

depth

No. 15, SEPTEMBER, 1976

**For the Australian
New Zealand staff
of Hewlett-Packard**



THE HP "GET TO KNOW WEEK"

SPROINGG!! HP Blackburn suddenly sprouted a ground floor full of notices, display boards open demonstration rooms, equipment we never realised HP manufactured, and faces we never thought would go together.

For the whole week of May 31 to June 4, people from all over greater Melbourne came to see H.P.

Whether it was to be registered by our attractive receptionists, or to see our beautiful building or gaze with wonder or intent at girlie plots and probe-stuck oranges, or fraternise with our F.E's is left to conjecture; but six hundred people (not including students) made the effort to come. 90% of these attended seminars run in conjunction with the exhibition (two people attended them all!). In contrast, attendance in the 'video room' was slight, despite a magnificent non-stop schedule of video tapes. More popular were the Service Department tours.

The half floor sealed off for visitors included the ground floor coffee area, much to the chagrin of its regulars. But lo! what a crowd mingled in the canteen that week, and it was all because people are nice. What's more, those not directly involved are to be congratulated for extreme control. How they managed to dodge blurred sales personnel as they whizzed by in all directions boggles the mind. How they maintained a serene composure on being confronted by a guided tour full of faces (and twice as many eyes) is beyond comprehension.

The exhibition organiser, Ted Cooke, master of slogans and the art of remote organisation, was reported as "pleased with the show." He went on to say of the attendees, "The numbers were not as high as last year's exhibition at the Park Royal, but they were all quality stuff."

Of the actual organisation, he spoke kindly of his delegates and commended the apparent lack of panic. In fact, the delegates and their willing workers saw each job into action with remarkable cohesion. "Never before in the history of HP has so much (co-operation) been attributable to so many disciplines) resulting in so few (disasters)."



George Ilistopad (centre) with two customers in the Instrument Demo room.



Customers looking at Calculator display.

THE BIG GOLF DAY -- THE CAPTIONS TELL THE STORY

LOCATION: GREEN ACRES GOLF CLUB -- WEATHER: FINE DAY IN MAY

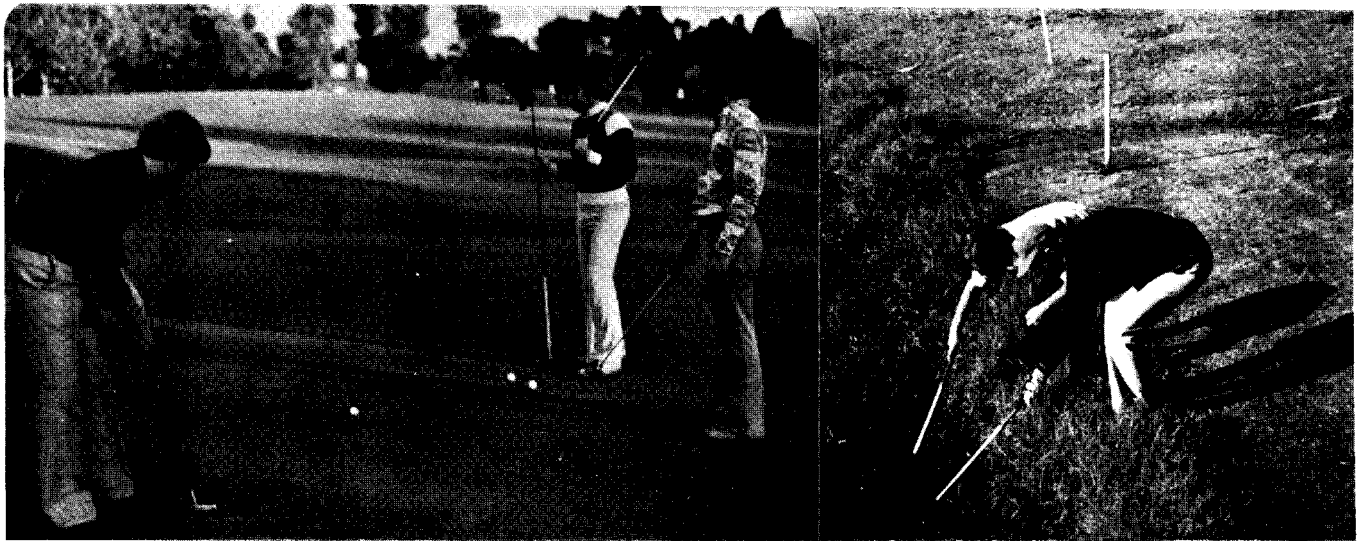
PARTICIPANTS: SEVERAL EMPLOYEES OF HEMLETT-PACKARD



"Swoe...shh!"

Golf is not a game, it's a serious way of life.

Who pinched my shooting stick?



Roll in you little white b.....?

If we don't find the ball, Bruce, maybe we can stir up a few yabbies.



Roger: "In the Service, Springy, I'd have had a batman putt for me."

Oh my goodness!

Dick: "Adrian you'd make a great ditch digger."

Well then, where did it go?

I knew they were conning me...you don't hit it hard 3 cms from the cup.

To help new employees become conversant with HP terminology; Roger Bailey, Administrative Manager, submits the following:

- COMSYS The -hp- Communications System, based on 2100 series computers. Messages and data are transmitted to and received from the Palo Alto Bay Area E.D.P. Centre (BAEDP) daily, for distribution throughout the world. During May we had 76 phone calls with BAEDP, and transmitted and received 1,841,054 characters during 318 minutes, at a total cost of \$US1,263.
- CPOD This is Cost Per Order Dollar of our selling, order processing and administrative efforts in Australia. This year, our CPOD is targeted at 17.3 cents - every \$1 order costs us 13.3 cents in selling expenses, 1.4 cents in order processing expense, and 2.6 cents in administrative expense.
- FESS Field Engineer and Sales Support expenses. These are salaries of our field engineers and their supporting staffs, and sales management personnel, together with their travel, training, communications and occupancy costs. This year, our total FESS in Australia is nearly \$US3 million, of which 60% is salaries, commissions and employee benefits.
- FME Field Marketing Expenses. Each quarter, we review our expected orders and costs for the balance of the current year and complete an FME report.
- HEART HEART is a company-wide, computer-based order processing system, covering order entry and order status. In the USA and Canada, HEART also produces the invoice to the customer. Until early this year, Australian orders were entered into HEART for us by an O.P. group at ICON, but we now enter these orders direct using COMSYS. During May we entered 707 separate orders involving 2,542 line items.
- IRP In February/March of each year we prepare an Intermediate Range Plan, which is an estimate of our orders and expenses for each of the following three years. The details are consolidated in IRP (know irreverently as the Wyatt Earp) are consolidated from all -hp- manufacturing and marketing entities to enable corporate managements to assess future facilities and funding requirements.

We would like to add to this list in the next publication of "Depth". Please let us hear from you.

SERVICE ACTIVITIES

As winter approaches and we settle in for the cold months ahead, it is once again time to reflect on the past, present and future activities of the Melbourne Service Group.

At this time of the year, the dreaded "flu" is taking its toll and leaving its mark in service area. Our resident authority on such matters, Peter Burford maintains that it is all due to the air-conditioning and I agree. Among the list of casualties thus-far are, Kirsten Firth, Bruce Marsh, Peter Burford, Doug Cheeseman, Max Cogle, Hans Neilson and numerous others. (Some of the red roses suggest that they may be due to the cure, rather than the complaint).

Despite this seasonal offset, the Melbourne Service group is still operating in all departments and looking for a good year.

Service personnel have once again been found zipping around to all places on the globe.

Jeff Marshall spent a month in Waltham, Mass. learning about medical products both new and old. Alan Dobby had a shortened trip to the States to bone up on the HP 2000 systems. John Springall has also been to the States for an Icon Service Managers meeting.

Peter Burford was loaned to Perth office for nearly three weeks; to keep their service activities operational. Peter has his work cut out for him and did a good job. Congratulations go to Peter who has just received his Preliminary Bronze for ice-skating.

Ray Hartley is off to New Zealand for one week to give the N.Z Service staff the good oil about servicing Distance Measuring Instruments. It is uncertain as to whether Robert Hicks and the N.Z Service staff are yet ready for all Ray's vocal charm and eloquence.

Contd...

DAVID ANEAR left Melbourne on July 4th for Montreal to compete in the 1976 World Olympics. David will participate in the Archery events to be held during the last 4 days of the Olympics.

We wish David the very best of luck and hope that his endeavours at the games are amply rewarded with Gold. David is expected to be back hard at work in -hp- Service early in August.

JOHN BULLOCK of the Parts Store has taken leave of absence from -hp- to return to the USA, due to the death of his Father. John has our deepest sympathy.

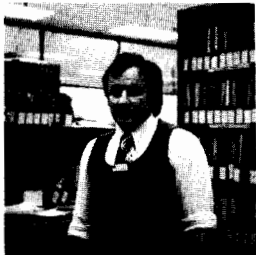
Within the Service group a few new faces are noted, and we have a fond farewell to a few old ones as well.

Data Products have a new Service Engineer in BRIAN MARSH (no relation to Bruce, except they both support Geelong. Brian and his wife Miriam have three children and live out in the direction of Coburg. Brian previously worked with Kodak Australia.

SHEILA HANSEN, previously of Marcom, has transferred to ROP's section, and will replace Vicki Goden: who has retired (undefeated) to be gainfully employed as home starting a family. Sheila has just returned from a three week holiday on Norfolk Island with her husband Lloyd. (Lucky people).

GARY ALLEN has also joined the Parts Group.

IAN Johnston has left Service for the starry heights of I.G. sales. Ian replaces Mike Canvin as Field Engineer. Best of luck in the new job Ian (We're gonna' miss you Johnno!).



BRIAN MARSH



SHEILA HANSEN



GARY ALLEN



APD SERVICE:

Like the song "June Is Busting Out All Over" so is APD Service in Melbourne. We feel it is starting to look like a subservient plot to take over the service area.

From a very quiet little section, it has expanded out to a hive of industry, servicing APD products Australia wide. Matt Wallace has come from Sydney to supervise the operation and two further additions have joined the section. They are, COLIN KINROSS, Service Technician, and MICHAEL HOLMES Storeman. They join Betty Davis and Neil Moseley who are both old hands in APD Service.

HATCHES & MATCHES:

TRISH and KEITH ZACK are now the proud parents of a baby daughter, REBECCA LOUISE. Both daughter and parents are doing well and are very happy. We in Service wish them all the very best.

LLOYD and MARION STOTT are parents to another beautiful boy OWEN MAXWELL.

PETER MALONEY is leaving us to be married to Lynnette Grant. Peter and Lynn will spend two years touring Australia in Peter's fleet of V.W. vehicles.

JEFF MARSHALL, on his return from the U.S announced his engagement to the lovely Glynnis.

Best of luck to both couples, and we in Service look on in eager anticipation for the forthcoming buck's turns.



APD staff: L to R -
Betty, Michael, Neil
Colin and Matt.

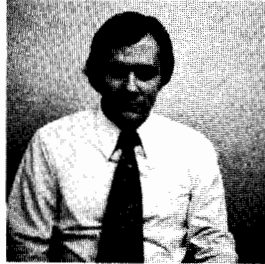
RON PRITCHARD/MELBOURNE

IN CASE NO ONE HAS LET YOU KNOW, THE SHIPMENT OF 7 MAY, MARKS HISTORY! THE WEIGHT IS 14,643 lbs. AND THE MONEY 777,000.00 DOLLARS. THIS IS A RECORD FOR ICON. WE EVEN SURPASSED YHP's LARGEST SHIPMENT (11,000 lbs, 600,000.00 DOLLARS). HAVE YOU FAINTED, YET? WOULD YOU BELIEVE ME IF I SAID THERE WERE NO ERRORS? HOPE YOU HAVE AS MUCH FUN GETTING IT IN AS WE DID GETTING IT OUT. HAPPY DAYS.

KATHY BROWN/ICON

For those who have not had an opportunity to get to know the people in the Traffic Group - here they are:

* Note: Tom Bryant (pictured below) is currently on loan to the Parts Warehousing group.



RON PRITCHARD



DALE MARTIN



PHILIP JONES



BEV ADAMS



BILL ALLISON



REX REYNOLDS



TOM BRYANT



VIN WILSON



LES CLARK

The Customs, Warehouse and Traffic functions at Hewlett-Packard Australia are the direct responsibility of nine people. To get an appreciation of the depth of these functions, take into account that every single piece of HP equipment destined for Australia, irrespective of discipline, size, weight or colour; upon departure from the HP factories around the world, will at some stage become the responsibility of at least two of these people.

Customs clearance, both import and export, is arranged and carried out by Dale Martin, Phil Jones, and Ron Pritchard all of whom are licenced Customs Agents, with a total of 24 years experience in the Customs sphere. The backbone of the group is Bev Adams who as secretary ensures sanity and civility is maintained.

The Bureau of Customs have been more active in 1976 than ever before. Firstly a commitment has been made by the Australian Government to adopt a new method of valuing imported goods for duty purposes. The basis to be used as from July 1, 1976 will be the normal price that goods would fetch on the "open market". Currently duty is paid on the Selling Price or the Domestic Price in the overseas country, whichever is the higher. The onus for declaring what the Normal price is will no longer rest with the overseas supplier, it will be transferred to the Importer. More than ninety countries around the world (not USA) currently use the Normal price concept called the Brussels Definition of Value (BDV). Ron and Phil will be looking into this area more deeply.

Secondly, the Bureau will be changing from a semi-automated clearance system to a completely computerised one. Almost every Customs Agent and some Importers (HP included) in Australia will be purchasing a Visual Display Unit (VDU) and a Line Printer, which will be connected via a dedicated data line to one of the mini-computers situated in the various customs houses and airports around Australia. These minis will be linked by a high speed line to a large computer complex in Canberra. The system is called "COMPILE" and is in fact one of the most advanced clearance facilities in the world. Implementation dates for Sydney and Melbourne are August 1976 and January 1977 respectively. Ron, Dale, Phil and Bev will be deeply involved in training and familiarization of computer terminology in the coming months.

Vin Wilson, Bill Allison, Rex Reynolds and Les Clark provide the expertise in the HP Warehouse once cargo arrives in Melbourne. The major part of equipment for Australia is consolidated at the HP Icon Santa Clara Warehouse and is shipped to Australia on a weekly basis. Typically a weekly "Consol" (Traffic terminology short for, "Ship the bloody things altogether, its cheaper that way") consists of between 200 and 400 cartons, each carton weighing between 1 and 1000 kilograms.

ICON Order Processing, Warehouse, Customs and Traffic personnel go to great lengths to ensure all USA/Australia Customers, Commerce and Airline regulations have been complied with.

Similarly in Australia, Bill, Vin, Rex and Les (in conjunction with the O/P group) have to make sure that marking of documentation and cartons conform to Airline and Transport regulations for moving potentially hazardous material (e.g. magnetic, corrosive, explosive) within Australia. Dale Martin ensures the same emphasis is placed on all exports to other countries outside Australian control. In addition it is important to our customers that they receive what they have ordered at the right place according to the terms and conditions of their contract or official order.

Individually, Rex looks after Mini-Calcs, Bill ensures "Stock" doesn't get time to grow moss, Vin keeps the Australian Government updated on the latest HP equipment (G.S.I) and Les assists in keeping the workload "peaks" down to a minimum, subsequently turnaround time of equipment is reduced

Ron Pritchard as Traffic Manager is responsible for the two groups and also for ensuring Hewlett-Packard Australia obtains the best in service and rates whether HP traffic is moved internationally or domestically.

The effectiveness and efficiency of these three areas of HP Australia's operations depends completely upon the interfacing, communications and support of every other Service, Sales, Personnel and Administrative person.



ACCOUNTS RECEIVABLE AGING SCHEDULE PRODUCED ON HP3000

On April 30th all debtors' statements and the accounts receivable aging schedules were produced on the HP 3000.

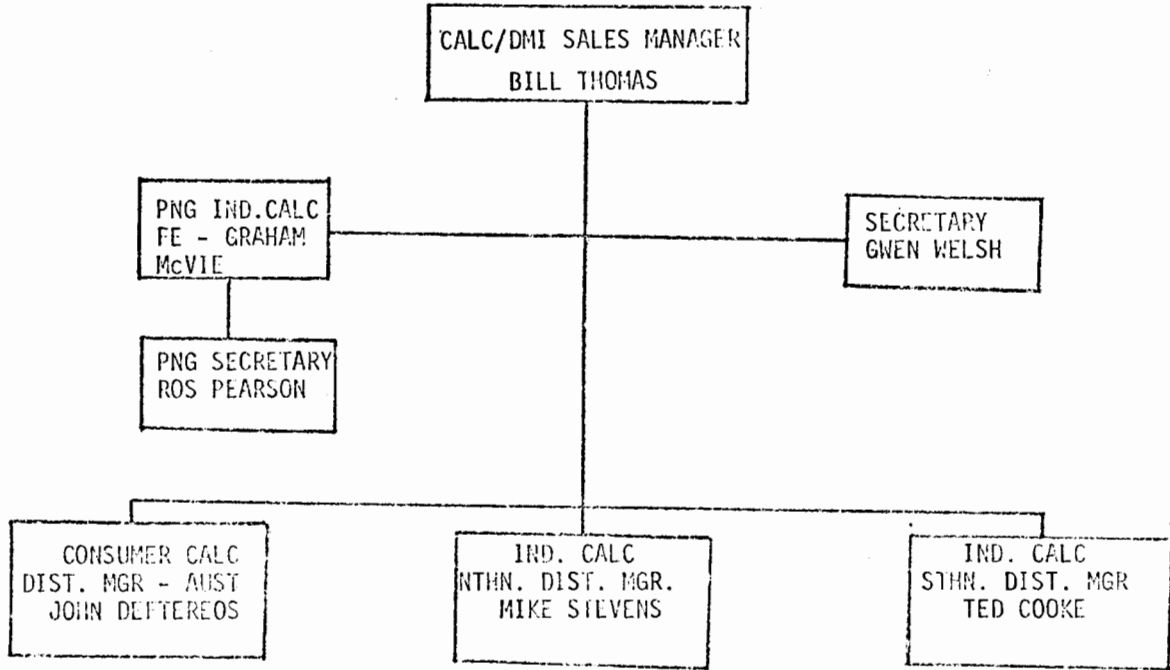
Lance Moffat and Roger Bailey designed the system and the program was written by Steve Ransom and Arpad Tota. It provides detailed analysis of receivables by geographic area, by customer type, and most important by sales force.

Intercon has been provided with details of the system for possible use by other Intercon 3000 users

A historian working on historical facts on the Saints, found himself inundated with data. His attempt to automate the data on IBM cards failed because the holdes kept healing....!

SALES MANAGER'S REPORT

BY BILL THOMAS



As Calculator/Distance Meter Sales Manager, I am responsible for three separate sales forces:

- Industrial Calculator
- Consumer Calculator
- Civil Engineering

Australia's geographic responsibility includes Papua New Guinea and the near South Pacific area, where we have two Consumer Calculator Dealers - Motibhai & Co. Ltd. in Fiji and Caldis in New Caledonia.



GRAHAM McVIE, in his new Field Engineer capacity, has started our office in Port Moresby. Graham's prime responsibilities are Industrial Calculator Service, Industrial Calculator, Consumer Calculator and Distance Meter Sales, as well as keeping an eye out for Instrument Group business. Graham started with us for training in February and went back in March to set up the office.

BRIAN SMITH is the sole Civil Engineering Sales Force person. Currently the CED products (Distance Meters) are sold through Brian and the Industrial Calculator Sales Force. Next year this responsibility will be shifting to Tony Cookes' Instrument Group and Brian will move over to his new specialist responsibilities at that time.



The Industrial Calculator Sales Force in Australia is run by two Discipline District Managers: MICHAEL STEVENS (Northern District), and TED COOKE (Southern District). The Consumer Calculator Sales Force is managed by JOHN DEFTEREOS as Discipline Manager for Australia.



MIKE STEVENS



TED COOKE



JOHN DEFTEREOS

GWEN WELSH is Secretary to Bill Thomas, and has been his right hand for 2½ years now, handling just about everything. Gwen is mother to two teenage girls and to keep her busy she shows and breeds Samoyeds



ROSLYN PEARSON is our Girl Friday to Graham McVie in our New Guinea office.



The Group over the years has grown to a total of 32 people. This, in itself is particularly challenging, considering Industrial Calculator and Distance Meters were only just getting off the ground in 1969 and 1970, and the Consumer Calculator products did not exist until 1972. Dollarwise we have a big task, being responsible for over 40% of the company's sales.

If you have been wondering why the Group is hyperactive its because they have a lot to accomplish. So make a resolution today "BE KIND TO CALCULATOR/DMI PEOPLE. After all, they are working for you too.

SERVICE MEETING FY76 SHERBROOKE:

The annual Service Meeting was held this year at Sherbrooke Paradise Motel in the Dandenong Ranges, about 45 km from Melbourne. The meeting was conducted over three days and was attended by Senior Service personnel from each state.

Peter Hillman from Brisbane who had trouble adjusting to the climate. Alan Fern from Sydney who came equipped with three overcoats, his longjohns and 15 pairs of socks. Alan based his decision to carry so much excess insulation on last years' meeting at Eildon, and after his first night at Sherbrooke was glad he had showed such forethought.

Alex Kennedy from Canberra who was as usual his normal quiet, temperate self - in fact it could be said he was the perfect gentlemen.

Rob Stewart, John Springall and Bruce Marsh from Melbourne. The integrity of the latter is without question. Rob we all know from last year when he tried to compress then ignite water, the meeting was uneventful in this regard for Rob this year. John had returned from the States only three days prior to the meeting and was able to bring back a wealth of information on where we are heading in the future.

Bob Congdon from Adelaide spent most of his time during the meeting denying rumors relating to his injury. Bob made some valuable contributions to the meeting as well as impressing the rest of the group with his knowledge of South Australian wines.

Matt Saunders from Perth came with very little operational knowledge of -hp- (he had been with us for only two weeks). In Matt's own words he was in an input mode and came to learn. It appears the meeting adequately satisfied this need.

Robert Hicks and Dave Knight both came over from New Zealand (or was it up from New Zealand). The meeting was unable to resolve just where New Zealand is located on the globe. Consensus of all present seems to indicate it is located a little south of Tasmania. Dave and Robert both contributed to the meeting and perhaps learnt a little from the problems we experience. Robert stayed over following the meeting to conduct a Calculator Service Seminar. From all reports this Seminar was a roaring success, thanks Robert for your efforts.

We would like to thank Roger Bailey, Alex McKean, Gray Morgan and Geoff Windsor and the other staff from Melbourne who came in on the last day, for their help in making the Sherbrooke meeting a huge success.

MELBOURNE INSTRUMENT SALES GROUP

The first half of 1976 has been a busy time for the Melbourne Instrument Sales Group. In addition to the normal work load there have been three staff changes, five overseas visitors, visits by two members to the U.S., three trade shows, numerous seminars and changes in office port folios and Operation Jumbuck.

In mid February Val Robinson joined H.P. as Secretary to John Biggins and John Antonello. A determined and hard working person, Val quickly mastered office routines and has since contributed her share, and more, to the smooth running of the office.

Also in February Bob Cattell left to join the Melbourne Analytical Laboratory group as F.E. Bob's digital knowledge was a loss to the general group expertise. George Listopad a recent graduate from the Royal Melbourne Institute of Technology was appointed to replace Bob.

In May Mike Canvin was seduced by the lure of sun and surf in the West and accepted an offer of employment as F.E. with Perth office. Mike's enthusiastic approach to work and his friendliness have been missed.

Mike's position is to be filled by Ian Johnston. Ian's wide knowledge of -hp- products together with a specialized knowledge of digital computer techniques will be a welcome and timely addition to the pool of group knowledge.

MELBOURNE INSTRUMENT SALES GROUP



VAL ROBINSON
I.G. Secretary



GEORGE LISTOPAD

IAN JOHNSTON

Attending Communication and Test Equipment Seminar conducted by Alex Peake, South Queensferry.

To add variety and spice to life we have been fortunate to have had the company of five visitors from overseas. These have been; Dave Widman from Stanford Park, Don Rowe from Icon, Jeff Duerr and Ralph Reiser from Colorado Springs and Alex Peake from South Queensferry in Scotland. These visits not only brought us up to date with overseas trends and infused us with new enthusiasm, but through the associated seminars, developed intense customer interest. We owe these visitors a debt of gratitude.



Left:
At the
"Hofbraus"



Right:
The "Footy"

JEFF DUERR and RALPH REISER engage in Australians favourite pastime; Football and Beer.



In April John Antonello and Don Simmons went on a three week tour of Hewlett-Packard establishments in the U.S. Both Don and John returned with thick folders bursting with new product information. This was disseminated in several not too brief debriefing sessions. In addition John was presented with an award from Santa Rosa for the big \$350K Army Spectrum Analyser deal.

As a passing point of interest, Don left Australia with a chronic limp and returned fit as a fiddle. What does the U.S have that we don't? Don's wife Lynn accompanied Don and John to Palo Alto and after a visit there travelled on to Europe for a holiday.

To further boost sales and customer interest the Melbourne Instrument Sales Group participated in three trade shows. In March John Antonello travelled south to organise a trade show in Hobart. The following month Mike Canvin presented a one day show for his customers in Geelong and early in June there was an in-house, all discipline trade fair accompanied by a series of Seminars, the "HP Get to Know Week."

The in-house trade fair, however, falling towards the end of the financial year, and following hot on the heels of the Jeff Duerr, Ralph Reiser seminars saw a frantic rush on logic analysers. When the dust cleared Tony Cookes commented that any logic analyser that was not securely screwed down had been sold, Perhaps even that was an understatement.

If a change is as good as a holiday, then our Secretaries must be on a semi-perpetual, fully paid holiday. Their office portfolios have been changed around. That tower of secretarial rectitude, Ann Tredrea is now in charge of literature, order books and is also Secretary to John Bieske and Ron Hodgson.

The ever glamorous Pam Clegg has been landed with the daily orders and the aforementioned Val Robinson is now in charge of tenders and quotations. Shiela Lowe, Secretary to Tony Cookes, has not had a change. This is fortunate. One would not want that cheery "Hi Sweetie" that never fails to brighten the day, ever to change.

And what of Operation Jumbuck? What was this entity, this thing born during the dark ruminations of John Bieske's mind that elicited, from Gray Morgan, a willing promise of a crate of vintage wine to each and every member of the group on its successful conclusion?

Operation Jumbuck was the code name for the April sales activity that was aimed to place one million dollars worth of order for that month! And if that doesn't cause a mental freak out perhaps the news that actual orders placed came to within 20K of the target, will!

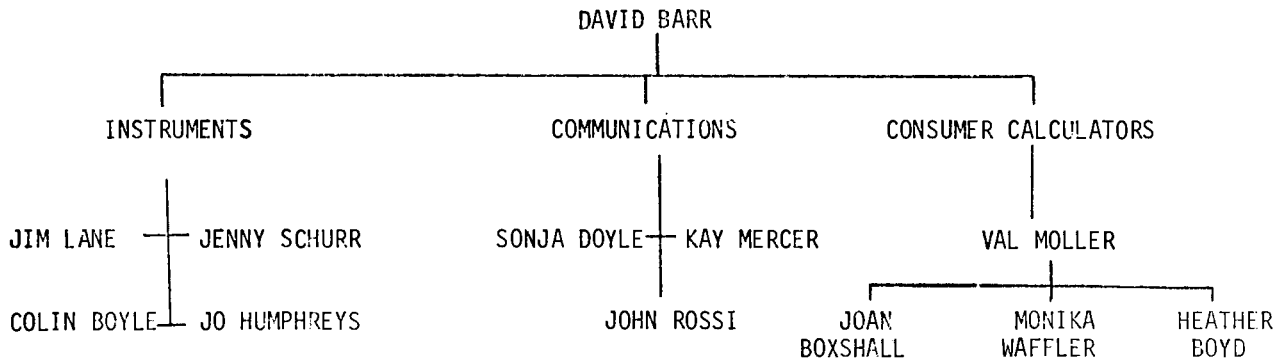
This, with three F.E.'s away either on holidays or overseas for more than half of that month!

Full credit must go to Don Simmons and John Biggins who together successfully pulled off a \$631K Telecom order. Credit must also go to the rest of the team who worked like trojans to make up the difference.

ORDER PROCESSING GROUP

Order Processing is divided into four groups: Instruments, Communications and Consumer Calculators are all part of the Administration function and Parts which is a Customer Service function.

Various staff changes have occurred in Order Processing in the past six months, and here are the members of the O.P. (Administration) Groups:



INSTRUMENTS GROUP



COMMUNICATIONS GROUP



CONSUMER CALCULATOR GROUP

VAL MOLLER (Supervisor) comes from Melbourne. Prior to joining -hp-, Val worked at BHP and AWA. Has lived in several European countries and made a couple of overseas trips as a tourist. Val has two married daughters, one grand-daughter and is due to become a grandmother again in September. Lives at Chirnside Park, near Lilydale, and enjoys golf, gardening and going to the theatre.

MONIKA WAFFLER - Hails from Augsburg, West Germany, and came to Australia 17 years ago. Lives at Boronia with her husband, son and daughter. Previously worked for a firm of car part importers. Enjoys swimming, yoga, music, needlework and gardening.

HEATHER BOYD - From Queensland, Heather has lived in Melbourne for 9 years and has been with -hp- for two years. Has three boys and a girl, and the second son Ross is currently at Duntroon Royal Military College following in the footsteps of his father. Heather enjoys golf, gardening and is a member of Beta Sigma Phi.

JOAN BOXSHALL - Another Australian, Joan is from Melbourne and currently lives in Blackburn South with her husband and two sons. A health food fanatic, Joan also enjoys yoga, gardening, reading and stamp collecting.

JENNIFER SCHURR - From Capetown, South Africa. Jennifer has also worked in Nigeria and England. Has been in Melbourne 5 years and lives in Tecoma with her husband, daughter and two sons. Spends much of her spare time in the garden.

JO HUMPHREYS - Is a pure "Melburnian" and lives in Ringwood with her husband, a horticulturist; and eight chickens, a dog and a cat. Enjoys reading, knitting and gardening.

JIM LANE - Also English, though with an Australian wife plus two children, a boy and a girl born in Australia and England respectively. Lives in North Croydon. A keen soccer fan.

COLIN BOYLE - Member of the minority group (Australian) married about 18 months ago, Colin is the last in O.P. Originally worked for Repco before joining -hp-. Much of his spare time over the last twelve months or so has been spent working on his new home. Claims his thumbs are getting greener.

DAVID BARR - A New Zealander who spent nine years in England, returned to New Zealand, then decided to come to Australia for a twelve months working holiday - 18 years ago! Married with three sons and lives in South Croydon. Enjoys stamp collecting, reading and has a keen interest in railways, both real and model.

JOHN ROSSI - His real name is Jean-Francois and he comes from Paris. Served eight years in the French Navy and worked for -hp- in Paris. Has a French wife and Australian daughter, plus two dogs, two cats, two finches two budgerigars, one rabbit and eleven chickens. Loves fishing, shooting and skin-diving.

SONJA DOYLE - A Canadian who also spent some years in Norway. Sonja has been in Australia for four years. Lives at Selby with her two children, a boy and a girl. Enjoys sewing and oil painting.

KAY MERCER - An English lass who migrated nine years ago and lives in Bayswater with her sister, two dogs and two cats. Is -hp's- main Telex/COMSYS operator. Enjoys handicraft generally and gardening.

The Communications Group handles all telexes and general communications, and Sonja and John are also responsible for raising acknowledgements, invoices and credit notes.

CANBERRA OFFICE

We have little news from Canberra this time - we have been going along very quietly.

The HP-Canberra gambling syndicate won \$40.00 in the half-million lottery - we'll do better next time.

Our Company Picnic in March went off very well again this year - only the second we've had. Our chef Alex Kennedy, did a fine job. We had lots of kids, booze and good food, not to mention the odd visiting emu, and our picnic, which was held at the Tidbinbilla Nature Reserve, was a day to remember.

We were saddened by the recent death of our good friend, John Dodds. Some of you will remember John from the days before Canberra office had a Service department and he used to help out with calculator service calls.

It's becoming increasingly obvious that -hp- must give serious consideration to the diversification of its product line. So far this year, the Canberra office has had enquiries about: household thermometers, barometers, vacuum cleaners, FM radios and portable radios, car tape recorders and clippers for grooming dogs; geriatric aids and folding beds; portable commodes and calipers; these combined with some of last year's enquiries for building materials, dumpy levels, electric jugs, soldering irons and the usual enquiries about "do you arrange Hire Purchase (HP) for people?" which would definitely give the impression that we don't sell all the items expected of us.

A SECRETARY'S PRAYER:

Help me to have the memory of an elephant, or at least one three years long.

By some small miracle let me be able to do all things at once, answer four telephones at the same time and type a letter that "Must go today" even though I know it won't be signed until tomorrow.

Let me not lose patience when I search files for hours for a paper found on the boss's desk.

Give me the knowledge of a University Professor with my Intermediate Certificate education.

Help me to understand and carry out all instructions without any explanation.

Let me know without being told, where the boss is, what he is doing and when he will be back.

And when the time comes, grant me the foresight to make six cups of tea when I was told only two.

AMEN!



PERSONNEL DEPARTMENT

Joining -hp- as Personnel Manager is GEOFF WINDSOR. He began his career in Personnel Management in 1961 with Honeywell Ltd. in Hemel Hempstead, Herts, U.K. A native of the United Kingdom he received his Diploma in Management Studies from the Luton College of Technology in Luton, Beds. U.K.



In 1967 Geoff and his family came to Melbourne. He was appointed Personnel Manager for Rocla Industries and served in the same position for Varian Techtron prior to joining -hp- in May.

He lives at Cranbourne with his wife Joan, and their three children, Steven, Andrea and Jamie.



SARA ROSS is a native of Toccoa, Georgia, U.S.A. She came to Melbourne in 1973. She and her husband Rollin live at Mooroolbark with their three daughters Rhonda, Jenny and Julie.

Sara is involved in the area of recruiting and employee record maintenance. Her cheery disposition and friendly "Hi y'all" will be an asset to the Personnel group.



CAROL STREAMES transferred to Personnel in March after three years in Service as Secretary to the S.O. group.

Carol is a familiar figure during the football season. She runs the "Office Footy Sweep."

Her new position is Secretary for the Personnel group and in addition she co-ordinates the "Employee Benefits Program."

MARCOM GROUP:

New face in Marcom Dept. is MAVIS BROMAGE, taking over from Sheila Hansen. Mavis was born in Bealiba, thirty plus, plus years ago. Has one son, three daughters and numerous pets. Although the work is different to previous positions, she feels she was wisely guided by Sara Ross in taking up her position with a couple of good 'guys' - Jim and Marg.



Mike Woodhams, System Analyst is currently in Amsterdam competing in the IBM Chess Tournament. Earlier this year Mike became Victorian Chess Champion which enabled him to qualify for the IBM tournament. Good luck Mike!

ADELAIDE OFFICE

The new I.G. Secretary for Adelaide is SUE BRAGG. Sue has taken the place of Jenny Hamilton who left to get married and now lives in Nowra, N.S.W. Prior to joining -hp-, Sue and her husband toured the U.K., Europe and Russia for 6 months. Her interests include a Dune Buggy - mad husband and his dune buggy, playing basketball and all forms of the theatre.



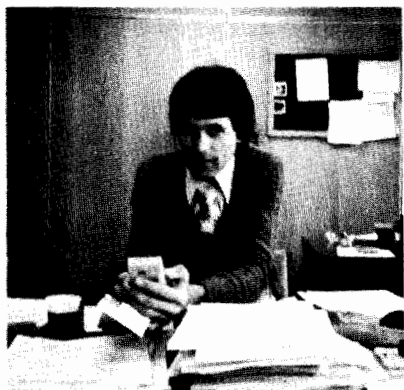
Ken Jackson had an exciting time during his recent holidays when applying too much heat to the paintwork of his home he nearly burnt his house down. The motto of this story is when taking holidays, never do any work.

Our Hirsuit friend (Phil Herbert) has given up smoking completely, but this has increased -hp- cost of coffee consumed.

After studying the weight/height chart of the Doctors, John Williams has decided that he is 1 foot 5 inches under height????

Ron Lomax reports that he will be batching for 9 weeks while his wife visits her homeland (Holland) and all Scandanavian countries. He states that any contributions will be gratefully received.

From the Service Department, we have reports that Rob Congdon has entered his second child-hood and has digressed to riding his son's bike around the porch; thus claiming this is where he obtained the scar over his right eye - by running into a hanging flowerpot!!!!

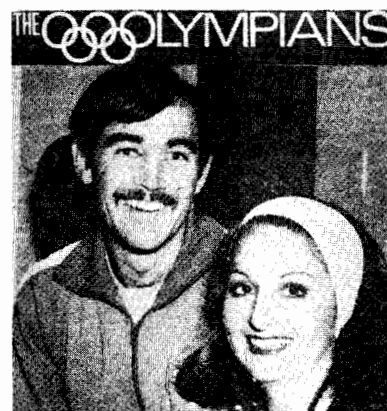


PAUL CURTIS - a new member to Service Department is originally from Melbourne where he worked for six years with the Department of Science completing the Higher Certificate at the Royal Melbourne Institute of Technology.

He came to Adelaide in 1974 with his wife Virue, and joined -hp- in April 1976. Paul's hobbies are working on his new home and he is a Youth Leader at his local Church. Paul is also interested in Motor Bikes.



Angela Marshall will accompany her husband, Steve, to the Montreal Olympics. Steve is a member of Australia's Hockey team. According to him, if Australia winds a gold medal in hockey, Angie can take part of the credit. "She's been very understanding, and has encouraged me to put the amount of time and effort I have into the game," he said.



WHISPER:

A little bird tells me that Adelaide personnel are now taking to using exercise trimmers in an effort to combat the effect that working next door to a chocolate factory has on their waistlines.

PERTH OFFICE

There are five new faces in Perth office since the last edition of "Depth":



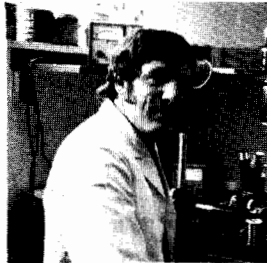
The first newcomer was JUDI ELLIOTT (nee Neville) who joined us in early February as the Perth office Receptionist. Before joining the company Judi spent 18 months overseas on a working holiday where she met Errol (Herb) Elliott, a New Zealander. On the 10th April, Herb and Judi were married and are living in Glendalough. Herb has decided to stay in W.A. Apart from the good weather, (and a bribe of a colour T.V. set brought by Judi) he feels there are sound economic reasons to keep them here. Judi's spare time activities are basketball, squash, keeping house (including fixing leaky faucets).

Next to join the team was GLENYS (Glen) TAYLOR the new APD/CPD Secretary. She started with -hp- on 14th May. Glen and her husband Tony have been overseas on a working holiday for the past 19 months, but have decided to return to Perth. They are presently living in a Tudor style flat diagonally opposite Perth office. The location precludes any reason for tardiness, and Ainslie threatened to cart her typewriter over if she is away sick!!! Dressmaking, playing squash, and redecorating her new flat, just about takes up all Glen's spare time. What little time she has left after entertaining friends, is spent reading ancient history and civilizations.



Next to arrive were both members of the Service Department of whom MATT SAUNDERS is the new Service Supervisor. Matt is married (sorry girls) to Margaret who is a High School Language Teacher. They have just moved down to Perth from Carnarvon where Matt worked for O.T.C.'s Tracking Telemetry Command Station for five years. Prior to that he worked for O.T.C. in Sydney. In his spare time he sails Cats and plays squash (and is very soundly beaten by his top grade wife).

ROD HALE also commenced on the 17th May and is the new Perth Service Technician. Rod and his wife Ann have two children, Gerard and Sharon, and have only been in W.A. for the past six months, they moved here from Victoria. A long standing interest of hot rodding has not been pursued with other pressing things like family matters intervening, however, he does own a marathon car and frequently takes off with caravan in tow on trips with the family. At the moment he is living in Tuart Hill and looking around for a permanent home. Other interests include reading and gardening.



Last, and by no means least, to join -hp- Perth is MIKE CANVIN, who transferred from Melbourne office and commenced working on Monday 31st May, as the Perth office I.P.G. Field Engineer. Mike, his wife Brenda and small daughter EMMA, arrived in Perth on 27th May.

Well, that is all for the newcomers to -hp- Perth, how about the remaining members of the team?

David Chambers' busy working and personal life does not seem to have affected his good nature and patience with staff and customer problems. He has been having a few misnaps with Company vehicles of late however; People seem to have a very bad habit of not seeing him till they are halfway into his back seat, but nevertheless he continues on, the same unflappable David.

Ainslie Aspery is still carving up shins on the hockey field and being clouted on the squash courts. Despite it all he continues on to sell, sell, sell calculators for -hp-. Go to it Ains.

Margaret Calkin (nee Tyers) will regretfully be leaving -hp- in the not too distant future to await the arrival of a new member of the family. After 7½ years with -hp- she will find it rather strange adapting herself to domestic life, though I guess having a small baby around will keep her fairly busy. She thanks all the staff of HP for their good wishes and for all the assistance they have given her in the past 7½ years.

SYDNEY OFFICE

HP was recently invited, with Hans Bels accepting the job, to participate in a lecture series broadcast over the University of NSW Station VL2UV.

The Station transmits many post graduate programs and with accompanying notes, students all over Sydney can take part in extension studies.

The particular session was for engineers who had moved away from electronics into supervisory or management positions. It was designed to update older Engineers in modern practices. Hans' contribution was in the field of new products and techniques in instrumentation.

It has been interesting to note the number of customers that have referred to the series. They obviously have a very wide appeal. Thanks go to Hans for carrying the ball for HP.

Our Staff Christmas picnic was held last year at a spot called the Basin, on Pittwater and accessible only by water. About half of our group travelled down the Hawkesbury River by chartered ferry leaving from Brooklyn on a trip taking about an hour. Others travelled by a regular ferry from Palm Beach or by their own boats.

Our organisers are to be congratulated on their arranging for a school of dolphins to follow the return trip of the ferry. The day went well with a barbeque lunch, perfect weather, copious quantities of drinks and ice blocks for the children and a sort of cricket match for everyone.

COMINGS AND GOINGS:

New faces in Sydney include SANDRA AIGARS in our parts store, MILLIE MCKEOWN and BOB JEFFERY in APD Sales as Secretary and Field Engineer respectively, and as we go to press we are farewelling Ken Moulang who is leaving to seek greener pastures.

We recently said farewell to John Raven who retired after nearly five years with -HP-. His position in the stores area has been filled by DAVID HUNT.



SANDRA AIGARS



MILLIE MCKEOWN



BOB JEFFERY



DAVID HUNT

The Computer Systems Group has had thier share of changes with CAROL GLEIG starting as secretary, BOB KEERS as Field Engineers and JOHN KLIMCZAK most recently starting as Systems Engineer.

Among the travellers to Sydney were Lou Green and his wife from Avondale, Fed and Kay Wenninger from Loveland, Don Rowe and Dick Warmington from Icon, and Jeff Duerr and Ralph Reiser from Colorado Springs.

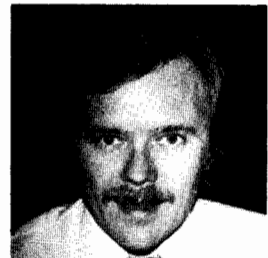
Recent travellers in the opposite direction were Hans Bels to attend the I.G. Senior Sales Seminary and Paul McQuarrie and Bob Keers to attend other seminars and training sessions.



CAROL GLEIG



BOB KEERS



JOHN KLIMCZAK

We had occasion to sip a glass of champers recently to celebrate our first (of many - we hope) mass spectrometer orders. Jim Watson was delighted (as was the fire-fly that backed into a water sprinkler) to be 768% of quota for the month and we were happy to share a bottle with him.

An event of some magnitude was our recent exhibition and seminar series at the U.S Trade Centre in the business district of Sydney. A three day exhibition was held in conjunction with a series of thirteen, half and full day seminars.

The week was launched with a VIP preview and dinner, attended by John Warmington. The State Manager of Telecom, Mr. W. Schmidt was guest speaker.

Exhibition stands were prepared by all the sales groups, and the service group also mounted quite an interesting display.

Many will remember Sue Ware who left us to increase the Ware family. True to her promise, Sue and Richard are now parents to Daniel, born in February.

BRISBANE OFFICE

We have just staged our first Multi-discipline Exhibition here and we have now begun to learn from all the mistakes we made. We were open for two days including one evening to 9.00 pm. However, all went relatively smoothly and we were all very pleased with the attendance and interest created. Our thanks to Sydney, Melbourne and Adelaide offices for their much valued assistance in setting up the display.

Brisbane office now consists of nine persons of whom three are supporting the building industry, one is about to buy a house, one is 'contemplating' building and another is about to move into their just completed house. Also we have two sailors, one weekender and one dedicated person who lives on his yacht.

Newest member of our ranks is our new Calculator/DMI Secretary, GAYLE CROSSETT who joined in early June. We would like to take this opportunity to wish her all the best with -hp-.

Bruce Ibbotson, Queensland District Manager, is at this time fighting the builder and architect in formulating plans for his new house to be built on his existing site in Ashgrove.

Jenny Mudge and husband Larry, are soon to move into their new home and will then find out the true meaning of work and how far your money doesn't go.

Peter Hillman, just returned from the Service Conference in Victoria and we would wager, the only one to return with a better tan than when he arrived.

Dave Robertson and wife Sandy who have now been in their new house one year are still kept busy decorating, furnishing and landscaping.

Sue Crompton and husband Paul are considering going into the Great Dane breeding business as a side-line after successfully rearing two litters totalling 20 pups.

Healey Blessing has now joined the sailing fraternity by purchasing a trailer/sailer, but has yet to reach Peter Hillman who lives on his yacht.

Greg Condell has recently announced his engagement and all systems are 'go' for an August wedding.

And last, but not least, is our new girl Gayle who at this stage hasn't divulged any of her secrets - but we're working on it.

That about rounds off the Brisbane office report except for an item of interest. We have an entry in the long name contest, a pocket calculator customer from Townsville with the beautiful name of J. Tamrongtanakitchakarn, twenty one letters no less - and he can pronounce it!

ANOTHER NICE (MERCHANTISING?) AWARD

Dave Packard, board chairman of Hewlett-Packard Co. Palo Alto, has been named recipient of the 1976 International Achievement Award by the World Trade Club of San Francisco.

Packard was selected for "his company's leadership in export development and creation of trade-related jobs, and for his personal role in contributing to the "Internationalization" of the electronics industry.

In the past quarter, Hewlett-Packard had sales at a rate exceeding \$1 billion annually and more than half those sales were in foreign countries.

Packard will receive the award May 21 at a formal dinner in San Francisco. The World Trade Club has 1,500 members.

H.P. NEWS SERVICE:



PACKARD CALLS FOR BUSINESS HONESTY

CHICAGO, June 8 - The low regard in which business is held by the American public is the most serious problem confronting the free enterprise system today, said HP Chairman Dave Packard, addressing the Spring Conference on Consumer Electronics. "It is crucial to the very survival of our free enterprise system that business and industry regain the respect of the American people."

Packard said that many people in business tend to blame government officials, the educational system, the news media or some other group as being responsible for this condition. This is "looking at the symptoms of the disease, not the disease itself," he said.

"I believe American business faces this crisis today because American business managers have not lived up to their responsibility to our society," Dave went on. "Illegal payments have been made with the hope of getting business or special favors from officials in government both at home and abroad.

"We put off for too long our responsibilities in the area of equal employment. We have taken liberty with the truth in our advertising, and often depend on fine print in our warranties to avoid our responsibility to our customers."

Packard said shareholders, consumer interest organisations, legislators and the news media would not be attacking business if there were no basis for the attacks. "The businessmen of this country have no one to blame but themselves for this deplorable situation.

"It is not enough that business leadership is much more enlightened than it was twenty or even ten years ago. We have not met the expectations of the people we serve, and until we do we will never be free from ever increasing governmental regulations and pressure group activity coming at us from all sides.

"I am convinced that the only way we can hope to turn back this tide which threatens to destroy our great free enterprise system is for all business leaders, at all levels, to stop passing the blame to someone else and to accept the responsibility as theirs and theirs alone."

Packard acknowledged that almost all illegal or unethical acts by people in business happen without the knowledge, and in spite of the intent, of top management. It is the failure of management to communicate to lower levels of its organisation that is a major part of the problem.

"It is the responsibility of top management to make sure the corporate code of ethics is understood and accepted at all levels," he said.

"We have to accept the fact that the integrity of each of our business firms is our most important asset. If every action we take is resting firmly on the pillars of honesty, fair play, justice and compassion, these troublesome problems will disappear."

FROM THE MANAGING DIRECTOR

For quite a period there has perhaps been a feeling of despondency due to the fact that we were not meeting our established quota goals set at the beginning of the fiscal year.

In reviewing the situation with the most recent order summaries covering eight months ended June 30, indications are that we have improved our position over the same period of the previous year as follows:

Instruments/DSA/Laser	29.3%	Components	56%
Systems	20.7%	Medical	61%
Analytical	187.0%	Ind. Calc	29%
Parts	34.4%	Service	67.5%

The only really weak areas at this point in time are Consumer Calculators where we are 30% behind our dollar order volume a year ago and Distance Meters where we lag some 23%. Overall, we are approximately 20% ahead of FY75 with fewer employees.

Deleting the two weak areas, the figures indicate a growth of 39% in other product lines which, considering today's economic climate, compares very favourably with many other companies.

We still have a good many other trouble spots and there continues a need to help one another to get various tasks accomplished - it's painfully obvious that some members of the staff are more than willing to help other Departments but those members are few ... full co-operation is urgently needed if all are to benefit in future years.

I am sure that you will all be pleased to learn of a rather important change to the total benefit packages we have covering employees here in Australia. As of August 1, our current non-contributory life insurance cover will change from 1 x salary to 2 x annual salary which continues to keep our total benefits package well to the fore relative to our competition. I think you would all be interested to learn also that the Estates of the late Ray Underwood and the late Hans Raithe! did indeed receive from HP an amount equivalent to 1 x salary, in addition to other eligible benefits.



J. WARMINGTON

Depth is published for and by the employees of H.P. Australia. We would like to thank each of you for your contribution and apologise for the quality and timing of this issue, which has been produced under difficult conditions.

ROBIN SCHMIDT.

