

# Lorraine cooks up charity treat

PICTURED is East Putney canteen chef Lorraine Carpenter with the Christmas cake she created for a charity raffle.

Anyone can buy a ticket to win the cake and the money raised will be donated to a charity of the winner's choice.

Catering manager Nick Masham said: "The idea for a raffle came from the canteen staff and it is being very well supported."

## Ticket

So if you haven't yet bought a ticket nip down to the canteen and have a word with Nick.

Lorraine has just received her first Christmas present—she has been presented with a Chef of the Year award for Sutcliffe Catering's south-west London area.



## Christmas lunch

ONCE again we are looking forward to Abbey National Building Society entertaining a group of Abbey National Building Society top management personnel to Christmas lunch.

The venue, on December 19, is the wine cellars at the Cafe Royale when our senior salesmen and executives will dine with one of our most important clients.

# Long service awards

More than 50 British Olivetti employees have been presented with long service awards at a special dinner in London's Carlton Tower Hotel.

Having completed 15 years were 45 people while four have seen 25 years and a further three were honoured for 35 years with the company.

Commemorative gifts this year were, for 35 years—silver salvers and gold pins; for 25 years—carriage clocks and gold pins. For 15 years the recipients were presented with travelling clocks and silver pins. All wives present were given Italian scarves.

Presentations were made by Mr Vincenzo Mancuso, Managing Director of British Olivetti.

Also present at the dinner were a further 14 staff who had, in earlier years, qualified for the 35 year honour.

Presented with awards were:

**15 YEARS**  
B. P. Howe (Putney)  
R. A. Cattell (Putney)  
J. J. Cahill (Sun Street)



Jerry Cahill John Taylor Rod Cattell Stan Banham

Pictured are some of the award winners.

C. Newberry (Sun Street)  
B. J. Martin (Manchester)  
H. Grey (Sun Street)  
T. W. Dempsey (Putney)  
J. B. Tilley (Putney)  
G. D. Wagstaff (Leeds)  
G. L. Druce (Bradville)  
M. Brocklehurst (Manchester)  
G. G. Bailey (Sun Street)  
D. Boettger (Putney)  
R. J. Hicks (Croydon)  
M. Ash (Putney)  
D. L. F. Blight (Putney)

S. T. Goad (Birmingham)  
M. J. Sansom (Croydon)  
A. J. White (Putney)  
S. A. Banham (Bradville)  
A. Davies (Manchester)  
B. A. Hardwick (Bradville)  
R. Jenkins (Manchester)  
H. Howlett (Leeds)  
A. Laycock (Bristol)  
K. P. Low (Croydon)  
D. J. Mildenhall (Croydon)  
P. Graver (Sun Street)  
M. Massey (Oxford)

M. Gregory (Manchester)  
M. F. Tappenden (Sun Street)  
M. Powell (Manchester)  
M. R. Smith (Manchester)  
H. J. Glover (Birmingham)  
M. P. Mattock (Sun Street)  
R. Jolly (Manchester)  
M. J. Moorhead (Birmingham)  
B. C. Armstrong (Putney)  
Y. A. Baba (Putney)  
R. Harding (Haslemere)  
I. T. Rushton (Putney)  
G. S. Blackburn (Leeds)  
R. J. Grace (Putney)  
G. J. Rendell (Southampton)  
C. J. Lowbridge (Birmingham)

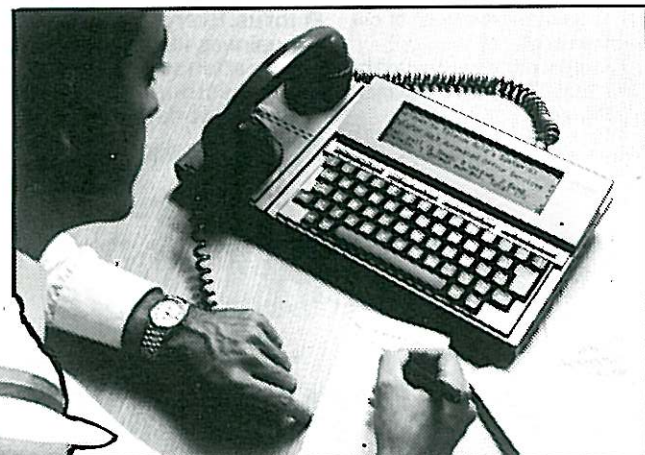
## 25 YEARS

T. A. Carter (Croydon)  
W. J. Reece (Putney)  
J. Jarvis (Oxford)  
D. W. Pilmore (Leeds)

## 35 YEARS

L. J. Kirton (Newcastle)  
C. W. Lewis (Bradville)  
J. F. Taylor (Southampton)

# CUSTOMERS GO FOR GOLD



FOLLOWING British Olivetti utilising Telecom Gold as its electronic mail/telex system, Chris Randles in Microcomputer Marketing has found that our customers want it too.

Now anyone buying an M10 with the Gold complimentary system does not have to pay the £100 registration fee.

Explained Chris: "People are really catching on to the idea of electronic offices. This system is independent of time and geography.

"Gold is nothing but a benefit to our organisation, our distributors and the users of our computers and office equipment."

Chris describes British Olivetti as: "one of Telecom Gold's biggest and happiest customers in the U.K."

He explained: "We spent a long time (over a year) evaluating electronic mail/telex systems before we selected Gold for use inside our company and with our distributors.

## Group

"We launched a user group in June/July of this year, with voluntary entry for our distributors. We invited them to join with us in setting up a network on the condition that they paid for all their usage.

"We had a 100 per cent of our distributors sign up at many of the meetings when we launched the scheme. Since then we have found it easier to exchange all sorts of information, internally and externally, saved money on phone calls, made telexing easier and experienced a wide range of benefits from our use of email."

He added: "In fact, the whole thing has been so successful that we now sell on Gold to end users with the M10 lap-held computer. If anyone has tried to break Gold's support structure through overloading it is Olivetti."

The M10a seen here with its matching modem coupler, sold with a complimentary Telecom Gold electronic mailbox.

## Aggressive ads are packing a punch

THE new aggressive advertising campaign implemented by British Olivetti is already bringing results.

Distributors from all over the country are expressing great appreciation of the new initiative.



Just one example of the response comes from South East Business Systems' Peter Sutton who wrote: "We have had two directly associated enquiries from the Sunday Times advertisement and we have had a further nine enquiries for Olivetti."

"Please keep up the advertising campaign, the awareness we are getting is excellent."

Above is a reproduction of the advertisement which received a succession of excellent reviews by the trade press.

**INVEST IN OLIVETTI**