

TODAY

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Turkey DMIP— Anatomy of a Win

By Doug Tanner, CSD Correspondent

CSD President Joel Alper popped a champagne cork March 15 when Systems Division employees turned out to celebrate winning the Turkey Defense Mediterranean Improvement Program (DMIP) contract. The impromptu victory party was convened in the Advanced Programs Proposal Development Center, soon after Vic Clavelli, project manager, and Nelson Garcia, contracts administrator, obtained the official signatures from the Turkish Postal, Telegraph, and Telephone (PTT) Administration. Alper saluted all for "a highly professional job done extremely well over a long, and often arduous, year and a half."

Close and determined teamwork within CSD resulted in this award to modernize U.S. and Turkish armed forces communications. Under the five-year, \$16.9 million contract, CSD, as prime contractor, will be responsible for turnkey systems engineering and integration of a new digital, wideband, satellite-based voice and data network. The program was conceived and funded by the U.S. Defense Communications Agency (DCA).

The new DMIP upgrade eventually will replace the aging Defense Communications System (DCS) network, consisting of analog microwave and tropospheric scatter facilities located

throughout the Mediterranean region. Each of Turkey DMIP's eight earth stations, located at major U.S. and Turkish General Staff facilities, will provide end users with combined high-speed voice and data transmission services over a broad range of digital bandwidth options.

"We are pleased to be able to provide U.S. and Turkish armed forces a state-

of-the-art network," Alper said. "We also believe that DMIP—Turkey's first wideband satellite system—will be a model for other DCS and southern European NATO users in the years to come."

Many Merit Credit

COMSAT negotiating team members recently returned from Ankara

(continued on page 2)



Joel Alper

Photo: Carroll Haugh



Photo: Carroll Haugh

COMSAT Chairman Irving Goldstein poses with CSD employees at the April 4 dinner held to celebrate the DMIP win. L-R, Angie Casterlin, Young Lee, Gary Gomes, Larry Rands, George Bolling, Vedat Yelkenci (Turkish agent), Goldstein, Eric Novotny, David Cade, Vic Clavelli, Nelson Garcia, Sean Twitchell, Pat Oliff and Joel Alper.

bearing the signed contract included Clavelli, Garcia, Eric Novotny (lead marketer), and Larry Rands (technical representative). Significant contributions were made during the proposal development phase of the effort by Young Lee, systems engineer, Sean Twitchell, pricing analyst, and Angie Casterlin, proposal coordinator.

Clavelli said the contract was the result of a concerted effort by marketing, finance, and technical personnel to

match COMSAT's qualifications and resources closely to DCS needs in Turkey. "DMIP I is comparable in scope and technical configuration to a T-1 satellite communications venture which CSD has recently implemented in the U.S.," said Clavelli. "Through a strong marketing effort and a very synergistic teaming arrangement, followed by an excellent technical and management proposal, we were able to convey to the customer our confidence in CSD's ex-

pertise and ability to perform."

CSD's Nelson Garcia, senior contracts administrator, provided the contracts side of the negotiating "smarts" for the COMSAT team. "We held our own through several days of close negotiations," said Garcia. "The Turkish PTT officials proved to be tenacious negotiators, but the contractual agreement that we reached at the end is a fair and reasonable one for both parties."

The proposal production process involved coordination with and contributions from technical publications, graphics, and printing staffs as well, including Anne Windell, Kay Flesher, Karen Ackermann, Brent Jacocks, and Marvin Stanton.

COMSAT Performance Team

"I've never seen better teamwork on any project CSD has undertaken," said George Bolling, vice president of Advanced Programs. "Under the excellent leadership of Vic Clavelli, our engineering, marketing, and support people produced a top-quality product, and Ralph Fulchino's Red Team did a super job. The result was a comprehensive

(continued on page 8)

More CSD Wins Posted

Close to press time, the hallways in CSD at Clarksburg were buzzing with news of three additional winners—the White House Communications Agency (WHCA) international space segment, the Arabsat program and the Soviet Academy of Sciences contract for systems integration.

The WHCA work provides flexible satellite communications for the White House during Presidential trips abroad. Worth up to \$7.5 million, depending on the number of trips taken, the contract provides for digital Ku-band satellite links, frequency assignment, foreign telecommunications authority coordination and technical support.

CSD President Joel Alper said, "We are proud to be able to provide the communication services for the President of the United States whenever and wherever he goes as a world leader. David Cade, v.p. of Marketing and

Business Development, added, "In this day and age, the political and economic interdependence of nations increases the need for statesmen to meet regularly. Our challenge as a communications and information systems integrator is to provide systems that are flexible and interoperable enough to meet their complex requirements in realtime."

The Arabsat contract involves consulting work aimed at life extension of Arabsat spacecraft through use of an inclined orbit technique.

A \$4.4 million contract was awarded to the division by the USSR Academy of Sciences to design, integrate and install a computer and satellite communications network in the Soviet Union. Once operational, the network will enhance Soviet geophysicists' ability to analyze earthquake and other geological data. The network also may be used for global experiments on seismic data ex-

change under the auspices of the United Nation's Conference on Disarmament.

The network initially will link several computers and workstations within a Soviet International Data Center to three remote satellite earth stations, also within the Soviet Union. Seismic data thus collected will then be processed for use by Soviet geophysicists and eventually sent, via other satellite links, to data centers located in the U.S., Sweden and Australia.

"It is our belief," said Alper, "that this initial cooperative effort in the area of seismic information exchange, as exemplified by the U.S. and the USSR, will encourage greater cooperation among the world community in this and other vital areas such as agriculture and medicine." ■

Advertising Helps Get the Word Out



COMSAT: Helping the World Work



Date	Time	Program	Channel
May 9	6-6:30 am	News at Sunrise	WRC-4
	7-7:30 am	Good Morning America	WJLA-7
	7-7:30 am	Today Show	WRC-4
	6:30-7 pm	CBS Network News	WUSA-9
	6:30-7 pm	ABC Network News	WJLA-7
	7-7:30 pm	NBC Network News	WRC-4
May 10	6-6:30 am	News at Sunrise	WRC-4
	7-7:30 am	Good Morning America	WJLA-7
	7-7:30 am	Today Show	WRC-4
	6:30-7 pm	CBS Network News	WUSA-9
	6:30-7 pm	ABC Network News	WJLA-7
	7-7:30 pm	NBC Network News	WRC-4
May 11	11:30 pm	News/Nightline	WJLA-7
	6-6:30 am	News at Sunrise	WRC-4
May 13	7-7:30 am	Good Morning America	WJLA-7
	7-7:30 am	Today Show	WRC-4
	6:30-7 pm	CBS Network News	WUSA-9
	7-7:30 pm	NBC Network News	WRC-4
	11:30 pm	News/Nightline	WJLA-7
	7-7:30 pm	Inside Washington	WUSA-9
May 14	9-10:30 am	Today Show	WRC-4
	9-10:30 am	CBS Sunday Morning	WUSA-9
	10:30-11:30 am	Meet The Press	WRC-4
	11:30-12:30 pm	This Week W/Brinkley	WJLA-7
	Noon-12:30 pm	McLaughlin One/One	WRC-4
	Noon-12:30 pm	Face The Nation	WUSA-9
May 16	7-7:30 am	Today Show	WRC-4
	6:30-7 pm	CBS Network News	WUSA-9
May 17	7-7:30 am	Good Morning America	WJLA-7
	7-7:30 am	Today Show	WRC-4
May 18	7-7:30 am	Good Morning America	WJLA-7
	7-7:30 am	Today Show	WRC-4
	6:30-7 pm	CBS Network News	WUSA-9
May 20	7-7:30 pm	Inside Washington	WUSA-9
May 21	9-10:30 am	Sunday Today	WRC-4
	9-10:30 am	CBS Sunday Morning	WUSA-9
	11:30-12:30 pm	This Week W/Brinkley	WJLA-7
	Noon-12:30 pm	McLaughlin One/One	WRC-4

COMSAT's corporate advertising campaign continues to attract attention with its innovative approach to pointing out the advantages of satellite communications. At right is a list of where to see the ads on television during May.

While the corporate image campaign emphasizes the medium in general, COMSAT's lines of business are touting their own particular strengths in print advertisements directed at their customers. COMSAT Video Enterprises developed a full-page, four-color ad for hotel trade magazines. Maritime Services' four-color magazine ad points out the price advantage offered by its Southbury coast earth station with Inmarsat satellite calls. COMSAT Systems Division, which specializes in systems engineering and systems integration, underscores this fact in recent print ads.

Secretarial Salute



Photo: Carroll Haugh

This issue of COMSAT Today is dedicated to the life blood of the company—COMSAT's secretaries—in honor of National Secretary's Week, being celebrated here April 26 at the Plaza and April 27 at Clarksburg. Alice Bullie, whose title now is actually personnel administrator in Human Resources, considers herself a secretary at heart, and she's been one here for more than 20 years. Salute!

Take Stock: First RSUs Mature

In the coming weeks, more than a dozen COMSAT employees will reap the rewards of doing consistently excellent work. The specific accolade includes shares of COMSAT stock, cash and a congratulatory letter from Chairman Irving Goldstein.

The 16 employees slated to receive their rewards have the distinction of being the first to become vested in the company's Restricted Stock Unit (RSU) grants, a program that encourages high-potential performers to continue to build their careers at COMSAT.

RSU grants were first made in 1986. According to Suzanne Tobin, compensation manager for Human Resources, RSU grants are one of several management tools to reward excellence. RSUs, used to compensate employees not normally eligible for stock option grants, represent outright grants to those selected to receive them.

This year's recipients will receive from 200 to 500 RSUs each, Tobin said. Employees receive 65 percent of their grant in stock and 35 percent in cash,

which is intended to cover withholding taxes. The value of the shares is determined by the fair market value on the date immediately preceding the date of vesting. For example, let's say that your 200 RSU's mature on April 25, 1989. If the closing price of COMSAT stock on April 24 is \$28.50 a share then, in this example, you would receive 130 shares of COMSAT stock and a check for \$1,995.

The vesting period is not the same for all grant years, it varies between two and four years. Thus, an employee could receive 200, 300 or 500 RSUs which could mature in two, three or four years. The bottom line is that the RSU grant program rewards performance. It's another reason to "take stock" of your career.

Each March, high-potential middle management employees are nominated to become RSU recipients. Nominations are reviewed by Goldstein, the Board of Directors and the Board's Committee on Compensation and Management Development. ■

Labs Announces Research Awards

Three outstanding research projects carried out at COMSAT Laboratories—two in 1986 and one in 1987—have been named winners of the Laboratories' Research award for their respective years. Because of the strategic importance to COMSAT of the two 1986 projects, the Labs' selection committee made awards to both.

One of the '86 projects provided the key concepts that have been adopted by Intelsat for digital circuit multiplication equipment, now being built into the global satellite system. Circuit multiplication equipment allows as many as four telephone conversations to be carried on a single circuit. It is an essential feature in Intelsat's program to compete successfully with fiber optic cables.

For their work on the Intelsat 32 Kb/s LRE/DS project, as it is called, Jack Reiser, Mike Onufry, K. Virupaksha,

Henry Suyderhoud and V.N. Gupta were named award winners.

The other '86 honor went to research on the flat-plate antenna, designed for use with direct broadcast satellites. Dr. S. J. (Joseph) Campanella, chairman of the award selection committee, said, "This device has captured the fancy of the DBS-TV market, which can number in the tens of millions, and which promises to yield significant revenues in the form of royalties." He said the antenna "embodies a number of technical innovations" and fills the need for an inexpensive, attractive antenna for use in places where larger parabolic antennas are not practical.

Named as contributors to the flat-plate project were Bob Sorbello, Amir Zaghoul, J.E. Effland, Dan DiFonzo and Henry Williams.

The 1987 award was granted for development of a modem that enables sat-

ellites to handle as much traffic as can be carried by the TAT-8 fiber optic cable. "This accomplishment is extremely important to COMSAT because it provides a direct path for supporting, over satellite, the same digital transmission rates used by the TAT-8 fiber optic cable," Campanella said. Originally designed to handle a data rate of 140 megabits per second, Campanella said the modem already is being extended to carry the 155 megabit-per-second rates expected in the next generation of fiber optic submarine cables.

Receiving honors for the modem-related work were Russell Fang, Farhad Hemmati, Neal Becker and Bill Hersey as innovators and developers of the 140 Mbit/s Coded 8-PSK System.

Award winners share a cash prize and see their names added to the plaque listing previous award recipients. ■



Maritime Marketing Casts Nets Overseas For New Customers

COMSAT Maritime Services is casting its nets wide to capture new business. The target? The world's maritime capitals. The division's marketing team has scheduled a series of seminars spelling out what Maritime Services can do and why shipping concerns are best served by relying on COMSAT's coast earth stations in Southbury, Conn. and Santa Paula, Calif.

COMSAT hosted the first seminar in London on March and the second two days later in Rotterdam, Holland. More than 100 representatives from European shipping and offshore industries attended.

The purpose, says Vice President of Marketing Bob Eichberg, is simple—to show potential customers the wide variety and high quality of services available through COMSAT's coast earth stations. Among the items demonstrated at the March gatherings were interconnect modems and phones that permit direct dialing and credit card calls from on-board ship.

Anyone operating in the Atlantic or Pacific Oceans can turn to COMSAT for maritime communications services. With many shipping and offshore companies headquartered abroad, the goal is to deliver the COMSAT service story to other cities in Europe as well as Asia and the Far East.

World Systems Hosts Intelsat Signatories

COMSAT World Systems Division (WSD) played host to some 300 delegates of the 117 member-nations of Intelsat attending the annual meeting of signatories this month in Orlando, Fla.

A principal item of business was Intelsat's strategic plan, the first in the organization's history. The signatories also set investment share levels for each Intelsat member based on each nation's system usage during the past year. In addition, they voted on a proposal to raise the capital ceiling to permit Intelsat to borrow sufficient funds for launching the Intelsat VII series satellites.

It was the first time since 1980 that COMSAT, the U.S. signatory, had hosted the meeting of signatories. But it was the second time in only six months that World Systems had rolled out the red carpet for a major international gathering. Last July, delegates from Inmarsat's member-nations gathered in Honolulu for a

meeting organized by WSD.

In charge of planning and logistics for the Orlando event were WSD employees Pat Whalen, Courtney Coleman, Michael Glasby and Mary Blasinsky. In addition, some

25 employees from throughout COMSAT were on

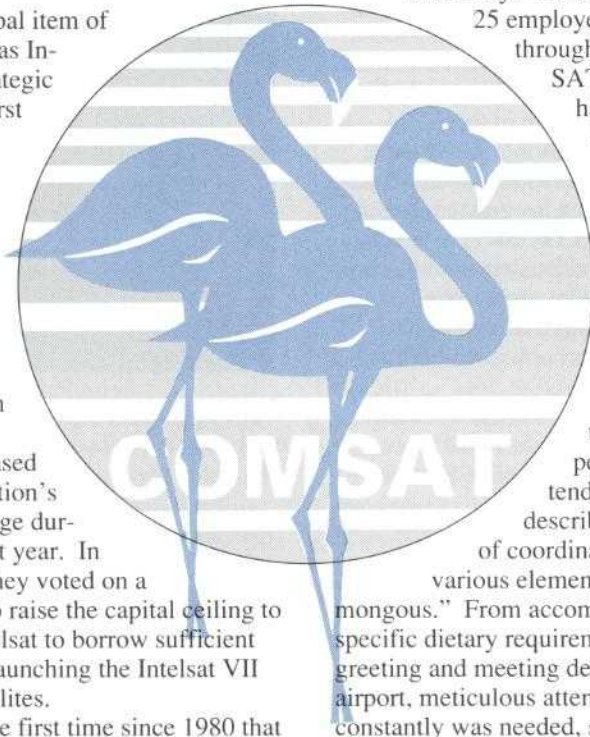
hand to handle delegate requests for clerical support, information, reservations and other assistance.

Despite that only 300 people attended, Coleman

described the task of coordinating all the

various elements as "hummongous." From accommodating specific dietary requirements to greeting and meeting delegates at the airport, meticulous attention to detail constantly was needed, she said.

WSD chose Orlando and the Hilton at Disney World Village over a number of other sites primarily because it could accommodate requirements for office equipment such as computers, facsimile and copy machines, Coleman said. ■



Graphic: Mary Burns

Maritime Services' marketing seminars are in response to competition among foreign carriers for customers of Inmarsat communications services. COMSAT vies head-to-head with non-U.S. carriers for maritime business routed over the Atlantic and Pacific satellites. Increasingly, foreign carriers are coming to this country in an attempt to lure new customers located here. In the same way, COMSAT is stepping up

its marketing efforts in other countries to entice more companies abroad to send their communications traffic through its Santa Paula and Southbury earth stations.

"In this competitive situation, we can't do enough to show the world we have good products, good services, good prices," Eichberg said. "That's why we plan to hold more of these seminars in the near future." ■