

The Gamester

PARKER BROTHERS EMPLOYEE NEWSLETTER

JULY/AUGUST

Life in Big Apple City

Off in a tiny corner of the Beverly building's fourth floor, resides the Preliminary Design group. As I slowly made the long climb upward, I could not help but wonder if I would encounter a workshop filled with one hundred elves churning out games, or possibly a masked wizard conjuring up game after game. So much for imagination! Instead, I found a floor with offices much like the others in Beverly; maze-like orange colored structures garnished with opaque gray panels. However, unlike the shroud of quietness which transcends the rest of the building; the air was pierced with the sounds of rattling mice, the blips and bleeps of electronic gadgetry, and the clip-klop of a game yet to be named.

Preliminary Design is responsible for sourcing new products and properties which are potentially profitable to the company. Ideas for games may originate from outside inventors or through in-house staff. Jack McMahon and Nancy Babson are Senior Designers and part of Parker's in-house inventor team. Both have been with Parker Brothers



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Congratulations



We would like to extend a second welcome to Jim Smart, Vice President of Sales, who joined Parker Brothers in January of this year. As you may recall, an official welcome was extended to Jim in the March issue of the Gamester. However, Jim was in the process of relocating to Topsfield from New York at the time and was unable to provide us with a picture of himself. Jim is now quite settled in his new home in Topsfield where he lives with his wife, Nancie, and their children, Meg, Mary and Jim III. Welcome again, Jim, and best wishes for continued success with Parker Brothers.



Congratulations are in order this month for Dick Dalesio. On May 1, 1981, Dick was promoted to Vice President of Marketing, filling the spot vacated by Ron Jackson.

Dick came to Parker Brothers three and one-half years ago from BASF Systems, a manufacturer of computer information tapes. Hired by Parker Brothers as a Product Planning Director for Electronic Games, Dick most recently held the position of Director of Marketing.

Our new Marketing Vice President lives in Boxford with his wife, Paula, and two children, Christina, 11, and Danny, 8. For outside interest and enjoyment, Dick sails and plays tennis.

Let's extend our warmest wishes to Dick for success in this new and exciting phase of his career.

Joyce Tillis

Savings Bond History



Every year in the late spring, Parker Brothers runs its annual U.S. Savings Bond Campaign. We see memos announcing the campaign and the new interest rates about the same time we toast our first marshmallow of the year. But did you ever wonder when the concept of U.S. Savings bonds began, and why?

Bonds have been sold to every generation of Americans since 1776. They have been used by our Government as a means of financing wars, purchasing and developing territories, building railroads and canals, and acquiring land outside the boundaries of our nation. For example, in 1868 the U.S. made a major land purchase of 586,400 square miles, for \$7.2 million. If you guessed it's Alaska you're quite the history scholar: our 49th state, admitted to the Union in 1959, was purchased with funds secured in part by the U.S. Treasury bonds.

Although the Treasury has been in the bond business for the past 205 years, it wasn't until 1941 that "Savings" bonds as we know them became available. Prior to that time, Treasury bonds were marketable securities and as such they could not be cashed before maturity. The owner of a bond had only one option if he needed immediate cash—sell the bond on the securities market. Depending on the state of the market, a bond sometimes sold at a discounted rate as low as 82 cents on the dollar. Needless to say, the system created some unhappiness if a

person misunderstood the securities market and got less money than he anticipated from the sale of a bond.

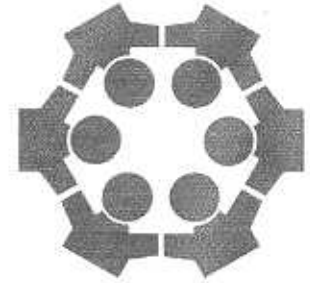
Consequently, in 1941 the Treasury began to offer bonds with a fixed set of redemption values that could be cashed without penalty after a minimal holding period. The first Series E Bonds sold at 75% of face value, with a 2.9% annual interest rate and a 10-year maturity. These were commonly known as "Defense Bonds".

With the advent of World War II the name was changed to "War Bonds" and purchasing them became routine for millions of Americans. Although payroll savings plans had been in existence since the turn of the century, it took the war effort and the patriotic climate of the nation to create mass participation in an automatic payroll deduction plan.

Fortunately, the war ended and the savings habits of the population did not. During the postwar years right through to the present, employees have continued to use the U.S. Savings Bond payroll savings plan to provide financial security for themselves while contributing to the growth of the American economy.

Joyce Tilas

Quality Circles



By now you probably have heard or read a little bit about Quality Circles and are wondering how it works, why it has been so successful in other companies, and how you can become involved. If you can answer "Yes" to any of the following questions, Quality Circles may be for you:

- Do you know a better way to do your job?
- Do you have an idea that can benefit us all?
- Perhaps you haven't made a suggestion because you thought no one would listen?
- No one knows how to do your job better than you . . . You are the expert! In a Quality Circle, your ideas will be heard.

Swimming Safely

A terrific way to get into shape is to swim. Whether you decide to use the ocean or a pool in your back yard, there are a few safety tips you may want to keep in mind.

1. Never swim alone.
2. At poolside have basic lifesaving equipment available at all times.
3. Don't swim if you're overly tired.
4. Stay out of the water during rainstorms.
5. Avoid colder water temperatures or becoming overly chilled.
6. At the ocean or at public pools, swim only when a lifeguard is on duty.
7. Never roughhouse at poolside or in the water.

8. Diving boards at pools should have the spring adjusted according to pool depth. Keep the boards or slides clean and clear of debris.
 9. Never dive into unfamiliar water.
 10. If you get a cramp in your leg or foot, stop swimming, assume a face down position in the water, relax as much as possible and attempt to knead and stretch the muscle affected. Then, if cramp disappears or subsides, change to another swim stroke to get to shore or poolside.
- P.S. According to the American Red Cross, you can swim after eating, contrary to the old wives tale.

Enjoy your summer and good luck getting into shape.

Mary Packard

Quality Circles will provide a way for you to:

- Enrich your job
- Be creative
- Pinpoint problems in your area
- Offer solutions
- Implement changes
- Measure results

Soon we will be implementing a pilot Quality Circles Program (4 to 5 circles) in the Salem Plant. Once the pilot program is underway, we plan to initiate circles in Taunton, Des Moines, and Beverly . . . amongst salaried employees as well as wage employees.

The program is *voluntary*

Meetings will be held weekly, for one hour, during working hours.

Circle members will learn by participating—No special skills or previous knowledge are required.

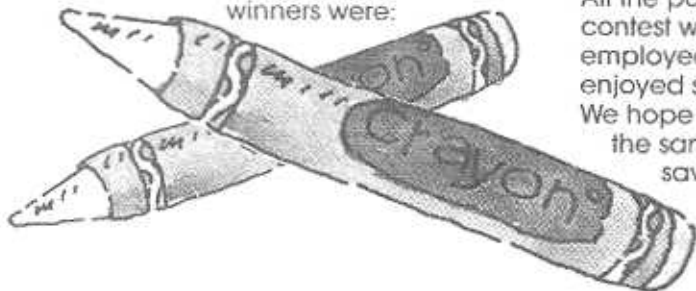
If the pilot program works, we will expand to other departments.

Think about becoming a Circle Member, and watch for more information on the bulletin boards regarding Parker Brothers' Quality Circles Program.

Ellen Lahlum

Employee Coloring Contest

As part of this year's savings bond campaign, Parker Brothers ran a coloring contest for the children of employees. At all locations, a winner from each age group was selected. The winners' names were entered in a lottery drawing for the grand prize—a \$25 U.S. Savings Bond. In addition, each child that entered the contest was given a game from the new Parker product line. The grand prize winners were:



Salem—Christina Wilson, 6 daughter of Paul Beausoleil, Fabrication



Beverly—Hiren Mankodi, 7 son of Sandhya Mankodi, Payroll



Des Moines—Barbara Olson, 8 daughter of Bill Olson, Maintenance Mechanic



Taunton—Brian Goldson, 9 son of Tom Goldson, Tooling Engineer

All the posters entered in the contest were well-done, and the employees at each location enjoyed seeing them on display. We hope the kids will respond with the same enthusiasm for next year's savings bond campaign coloring contest.

Joyce Tilas

Parker Profile Tom McDermott



Recognize the young man, third from the left in the first row? Well, you should, he's been with the company for almost 46 years. Maybe this more recent photograph will help. Yes, you're right! He's Tom McDermott of our Graphics Department in Salem. When I found out that Tom will be retiring from Parker Brothers this September, I thought it might be interesting to talk with him about his career with the company and some of the changes he's seen.

Tom first came to work for Parker Brothers in 1935 as a paper cutter, after graduating from Beverly Trade School. Tom soon proved his value to the company and was promoted several times through the years. After having held such positions as Assistant Foreman, Foreman and General Supervisor, he is now leaving the position of Technical Graphics Specialist, in which he was responsible for providing technical expertise in the efficient and safe operation in the Print Shop. Tom has seen a lot of changes through the years; not one, he claims, has had an adverse effect on the quality that Parker Brothers represents. He has made some good friends at Parker Brothers and has also maintained the friendships established at the



trade school with Louis Vanne and Angie Scallotti, names we are familiar with. As Tom said, Parker Brothers has some of the "greatest people in the world."

When asked about his future plans, Tom says that he has many. One possible endeavor is writing a book about his experience in the Army during World War II. (It will probably be a best-seller!) However, his immediate plans are to just sit back, relax and enjoy his well-deserved free time with his wife, Lillian, whom he met at Parker Brothers, his son Tom and his daughter Dorothy.

Please join us in congratulating Tom and wishing him good luck and happiness in his retirement.

Debbie Brewin

Graphic Designers Win Art Awards for 1981 Products

When you see the REFLEX™, RAZZLE™, and TRUST ME™ packages; and the FAST 111's™ license plate cards, you'll be looking at award-winning designs. And the recipients of those awards are our own graphic designers: Karen Schmidt, Ted Bick, and Russ Richter.

Judged by internationally known graphic designers from among tough competition, Karen and Russ received their awards from the Art Director's Club of Boston—Karen for REFLEX and RAZZLE packaging, and Russ for the FAST 111's license plate cards. Ted received a DESI Award from "Graphic Design: USA" in New York for TRUST ME packaging.

Also recipients of awards from the Art Director's Club of Boston are Bob Kelsey, Chuck Brunner, Harvey Macomber and Laurie Curran. Bob received his award for the design of the 1981 Product Catalog. Chuck, Harvey and Laurie were awarded for the design and copy of the MONOPOLY invitation for the 1981 Formal Line Presentation.

Congratulations to Karen, Ted, Russ, Bob, Chuck, Laurie, and Harvey for their award-winning efforts.

Nancy Kelley

Employee Club News

The Employee Club Election was held in May and the results are as follows:

Salem/Beverly

Bill Kocur—President
Don McGrane
Colby Rottler
Dot Sakelakos—Secretary
Pat Sakelakos
Paul Tierney
Donna Henson
Susan Heath—Treasurer
Jon Myhal—Vice President
Michele Peluso

Taunton

Gene A'hearn
Mike Burns
Ed Correia
Addie Field—Treasurer
Bill Finnigan
Arlene Kramke—Secretary
Blaise MacNeil
Henry Mros—Vice President
Jean Rose—President
Fuzzie Thurston

Des Moines

Diana Countryman
Tim Grochala—Treasurer
Vicki Lorenzi—Secretary
Bill Olson—Vice President
Marilyn Shaffer
Roxyzanne Spinden—President
Richard Wilson
Peggy Wolfe

Best of luck to all the Employee Club members!

EVENTS

Salem/Beverly

The Employee Club sponsored the annual Children's Outing at Canobie Lake Park, Salem, N.H. on Saturday, June 20, 1981.

Taunton

The Employee Club held their first event of 1981 on May 29, 1981, at Ann's Place Restaurant in Norton. The annual Clambake was held Sunday, June 28, 1981, at Horbine Acres in Rehoboth.

Des Moines

The Employee Club sponsored a day at the horse races at Ak-Sar-Ben on Saturday, July 18, 1981.

Keep an eye on your bulletin boards for future Employee Club events.

The Newest Addition to the "Iowa" Family

Usually when talking about additions you might think of babies in a family or new staff members. But at the Iowa facility the newest addition is the "Monopoly Cafeteria".

After over a year of planning, the first meal was served April 30. This new addition will provide a room for holding large group meetings as well as serving lunch. All the employees agree that the new atmosphere is great and the food sure beats vending machine sandwiches. Michele Lewis, the cafeteria manager, says "Business has been great."

We wish continued success for the new food service and 'bon appetite'.



Congratulations

We wish to congratulate Fred Bjornson at the Iowa Plant on his successful completion of the TPC Maintenance Training Program. Fred has been with Parker Brothers since 1973 and is currently serving as Production Maintenance Supervisor.

Fred said he wanted to show his interest and support of the Training Program by participating in it himself. "Besides providing valuable maintenance information for my personal knowledge, participating in the program allows me to better understand and help other mechanics."

Fred is shown here receiving his completion certificate from Plant Manager, Bob Dabrieo (right) and Maintenance Department Manager, Jeff Mitlag.



Nancy Babson and Jack McMahon

For over eleven years, and as Nancy so aptly put it, "What a way to make a living, playing games all day." Well, after talking to Nancy and Jack for several hours, I wasn't quite sure if designing games was really the utopia it seemed.

Game Designers, contrary to popular opinion, do not just sit around all day and magically exude any game which comes to mind; but rather, they work from "game specifications" which are submitted by Marketing. Such specifications might prescribe: age groupings, educational content, price points, and themes. "Creative Agony" seems to best describe a Designer's feeling of frustration in the game invention process. Can you imagine someone walking up to you and saying, "Hey, we need a game to do this, this, and this in three weeks"? When Jack designed *Even Elephants Forget*, it took weeks of mental anguish, myriad play-test failures, and a five minute rainstorm at 3:00 A.M. to "spec" out the essence of the game we play today.

Not all Parker Brother games are created from scratch. Often a designer's assignment is to refine and improve upon a game submitted by an outside inventor. Nancy's favorite game in this case was *Stop Thief*. "The challenge of combining electronics and a game board for the first time was overwhelming," exclaimed Nancy.

Once developed as far as the prototype stage, the new idea is presented to a committee of company officers including the Vice Presidents of Preliminary Design, Marketing, Product

Development, and the President. This group decides whether or not to encourage further development of the idea. If the reaction is positive, the product starts down a long development cycle which includes numerous consumer tests, refinement of rules and design, engineering, and finally production; but there are many pitfalls along the way and often a product fails somewhere in the gamut. "If it makes it, one can sure feel good about solving a problem, if not, well it is just another learning experience since so many more are rejected than accepted," expressed Nancy.

If, by chance, you are interested in becoming a Designer after reading this article, you should know that there is no sure fire way to get there. Both Jack and Nancy happened to follow the career route of Graphic Designers before ever inventing a game for Parker Brothers. But as Jack so dramatically pointed out, "To be a good Designer, it helps to identify with your childhood, and let that little kid inside you surface every once in a while."

Richard Abrahams

Benefits Review

Benefits Review is a new feature of the Gamester. The purpose of this column is to share commonly asked questions regarding employee benefits with all employees. This month Benefits Review is the Investment & Savings Plan. We hope you find this new feature informative and helpful.

INVESTMENT & SAVINGS PLAN

The purpose of the Investment and Savings Plan (ISP) is to encourage and assist employees in adopting a regular savings program to provide a source of income for retirement which is in addition to that provided by the Parker Brothers Pension Plan.

The Company also makes contributions to a participant's ISP Account. Recently, Parker Brothers announced an increase in the Company Matching Contribution Rate from 25% to 50% of Employee Matched Contributions. This

increase became effective on June 1, 1984. The Company now contributes 50¢ to your account for every dollar you invest in your ISP Matched Account. You may invest up to 5% of your gross earnings in your Matched Account.

The ISP allows for the withdrawal of funds during the employee's active career. The following are questions frequently asked about ISP withdrawals.

Q. When can I take money out of the ISP?

A. After you have participated in the ISP for at least two years you can make a withdrawal. Once you make a withdrawal, you cannot make another withdrawal until six months later. A withdrawal is effective on the first of the month following the date your withdrawal form is received by the Employee Relations Department.

Q. When I make a withdrawal, how long does it take to receive my money?

A. It takes approximately one month after the effective date of the withdrawal for GMI to process the withdrawal and issue your check.

Q. Can I withdraw any amount of money from the ISP?

A. ISP withdrawals are made by percent. You can withdraw 25%, 50% or 100% of the value of your Contribution Account and the vested portion of your Company Contribution Account. However, until you have been in the ISP for five years, the amount withdrawn from your Company Contribution Account cannot exceed the amount in your account on the January 1 two years prior to the year in which you make the withdrawal.

Q. Am I penalized for making a withdrawal from the ISP?

A. To protect the tax status of the plan, you are suspended from making contributions for a period of time as follows:

Withdrawal	Suspension
25%	6 months
50%	9 months
100%	12 months

Extra Extra

Congratulations to Amy Lyn Horan, daughter of Fran Horan from Engineering in Beverly, who was recently awarded a \$600 scholarship from General Mills, Inc.

Amy Lyn graduated from St. Peter's-Marion High School in Worcester, Ma. She will be attending Becker College in Worcester, Ma to pursue her degree in Fashion Merchandising.

We wish the best of luck and congratulations on this noteworthy achievement.

Beth Nadworny



Hello



My name is Debbie Brewin, your new editor of the Gamester. I would now like to take the opportunity to say "Hello" and to encourage your participation in sending me your ideas for the paper. After all, the Gamester is published for your enjoyment and benefit. So let me know what you want to see and hear! Is there something you particularly enjoyed in a past issue that you'd like to see more of? Would you like to read additional articles about the product? . . .or more in-depth information pieces about different departments? Let me know and you will see it! I am looking forward to hearing from you.

Retirements

Congratulations to the following retirees:

EILEEN McINNIS on 5/1/81 from Salem after 31 years of service.

RAYMOND DEMPSEY on 5/1/81 from Salem after 46 years of service.

RITA DEMEULE on 6/1/81 from Salem after 7 years of service.

MARIA LEITE on 6/1/81 from Taunton after 9 years of service.

The Gamester

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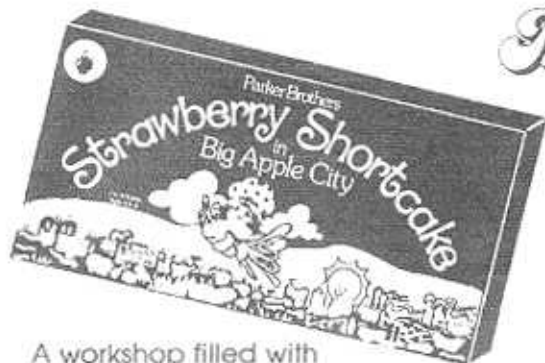
Photography Club

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A workshop filled with one hundred elves churning out games or possibly a masked wizard conjuring up game after game. For the complete story see Page 1, Life in Big Apple City.

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