Good morning.

I can't think of a better way to start a day than to meet on behalf of the United Way. Thank you for joining us.

The theme for this year's United Way campaign is "The People's Choice."

It's an appropriate theme because through the United Way more people are served in more ways than any other. It is truly "The People's Choice."

I also want to introduce the people who will lead this year's campaign at Control Data. I'll ask them to stand as I call their name:

Bernie Nichols -- 1988-89 Corporate-wide Campaign Chairman;

Cindy Tyner and Jack McClellan -- Campaign Coordinators;

Dave Robinson, Administration;
Don Eisma, Corporate Finance;

Carol Lukas, Process Management;

Bud Becker, Training & Education;

Ray Jorgensen, Government Systems;

Charlie Edmundson, Business Services;

James Clark, Data Storage Products;

Ron De Grote, Computer Systems & Services.

Thanks to each of you for your time and caring.

You are here today because as the executive leadership of Control Data you are integral to the success of the Company's 1988 United Way campaign. The United Way is such a good news story! And like good news stories at an operations review, it doesn't take long to tell. So enjoy your breakfast.

[B.B. NICHOLS WILL INTRODUCE 5-MINUTE VIDEOTAPE]

It's now my privilege to introduce our guest speaker -- Ken Macke.
Ken is 1988 Deputy General Campaign Chair and heads the Loaned Executive Program for this year's Campaign as well. In his spare time, he is board chairman and CEO of Dayton Hudson Corporation.

Daytons, of course, is a very familiar name both in our households and in the business community. It's a company that has given us Santabear, as well as a model for giving to the United Way.

Last year, Dayton Hudson employees in the Twin Cities contributed more than $1.1 million. Altogether, the Company contributed $1.85 million.

The generosity of Dayton Hudson employees can be traced to the Company's leadership and its enthusiastic support of the United Way and other programs that benefit the community. Ken has continued that proud tradition at Dayton Hudson since he became chairman and CEO in 1984.

Ken is a graduate of Drake University where he majored in retailing. He joined Dayton's as a trainee in 1961 and rose quickly through the ranks. By 1969 he was a vice president. And by 1977, he was chairman-CEO of the Company's Target stores.

When Ken was elected president of Dayton Hudson in 1981, the Company had revenues of $3.3 billion. Revenues were $10.68 billion last year.
This morning Ken is going to tell you how—with your help—he's going to achieve the same type of growth in contributions to the United Way.

Ladies and gentlemen, please welcome Ken Macke...

[MACHE SPEECH]

Thank you, Ken. We appreciate your taking the time to share those important thoughts with us.

As Ken pointed out, your leadership and personal involvement provides direction for others.

Each of you should have a packet of information. In that packet is a pledge card. We're going to ask you to fill out the pledge card and submit it before leaving here today. By making your commitment now, you will be demonstrating the leadership needed to make this year's corporate campaign a big success.

Giving at Control Data has not been what it should be. In fact, the average employee gift last year was only $85 -- last among major Twin City corporations. The average executive gift was also lowest -- just over $400.00, which was 70% of the next to the lowest. We can do a lot better. The community deserves better from us. And, with you providing true leadership, we will do much better.
Thanks again to Ken Macke for joining us. And now let's go to work to make 1988 the best year ever for the United Way at Control Data.

One final note -- we have a gift for one lucky person at each table. Look under your saucer and if you find a red dot, you win the centerpiece at your table.