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Let's Not Say
Good-by.

Let's Just Say
"Aurevois."

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This is it. After 34 years and 442 issues, *Monitoring the Field* is history. History, in more ways than one.

During those 34 years, *Monitoring the Field* has grown to be the most familiar—and often only—source of SSD news. It's become a tradition. And each of those 442 issues reflects the many changes the division has been through in organization, philosophy, and direction.

So why are we putting *Monitoring the Field* on the shelf? For one thing, we're growing. There are a lot of you, with a lot of different needs. All those needs can't be addressed meaningfully through a single

publication. Also, we're changing. We have a lot of learning to do, and will need several sources of information to help us along. And we're finding that there are other forms of communication that may be more effective than newsletters.

Obviously, it's not that we don't have anything to say to each other anymore. There are just going to be new and better ways to say it. So it's not good-by. We'll be in touch.

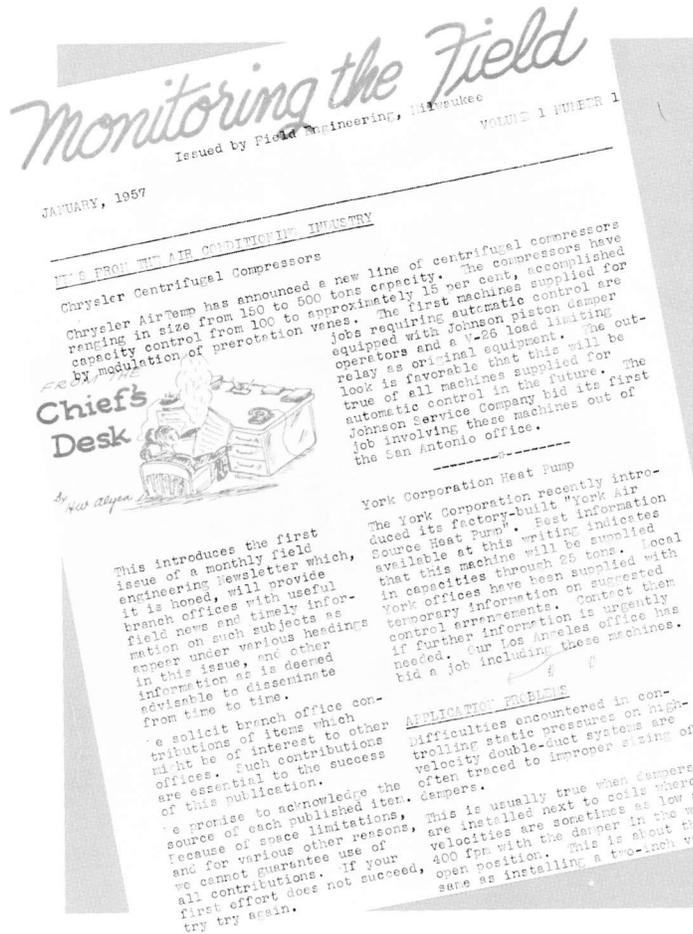
A LOOK BACK

1975

Monitoring the Field broadened its focus even further to include a wide variety of SSD activities. Construction news began to appear side-by-side with

1957

Monitoring the Field started as a two-page technical newsletter published by the field engineering group in Milwaukee. Its emphasis was addressing specific technical questions and problems, and spotlighting technical ideas and advancements.



Baseball, hot dogs, apple pie scores. In its "infant stage," communications often meant passing along personal items workers. With thousands of employees, Monitoring the Field headlined many-a company picnic, birth, anniversary, and "catch-of-the-day".



1968

As the only source of centralized information to branch offices, Monitoring the Field found its audience expanding beyond the boundary of technical employees. A new feature—"Construction News"—was added to appeal to a greater number of employee readers.



Customer Service

Coordinating the smooth flow of material between factory and field is the primary function of our Milwaukee CUSTOMER SERVICE DEPARTMENT. What really happens after you write your factory order and send it to Milwaukee? Let's follow the path of an order and find out!

Four Days in the Life of 510-9999-1234

DAY 1: I FINALLY ARRIVED IN CUSTOMER SERVICE AFTER A WEEKEND OF TRAVEL. WHAT'S LEFT TO DO? CHECKING PARTS OF MY FORM. LOOKS LIKE I PASSED MY FIRST TEST - SHIPPING ADDRESS, CUSTOMER ACCOUNT NUMBER AND BILLING INFORMATION ARE ALL FILLED IN. (A FEW OF THE OTHER 1537 ORDERS THAT ARRIVED WITH ME TODAY WEREN'T SO LUCKY. SOME IMPORTANT PARTS HAD TO BE RETURNED TO THE BRANCH OFFICES.)

DAY 2: IMAGINE ME IN A BIG COMPUTER! I HADN'T TYPED EACH OF MY LINES INTO A CRT MACHINE WHICH TRANSMITS THE INFORMATION DIRECTLY TO THE MAIN COMPUTER. THE COMPUTER AUTOMATICALLY KNOWS WHAT'S RIGHT OR WRONG WITH ME. IF ANY OF MY CODE NUMBERS IS WRONG, I'LL BE REJECTED AND MY BRANCH OFFICE WILL BE NOTIFIED. AS SOON AS THE ORDERS ARE TYPED INTO THE CRT, THE COMPUTER BEGINS TRANSMITTING EACH OF MY VALID LINE ITEMS TO THE PRINTOUT MACHINES IN THE GEORGETOWN AND/OR MILWAUKEE STOCK AREA SO WORK CAN BEGIN ON GETTING MY PARTS TOGETHER FOR SHIPMENT.

DAY 3: ON THE SECOND DAY THE COMPUTER SENT BACK A PRINTOUT OF ALL OUR ORDERS THAT ARRIVED WITH ME. CHARLENE AND JOHN COMPARED MY ORIGINAL FORM WITH THE COMPUTER'S PRINTOUT - JUST TO MAKE SURE NO MISTAKES WERE MADE. THEY DO THE SAME THING FOR EVERY ORDER THAT'S RECEIVED.

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1990

Scenes of Summer Past

A hole-in-one at the Chicago Golf Club was Tom Newell's claim to fame. A sales engineer for the Chicago South Branch (Lansing, Illinois), Tom was one of many Chicago area branch personnel who gathered on a Saturday for a round of golf. He made his once-in-a-lifetime shot on the 197 yard 4th hole using a 3-iron.

For Tom Newell, a hole-in-one.

Branch kept summer fun by Dal Baseball. Dick Carlson, Bob Dixon, Bob Sheck, Battery is Brent Dawson's son.

Atlanta branch and regional personnel in manager W. P. Pete West when he commemorated his 30th year with jiffy as he received a special plaque from Atlanta branch manager Sam Oliver.

Pete West 30 years with Johnson.

MTE

Satellites Launch New Opportunities

August 1990 Volume Number

DRING

business, according to SSD Controller Rich Koleszewski. "Most of this was new business," says Rich. "Although we probably would have gotten some of it without the satellite location, staffing, and to of the satellite offices vary by branch to branch, reflecting local market. Some are sales offices. These are usually situated to save salespeople traveling to communicate long distances between customers. The Chicago branch's business office is located in suburban Arlington. So salespeople with a lot of customers in an office at while best execution comes from Arlington, Illinois."

Some branches have found need to extend their reach, geographically or in terms of sales base. Satellites to main branches, that report to and rely on it for services - often fill the bill. The branch loses to the reduce response time and operating costs.

Some branches have had what the main office. The last year, the number of new branches has grown more on

In recent years, the role of employee communications has increasingly been seen as an important opportunity to help employees understand their contributions to the company's performance, and help them succeed in their careers. *Monitoring the Field* replaced births and bowling scores with information on SSD's goals, strategies, events, and achievements. Very specific technical and procedural information was also targeted to smaller audiences through Technical Support, Branch Engineering Automation, and Product Management and Marketing inserts.

Today

Continuous improvement. Team work. Service growth. Marketing orientation. Strategic thinking. These have been common themes in *Monitoring the Field* during the last few years. But what do they mean to you as a systems representative, project manager, salesperson, technician, branch manager, or administrator? How can you incorporate these themes each day to make your job easier, more effective, and increase your chances for success? New forms of communication that address the specific needs of different functional groups are now in place or are in the planning stage.



HERE TODAY

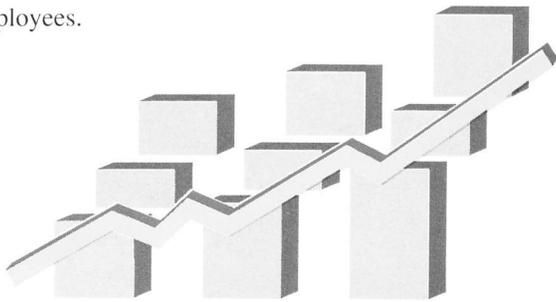
Good Morning, Johnson Controls!

is an audio cassette produced quarterly for branch salespeople. Mimicking a radio talk show, each cassette uses humor to provide updates on technical issues, business trends, sales techniques, and

other items. And in its cassette form, salespeople can slip it into their car stereos and make use of their time on the road.

Visions In Action

is a new newsletter directed to branch marketing and sales managers to help define and provide direction for this relatively new position. It's an "information exchange" on paper. Successful sales and marketing ideas and activities are shared between branches, along with useful information on industry trends. It's something that marketing and sales managers can keep and refer to as needed. They can also make copies of relevant articles and share them with their employees.



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JOHNSON
CONTROLS

JCCN's live satellite broadcasts

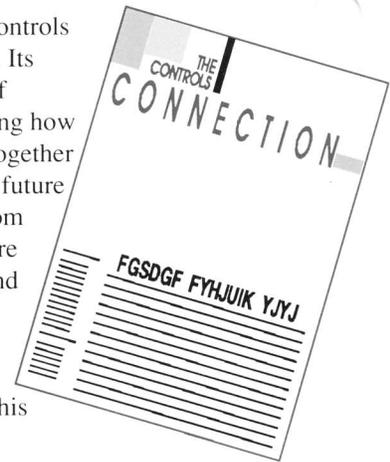
are produced with specific audiences in mind. Program topics so far have ranged from a national quality expert's perspective on work process improvement, to new product releases, to technical training. Only those employees whose jobs relate to the program's content need view the broadcast. The live format enables immediate response to call-in questions from the audience.

The inserts

that have been distributed along with *Monitoring the Field* during the last few years will continue to be sent to branch offices. Technical Support, Branch Engineering Automation, and Product Management and Marketing, however, will review the needs of their audiences and will consider other ways of communicating with them.

The Controls Connection

is a new quarterly publication for Controls Group employees around the world. Its purpose is to prevent the isolation of Controls Group divisions, by showing how we relate to one another and work together to achieve common goals. With the future bringing heightened competition from global controls companies, now more than ever it's vital that we understand each other's activities and view ourselves as a united effort. SSD's direction as an active part of the Controls Group will be covered in this publication.



HERE TOMORROW

As SSD continues to change, so will employee communications to help make the changes easier. In consideration right now: new resources especially for operations employees, metro area managers, and managers and supervisors in general.

One thing is certain—new roles for employees will always be emerging and shifting. And employee communications will be there every step of the way. So until we meet again, aurevois from MTF. ■