

Caring Hands Goes Global: Employee Joins Mission in Nicaragua

July 2004

Think global, act global. Chuck Hager of Siemens Westinghouse Power Corporation in Churchill, PA put this mantra into practice when he ventured to a small village in Nicaragua to help improve living conditions in one of the poorest countries in the Western Hemisphere. And he keeps going back each year to do it all over again.

Taking the Caring Hands message with him, Chuck joined a 2003 United States mission trip to initially help install a water system for the village. However, the plan soon evolved and the mission, along with villagers old and young, wound up rebuilding a recreational complex

instead. Despite the hard work and uncomfortably hot weather, Chuck decided to go back the following year.

Again, he joined the United States mission in 2004 to help build a church during another trip to Nicaragua. Along with villagers they had met from the previous trip, Chuck and the United States mission worked side by side with adults and teens. Distributing Siemens Caring Hands water bottles, along with t-shirts and hats, the team worked under the hot sun to try to finish the church before they had to return to the states.

Chuck and the United States mission will again travel back next March to take part in a reforestation effort.



In the News

Siemens TRIANO™ was the instrument of choice in the Utica, MI *Source*. In an article entitled “Digital Technology Improves Treatment for Hearing Loss,” author Anne Cron writes of hearing loss and its ten signs, as well as the impact it leaves. Many individuals often avoid special events because it is so difficult to hear. When asked if they bowl, many said no. When asked if they eat at restaurants, the answer was no. When asked if they would do these things with improved hearing, the answer was yes. Cron writes, “A model I recommend a lot is Siemens TRIANO. It has a directional microphone that automatically adjusts to a situation. Patients aren’t spending time figuring out the buttons.”

Closing Statement

The Employee Communications Team would like to thank all of you who have submitted suggestions. It’s never too late to send us your comments. Just drop them in the suggestion box anytime or e-mail us: suggestions@siemens-hearing.com. If there is anything you’d like to read or hear about in the SHI Employee Newsletter, please let us know by contacting Wendy Berness at wberness@siemens.com.

HEAR&NOW

July 28, 2004

Siemens Hearing Instruments Employee Newsletter

SHI-CA Blood Drive



Introducing
Karen Specian



Eric Parks:
Weekend Warrior!



I Make
Siemens Great!

E

veryone has something that's special to him or her, something that makes him or her unique outside of the workplace. Eric Parks, the Inside Sales Representative for central California and based at

SHI-CA, has been racing bikes since 1986. In 1989, he quit working to race and travel. Already at Elite status (meaning longer and faster races), he dreamed of going to Europe to race professionally. In order to hit the major races, he joined three friends, borrowed a station wagon, and began to travel.

After six full years of racing on the road and three years of traveling around the country, it was once again time to find a job. While several friends went to Europe to attempt the big time, Eric found work running his own bakery and quit riding. Soon he found himself reminiscing with his old riding buddies. Eric found he missed riding, so he dusted off a 4-year hiatus and began to ride in the sunshine again.



Getting to Know Employees at SHI

Eric began racing in beginner classes where races are shorter in length, times are slower, and it's not as serious. As he won, he was able to move into tougher classes where races are longer and speed is everything!

In 2003, Eric won "The Amateur Cup," a four-race regional series in Big Bear, CA. That race combined

with his other race results got Eric into Semi-Pro, the highest category of racing his age will allow.

Eric is currently leading the California State Championship series, an eight-race series that decides the overall California State Mountain Bike Champion. In September, he will attempt the Everest Challenge, a two-day road

race in the Sierra Nevada Mountains.

The best part of racing is the need to eat. (Of course, it is always healthy. No sugar, alcohol, or junk food allowed.) Then there are the long rides in the warm sunshine and getting to see the most beautiful scenery. For Eric, training helps take the stressful edge off his day at work.

Down sides include how consuming and expensive it can be. Additionally, he trains in the wind and rain, late at night or early morning, and during cold winters. Eric claims he winds up living like a monk: working, training, eating, sleeping, and yoga.

The negative is completely forgotten when he has a great race. Eric's "Ultimate Goal" is to go to the World Championships. SHI is proud to say he's part of our team and wishes him luck as he races towards his goal!

Do you have something you'd like to share with all the employees at SHI? Let us know by contacting Wendy Berness in the New Jersey facility at wberness@siemens.com.

Welcome

New Employees who recently joined SHI

Start Date	Employee	Facility
6/1/04	Christian Komor	NJ
6/7/04	Lorenzo Aguayo	IL
6/7/04	Marguerite James	NJ
6/7/04	Nhan Trung Le	GA
6/7/04	Karen Specian	NJ
6/14/04	Carlos Cortez	GA
6/14/04	Thomas Grehl	NJ

Congratulations

SHI Employees celebrating recent anniversaries

Facility	Employee	Anniversary	Milestone
NJ	Maria Teixeira	25	7/16/1979
NJ	Liya Gokhin	20	7/16/1984
CA	Rosa Munoz	15	7/6/1989
NJ	Maria Barreira	5	7/6/1999
CA	Estela Gomez	5	7/6/1999
IL	Thuan Chanh Nguyen	5	7/6/1999
CA	Maria Robledo	5	7/6/1999
GA	Mark Willis	5	7/6/1999
NJ	Cynthia Davies	5	7/12/1999
GA	Marsha Strickland	5	7/13/1999
IL	Zora Golub	5	7/15/1999
IL	Thy Hoang Nguyen	5	7/19/1999
NJ	Yenni Valencia	5	7/27/1999

Introducing Karen Specian

Karen Specian has joined Siemens Hearing Instruments as our new Training Manager. Karen brings many years of experience in identifying training requirements and implementing training initiatives in different industries. Located in SHI-NJ, Karen's initial focus will be optimizing the training efforts in our manufacturing operations, bringing new employees "up to speed" as quickly as possible, and maxi-

mizing results for our customers.

Karen received a BS in Mechanical Engineering and a BS in Architectural Engineering through classes at both Rutgers University and the University of Dayton. She holds Master Trainer Certifications in multiple industries and disciplines.

Please join us in welcoming Karen to SHI and to the Siemens team worldwide!



From left to right: Felipe Estrada, Thida Roberts, George Mathis, Jaime Cordero



On Wednesday, June 9th, SHI-CA participated in a blood drive through the American Red Cross in La Mirada. Due to the efforts of these employees, the American Red Cross was able to collect 24 pints of life-saving blood, which will make a vital difference for up to 72 patients. Thank you to everyone who participated as they have given a chance to patients and families in need. Volunteers, whether they are recruiters or donors, make all the difference in meeting the blood needs of local patients. Your efforts made it possible for people in need all over Southern California to have another chance at happier and healthier lives.

Stay tuned for more information for blood drives at other facilities.



Employee Communications



CA: Jorge De La Cruz, Lehoa Huynh



GA: Brittany Quach, Esther Hernandez



NJ: Ben Han



NJ: Lisa Perhacs, Pam Dorn

On June 17th, Ice Cream day was back!

All facilities offered an ice cream sundae bar. We want you to remember we DO appreciate all of your efforts making sure Siemens stays the best and helps those in need of hearing care. THANK YOU!



CA: Shanae Ruezga, Nancy Hong, Estela Gomez

Mark your calendars - Employee Appreciation Day is August 19th.

Siemens Worldwide

I N F O R M A T I O N

Siemens Helps The Related Companies Complete Largest Construction Project

New York, NY - June 16, 2004

Siemens Building Technologies, Inc. teamed up with The Related Companies to complete The Time Warner Center, the largest construction project in New York City since the World Trade Center was built in 1972. Construction of the new \$2.5 billion center began in September 2000 and was completed on time and on budget. The center first opened its doors to the public in November 2003.

The Time Warner Center includes The Shops at Columbus Circle (five floors of retail, entertainment, and restaurant businesses), Jazz at Lincoln Center, the five-star Mandarin Oriental Hotel, condominium residences, and a valet parking garage.

Siemens technology can be found throughout the center.

World-Renowned Healthcare Organization to Implement Siemens SIENET

Malvern, PA - June 10, 2004

Siemens Medical Solutions has announced that the Mayo Clinic in Rochester, Minnesota has signed an agreement to implement Siemens SIENET® Picture Archiving and Communications System (PACS) solution. With this agreement, Siemens PACS solutions will be in place in half of U.S. News & World Report's Top Ten Hospitals.

SIENET is the most widely installed PACS product in the world and with our SIENET solutions, healthcare providers are able to plan, install, maintain, and further grow their business at their convenience. This enables us to continue to meet our customers' changing needs with a partnership for the operating life of their system.

Did you know...?

Did you know that Siemens employees always receive an additional 5% off all orders placed at the Siemens Barnes & Noble online bookstore? There is no discount code to use – just order through the website and you'll receive your discount automatically every time. All orders qualify for the discount. Your discount will be applied automatically every time a purchase is made via the online bookstore. For more information or to place an order, go to www.benepace.com/siemens/ and follow the link to the Barnes & Noble online bookstore.

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6 Σ What is Six Sigma?

Did you know the Greek letter "Sigma" represents variability? On the manufacturing floor, the phrase sigma quality level indicates the extent to which a process is expected to create defects.

Six Sigma is a statistical concept that measures process performance in terms of defects.

When a process qualifies as a Six Sigma program, it produces less than 3.4 defects per million opportunities. Six Sigma is not a quality initiative nor should it be performed in lieu of a quality assessment according to the criteria of ISO 9001. It is a method of finding breakthrough process improvements through the DMAIC system: Define, Measure, Analyze, Improve, and Control.

Define: Process improvement experts first map core business processes to establish vital goals.

Measure: Core process metrics are used to determine a process's six-sigma rating.

Analyze: Areas of improvement are targeted through process and cost analysis.

Improvements: Made through cost and waste reduction, process and quality improvement, and personnel training and development initiatives.

Control: Improved processes are documented, tools and knowledge gained are deployed, and gains are leveraged and standardized.

Six Sigma helps attain a sustainable strategy to maintain a competitive advantage as the market starts to move forward; without it, we won't stay ahead of the curve!

I Make Siemens Great!

Dan enjoys politics, movies, and eclectic music. He loves to travel, meet new people, and visit new places. His favorite travel spots are the beach, desert, and anywhere the sun is shining. ■ When did you start? I began working at SHI-CA on June 1, 1995. ■ What do you do? I work in the Repair Department as a Quality Control Technician. ■ What is your favorite part of the job? I enjoy continuing the improvement of both quality and efficiency. My experiences working at the different facilities have helped me tremendously in these efforts.

Wanda is married and has a 12-year old son. She enjoys gardening, crafts, and cooking. ■ When did you start? I started at SHI-GA in March 1986. ■ What do you do? I work in Customer Care. My main responsibilities include checking order status and warranty information. I also handle some accounting duties such as invoice corrections and product pricing. ■ What is your favorite part of the job? The best part of my job is helping others hear better. Having a grandmother who was hearing impaired most her life, I understand the frustration of people with hearing impairment and the importance of having a top-of-the-line hearing aid.

A portrait of Pam Dorn, a woman with short, light-colored hair, smiling. She is wearing a dark, patterned jacket over a dark top. The background is a solid red color.

NJ

Hello, my name is...
Pam Dorn

Pam had been an Audiologist for 18 years prior to joining Siemens Hearing Instruments. She worked for a large Audiology practice on the West Coast and was a Siemens customer. She has two daughters and enjoys exercising, scrap booking, and going to the beach and movies. She looks forward to receiving her AuD degree (Doctorate of Audiology) this August. ■ When did you start? I began working at SHI-NJ on April 3, 2000. ■ What do you do? As Inside Sales Supervisor and Account Representative for New Jersey, Connecticut, and Delaware, I help Hearing Care Professionals grow their business by providing expertise and knowledge regarding Siemens Business Partners, products, and services. ■ What is your favorite part of your job? I enjoy the many opportunities I have to establish new relationships with Siemens customers through daily interactions and meeting them at trade shows, workshops, and Siemens symposiums.

A portrait of Dan Pickard, a man with short, light-colored hair, smiling. He is wearing a white t-shirt. The background is a solid yellow color.

CA

Hello, my name is...
Dan Pickard

Herby came to the United States from El Salvador in 1997. He worked as a Chef's Assistant for Holiday Inn before joining Siemens. Herby enjoys sports, music, and reading. He is currently pursuing a degree in Computer Science and enjoys challenging himself both at work and in his personal life. Herby has been recognized as giving 110% of himself every day to ensure Siemens customers' expectations are met. ■ When did you start? I started working at SHI-IL on August 30, 1999. ■ What do you do? I work as a Repair Order Entry Technician. ■ What is your favorite part of your job? The best part of my job is working for the Siemens "Team," as well as being able to accurately address all customer requests on incoming orders.

A portrait of Herberth Ghiorso, a man with dark hair and a goatee, looking directly at the camera. He is wearing a light-colored sweater. The background is a solid blue color.

IL

Hello, my name is...
Herberth Ghiorso
(a.k.a. Herby Newman)

A portrait of Wanda Davis, a woman with shoulder-length brown hair, smiling. She is wearing a red top. The background is a solid green color.

GA

Hello, my name is...
Wanda Davis