

**Dr. Jung Jung Farewell Remarks, 28.October  
for George Nolen and Larry McMillen**

**Opening (George)**

**Guten abend, everyone ...**

**I am here tonight to represent nearly 4,000 employees of Siemens Information and Communication Networks in the U.S., as well as nearly 4,500 more U.S. employees of the Information and Communications Mobile and Siemens Business Services companies ... all of whom have known Dr. Jung as our unwavering advocate for growing Siemens' presence in the U.S. information and communications market.**

**Dr. Jung has been a champion for our market – whether he was living in the U.S. or here in Munich, and we appreciate all that he has done for us.**

**And while those in this room may have known Dr. Jung in many different ways, those of us in the U.S. actually knew three Dr. Jung's:**

**#1 ... Dr. Jung - The Market Pioneer**

**#2 ... Dr. Jung - The Customer Relationship Builder**

**#3 ... Dr. Jung - The Floridian**

Tonight I asked Larry McMillen, our U.S. Senior Vice President of Human Resources for the last 25 years, who worked side by side with Dr. Jung during his time in America, to join me in sharing with you a few insights into the three sides of Dr. Jung that we've known.

### **#1 Dr. Jung - The Market Pioneer**

When Dr. Jung first came to the U.S. in 1984, Siemens telecommunications was really only a research and development center in Florida with just a few hundred engineering employees.

Back then, just after the breakup of the AT&T telephone monopoly, the primary vendors in the telephone equipment market were AT&T itself – now known as Lucent – and Nortel Networks. And the two had a stranglehold on the U.S. market.

U.S. telephone deregulation was in its early days, and Dr. Jung saw an opportunity for Siemens to step up to become another contender in the U.S. market ... and by becoming a player in the U.S. market, he would help strengthen Siemens position in telecommunications globally ... so he came to the U.S. to develop customers and to sell.

From almost a standing start, what Dr. Jung set in motion with his vision, energy and legendary sense of urgency was a Siemens U.S. market presence in the information and communications sector that today counts the very largest U.S. phone companies as its customers ... that today counts more than 70% of the Fortune 500 companies as its customers ... and that today provides help desk and IT services to millions of employees of many of the very largest U.S. firms.

And Dr. Jung's seeds are now bearing even more fruit, for we have recently signed contracts for the newest in Siemens next-generation network technologies with some of the very largest carriers in the U.S.

We are positioned well for the future, and we have Dr. Jung to thank for planting those seeds.

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**Larry:**

To be honest, Dr. Jung was a little surprised at how little Siemens was known in the U.S. market when he arrived.

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So often, when one of our employees would tell people that they work for Siemens, a typical response from an average American would be “oh, the furniture company?” ... that’s because there

is a large chain of furniture stores on the U.S. East Coast by the same name but spelled differently, like a sailor or a sea-man.

Dr. Jung made it his mission to change that, at least in the telecommunications arena.

His technical ability, charismatic personality and sheer persistence, opened so many doors that were previously closed to Siemens that Siemens soon became a well-known name across the telecom industry.

And among our U.S. customers it has become a name associated with excellence in engineering, reliability and service far and above that of our competitors.

**George**

## **#2 Dr. Jung: the relationship builder**

Harald Braun, our new President of Carrier Networks in the U.S., said that when he first started visiting U.S. customers, there was always ONE PERSON that every one of the top executives always brought up – Dr. Jung.

Dr. Jung was known by our customers as sincere and forthright – and committed to earning their business.

He prioritized his time around building close personal relationships with customers, and took customer executives and spouses on tours of Bavaria – over and over and over again.

Despite not being overly enamored with skiing and golf – he spent a great deal of time with customers on golf courses and ski slopes to make it clear that Siemens wanted to build a relationship with them.

**Larry**

George is right about Dr. Jung’s focus on building customer relationships ... but one of his strengths was not just building business relationships ... it was the extent to which he was able to build personal relationships. There once was an advertising slogan for the Pacific Bell telephone company that said “the best business calls are personal ...” and Dr. Jung was probably the source of inspiration for that slogan.

The other strength of Dr. Jung – and one that U.S. telecom executives very much appreciated – was his insightful views of the information and communications business around the world. Because it was during his time in the U.S. that U.S. telephone companies were looking to grow beyond U.S. borders. They

found Dr. Jung's intimate knowledge of the many different Postal, Telephone and Telegraph requirements, the politics, and his own high-level relationships not only fascinating but quite useful in thinking about their international strategies for growth.

Now, admittedly, Dr. Jung ended up with some surprises along the way, and he provided some of his own.

- In pursuing the business of Ameritech, now a part of SBC Communications, that serves about 20 million customers the U.S. Midwestern states ... he once went skiing with its CEO, Dick Notebaert, who is now CEO of Qwest, the main telephone service provider for 14 Rocky Mountain states.

Mr. Notebaert wanted to pay back Dr. Jung's hospitality for a previously arranged trip to Munich, so he made plans for Dr. Jung and he to have a wonderful ski vacation in the Rocky Mountains ... staying at a lovely mountainside condo.

Dr. Jung very much enjoyed this trip ... a trip that was made all the more memorable when he later found out that this lovely mountainside condo was owned by none other than the Notebaert's Lucent sales representative, his biggest competitor.

**Dr. Jung, we do hope you signed the guest register and left your Siemens business card, didn't you?**

- **Now while he was pursuing the business of BellSouth, which provides telephone service to about 20 million customers in the Southeastern U.S., he traveled to Georgia once with one of its top executives.**

**He found it a lovely state, but he couldn't get use to the accents of the people in the deep South and had trouble understanding anything anyone said.**

**In Alabama (in the heart of what we call the "bible belt" in the U.S. because everyone is so religious), he was invited to dinner at the customer's home.**

**The customer said to Dr. Jung, "In our house we pray before we eat and we always ask our guest of honor to do the praying, so please Dr. Jung, could you lead us in prayer?"**

**Mr. Jung, always being quick to respond said, "I'd be happy to but I only pray in German."**

**So he led the prayer in German and only he and God knew**

what exactly was said ... but Amen and thank you Dr. Jung ... we assume Siemens got the order, yes?

- And over at Bell Atlantic, now known as Verizon, a company that serves about 50 million customers in the Eastern U.S., Dr. Jung made a most memorable moment for Sal Barbera, who was then its Executive Vice President ...

Mr. Barbera recalls that Mr. Jung was the first person that he ever saw who actually paid hotel entertainment to stop performing ...

I guess they weren't so good, but were they really that bad, Dr. Jung???

### George

Although they couldn't be here tonight, several of our customers asked that we share with you their well wishes to Dr. Jung upon his retirement:

- Duane Ackerman, CEO of BellSouth wrote Dr. Jung a personal note that among other well-wishes said, "I believe it was primarily because of your commitment to your customer, your integrity, and our learning that we could

trust you to resolve issues fairly that we survived the challenging times for both our companies and prospered.”

- Babbio, Vice Chairman of Verizon [Luann to get/insert]
- Barbara [Luann to get/insert]

These relationships continued long after his return to Germany. When ICN U.S. needed his assistance, Dr. Jung was ALWAYS there to make a customer visit on our behalf. He was never too busy to assist with customer relationships.

Larry

### #3 Dr. Jung, the Floridian

Dr. Jung is a man of the world as you all are well aware. His career has taken him all over the world – to many different cultures and geographies. From Kazakstan to Greece as well as all parts of Asia.

So we don't know what went through his mind when he found out that he was going to have to move to Boca Raton, Florida. But we do know that Dr. Jung took to being a Floridian very quickly.

He was a member of the local St. Andrews Country Club with its beautiful golf course, many tennis courts and year-round pool.

He so enjoyed seeing the multi-millionaires who loved coming to the St. Andrews Tennis Club every Saturday and Sunday mornings in part to enjoy eating the free bagels that saved them the cost of just about a dollar or euro.

Some members would come to the courts all bandaged up and hardly able to walk but they could run like heck on the court. He never missed those Saturday and Sunday tennis dates if at all possible.

We knew him as a voracious reader – he constantly studied the U.S. business market, the politics, the history, and the current events. He was fascinated by American politics especially. He quickly knew more than most Americans knew of our own history and government ... and he often made us aware of that!

And yet despite his wide knowledge of America, American behaviors never ceased to amaze him if not puzzle him ... and so came a saying that he was so famous for in Boca “*what a country!*” He must have repeated this catch phrase at least 3 times a day in the office if not 100.

He is also known as the first Siemens employee to have a Porsche as a company car – a Porsche Carrera. He bought the vehicle and was so anxious to drive it that he left the Porsche dealer in his new car testing the U.S. speed limits ... forgetting to get any car insurance, I can personally attest to this. And when driving fast in a state like Florida with so many elderly drivers on the road, car insurance is a good thing!

In fact, one of the biggest challenges that Dr. Jung had to face while being in the United States was driving a Porsche while trying to obey those American speed limits, which as many of you know, were not designed for high-performance sports cars like his.

But Dr. Jung's love of Florida was not a passing thing – he has over the years returned many times and we hope that there will always be a special place in his heart for our state and our country.

Close **George**

So it is with great respect and appreciation that the employees and customers of Siemens Information and Communications bid Dr. Jung the fondest farewell.

As a market maker, a relationship builder and as a Floridian ... you have shared with us your vision, your time and your

**energies ... and Siemens and its U.S. employees are all the better for it.**

**Thank you and Auf Wiedersehen!**