Scouts is oriented towards achieving; earning merit badges and gaining rank," Rector says. "But at this age, Cub Scouts is really oriented towards activities."

The three big events of the year are

(continued on page 7)

## COMSAT Shapes Up!

The American Heart Association's National Capital Affiliate held their "Heart at Work" Awards ceremony last month at the National Press Club. COMSAT and its employees were recognized in several areas, including chairman Irv Goldstein, who was honored as Most Supportive CEO.

Award winners include Sherry Steward and John Powers, who received the Smoking Cessation Award, given to employees who quit smoking this past year and have maintained their nonsmoking status. Also, Ron Council received the Regular Exercise Program Participant Award.

The Weight Loss Award, given to employees who not only met their weight loss goal but kept the weight off, went to Terry Rexford, Diane Haderly, Linda Brobst, and Jim Kasik.

COMSAT's 500 Mile Club also recognized members Pete Comar, Linda Egan, Ed Evans, Carol Ecker, Luz Cunanan, Don Flora, Chris Leber, Paulette McClees, Otis McClees, Terry Rexford, Bob Hallahan, Swami Sunda-



COMSAT competed for these awards with 40 other area companies and federal

Volunteers (continued from page 6)

the Blue & Gold Dinner (the Cub Scout colors) and the Pinewood Derby. The derby is a miniature soap box derby,

with the boys racing model cars they have made against each other.

Chris Leber, and Ron Council.

Sundaram, Mike Bensinger, Carol Ecker,

Diane Haderly, Luz Cunanan, Linda Egan,

The third highlight of the year is a week at Camp Mountaineer, about 15

### 'Bambi' Kirkpatrick Awarded **Certified Compensation Professional Designation**

"Bambi" Kirkpatrick, the Director of Human Resources' Corporate Staff, has recently earned the American Compensation Association's Certified Compensation Professional Designation. The nine-month process required her to attend seven course review classes. The classes, which covered all aspects of compensation, each lasted two days and were followed by a college-level examination in each topic covered.

"These courses have given me a greater understanding of how to design compensation plans," Kirkpatrick says. "Using a state of the art approach to changing work force environments, they help me design creative pay-for-performance programs that reflect our corporate strategic plans."

Kirkpatrick, who will celebrate her 10th year with COMSAT in October. says COMSAT has a competetive compensation philosophy. "We will continue to strive to maintain that philosophy by looking for innovative solutions to compensation issues," she

miles south of Morgantown, W.Va. "The boys really look forward to that," says Rector.

Rector's four sons have all been involved in Scouting, and he has has gotten a great deal out of it himself, he

"I like doing something that's good for the kids," he says.

#### Others Who Lend A Hand

Ivor Knight teaches an award known as Wood Badge for the National Capital Area Council of the Boy Scouts of America. He is originally from England, the birthplace of Scouting, and was a volunteer there as well.

Ray Crowell volunteers as chairman of the Troop Committee for Troop 1901 Alexandria. His troop over the years has had an impressive number of boys earn Eagle Scout.

"Scouting is really a fine program," he says. "There aren't too many places nowadays where the boys can get what they get in Scouting."

On 20th Anniversary of Apollo 11 Lift-Off:

# **COMSAT Video Enterprises Provides Satellite Links For Challenger Center**

COMSAT Video Enterprises (CVE) played a key role in the Grand Opening of the Challenger Center on July 17, the 20th anniversary of the Apollo 11 liftoff. Using the same satellite communications technology it used to make the Apollo moon missions possible, COM-SAT's contribution made the Center's opening ceremonies a memorable event.

The Challenger Center, located in Greenbelt, Maryland, is designed to improve young people's knowledge of science by developing a hands-on learning environment and employing simulations and concepts of space travel and exploration. Local school children, accompanied by Apollo 11 Astronaut Michael Collins, acted as the moon mission crew during the ceremonies.

Housed in Prince George's County's Howard B. Owens Science Center, the Challenger Center is a tribute to the astronauts who perished in the 1986 space shuttle crash.

COMSAT is a corporate sponsor of the Challenger Center Foundation, and company chairman Irving Goldstein sits on it's Board of Directors. Through CVE, COMSAT provided the videoconferencing control center that linked Greenbelt with the original Challenger Center in Houston and provided a feed of the broadcast to the major television networks.

COMSAT also donated systems engineering, technical production and television direction expertise to the event, as well as transportable satellite uplinks and downlinks, production, equipment and satellite time.

The satellite broadcast of the simulated mission, produced by CVE, was the latest chapter in COMSAT's quarter century commitment to America's space program.

The contributions made by COM-SAT to America's exploration of space began in the mid-1960's. In 1965 the company began the development of a new generation of satellites specifically designed to meet the communications needs of the Apollo project. These new satellites encouraged NASA's development of shipboard antennas designed to relay Apollo data back to earth via satellite. Throughout the Apollo missions, it was Intelsat satellites that provided communications and video relays back to Mission Control.

Intelsat satellites also made possible the exciting television coverage that kept Americans riveted to their television sets from lift-off to splashdown of every Apollo mission. The dramatic Christmas Eve, 1968 reading of the Book of Genesis by the Apollo 8 astronauts from lunar orbit, as well as Neil Armstrong's "one small step for man" were seen by millions around the globe thanks to COMSAT satellite technology and expertise.

"It is very appropriate that COMSAT play a vital role in this event," said Irving Goldstein, COMSAT Chairman and CEO. "We were there 20 years ago when men first walked on the moon, and now we're helping prepare America's 21st Century astronauts at this Grand Opening.'

### PROMOTIONS

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Thomas E. Tanger, Test & Repair Eng. Wendy J. Szwerc, Software Eng. II Barbara J. Wassell, Chris D. Arant. Sr. Office Services Clerk Peggy Ann Lowe, HR Sys. Administrator

L'ENFANT PLAZA Brian E. Murray, Lead Network Coord. Douglas L. Murray, Lead Sys. Cntrl. Tech. Elizabeth L. Young, Fernandao Delarama, J. Evette Fulton, Mer. Public Relations Marilyn Cumberland, Michael C. Hughes. Dir. Financial Plan & Cntrl. Paulette A. McClees, Document Administrato

OTHER LOCATIONS Dana A. Beugless Sr. Software Eng. Danny S. Liu, Principle Eng. Philip A. Toney, Russell R. Persinger. Dept. Mana

Thomas L. Pauly.

SERVICE ANNIVERSARIES

25 Years Patricia Kiernan

20 YEARS Albert Williams Robert Hefele Thomas Kirkendall William Hutchens Betty Linthicum Ivor Knight

15 Years Charles Spangler, Jr. Robert Bass Vasilis Rigino: Donald Stribling Frank Roseboro Sherry Wells

10 Years Barbara Wenschhof Camilla Holaday Ervan Hare Shvama Jha Chandru Sujan Edward Woodbury James Lemon John Ozols Paul Ebert Robert Johnson Audrey Jefferson Margaret Savane Michael Sims Cheryl Moore George Wilson Patricia Boarman

5 Years Jeannette Yamasaki Claudia Fuller Moorthy Hariharan Sherry Brashear Charles McGraw John Rosati Peter Johns Rebecca Hilsheimer Hilliard Simmons II Philip Cifizzari Ruth Sigler Daniel Peksenak J. Sue Meyer Stephen Skjei