depth

From the Managing Director.

Unfortunately it was not possible to have an issue of "Depth" completed prior to Christmas so that we could talk a little about our successes of 1977 and whilst the various layers of management are certainly aware that we really did have a good overall performance for the year, there were some outstanding successes such as a particularly fine performance by the Computer Systems group and there were a number of individual good performances in other disciplines, some of which are referred to in this issue.

Orders overall grew by 19% whereas staff growth was less than 3% which is indicative of improved productivity throughout most areas.

Some additional systems were implemented such as FICS and SIS and as with most new systems they brought along their fair share of headaches but it's good to note that through a team effort many of the problems have been resolved and hopefully these systems will prove of additional benefit to us during FY78 and future years.

Since our last issue, of course, all details relating to quotas and targets have been completed and if the pointers relating to business are a true indication, it could be that FY78 could be a $30,000,000 operation in our area for the first time.

Obviously this growth will need some fairly careful planning and I am quite sure that during the year you will find that a number of organizational changes will, of necessity, take place. It is imperative that as any change is effected we all do our best to ensure as completely smooth a change in operational mode as humanly possible.

Undoubtedly there will be many new challenges come to light throughout the year and one would hope that the opportunities created may be satisfied by current HP people, it's therefore imperative that as each of you discuss your evaluation with your supervisors you make it clear what your ambitions for the future may be. Without management's full knowledge of your future career it is sometimes difficult to ensure that everyone has been considered for a particular position.

J. WARMINGTON

HP NEW ZEALAND LIVE IT UP AT TENTH ANNIVERSARY CELEBRATIONS IN WELLINGTON AND AUCKLAND

We celebrated our 10th anniversary shortly after Australia, entertaining with dinners in Auckland and Wellington.

Auckland tried out a new Chinese restaurant "The Dynasty" and if the fact that we were the last to leave is any indication, all staff enjoyed the evening.

Wellington also tried a new venue, "The Burma Lodge" a few miles from the city. We invited as special guests Derek and Deanne Barlow and Jonathon Crawford, the New Zealand resident director. Again, we were the last to leave and while we were not as adventurous as Melbourne or Sydney offices, a few acts of gymnastics occurred on the dance floor.

WAYNE SQUIRES TALKS ON 10 YEARS OF HP IN NEW ZEALAND

In the 10 years of presence in New Zealand, HP has come full circle. Starting in Wellington on September 1, 1967, Hewlett-Packard (N.Z.) Ltd. was the Eastern District of HP Australia. Now, in 1977, New Zealand is again the Eastern District, achieving greater efficiency by using common resources.

Don Watson opened the first office in Kent Terrace, Wellington with a secretary and a lot of work in front of him. It was in this location that they weathered the storm that sank the "Wahine", when the windows had to be roped closed to prevent them breaking in the wind.

Ian Richards, now Quality Assurance Engineer in Australia joined the company as Service Engineer in November, 1968 and had the longest HP service record of any employee commencing work in New Zealand.

Wayne Squires was the next employee. He started operations from home in Auckland in 1970 with his wife Maureen answering the telephone and secretarial work was done by a public stenographer.
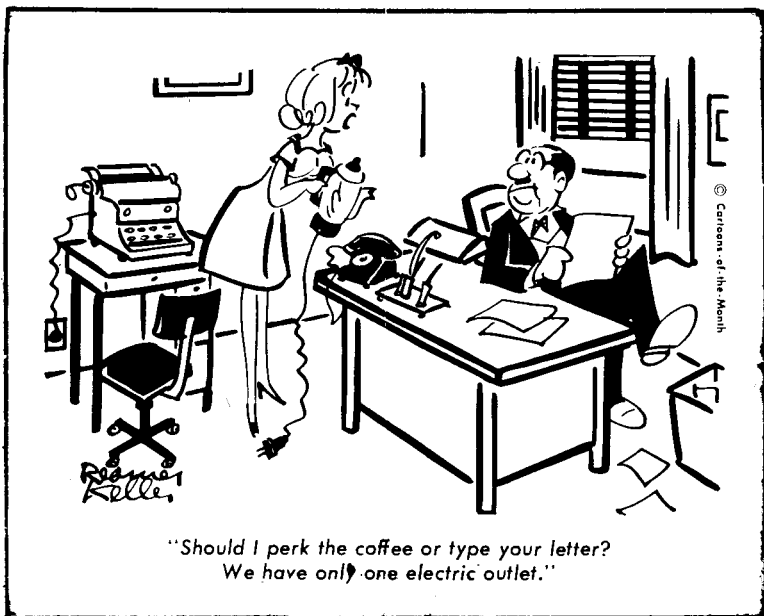
A few months later Ian Parker began selling calculators and Distance Measuring Instruments from Wellington.

At the end of 1970, New Zealand went half way round the circle with Derek Barlow coming from Australia as Country Manager and the organization obtaining country status in the HP organization.

Increased business and staff numbers required larger premises and Dixon Street office was occupied in January, 1971 with, we thought, enough space to keep us going for a long time.

Growth in people numbers and orders proved us wrong, and the present office in Kilburnie was started in 1974, and occupied in June, 1975.

The Auckland office was opened in 1973 with bare walls and floors, no furniture or typewriter and one power point which often led to the situation illustrated.

"Should I perk the coffee or type your letter? We have only one electric outlet."

10 YEARS OF HP IN NEW ZEALAND (Cont'd)

Since then we now occupy three of the ten suites in the building along with dentists, chiropractors and architects. Three years will see us on the move from here.

HP New Zealand made its presence known in 1975 with the large data systems order for the Social Welfare and Inland Revenue Departments. Despite our involvement, we still pay a lot of tax and wait for weeks to obtain our tax rebates. However, this did provide an opportunity to build a very efficient service organization headed by Dave Knight.

As a result of the order, Christchurch service office was opened. Des Spillane now services some of the HP computers closest to the South Pole and is able to drop into a Southern Alp ski field on the way home. However, the guys in Auckland have the best opportunities for leisure living, they enjoy a natural spa bath before bed whilst working in Rotorua and ski at Mt. Ruapehu on Saturday before travelling home.
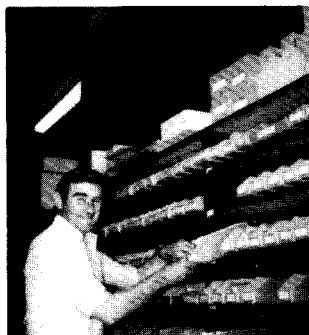
In November 1976, Derek Barlow resigned to set up his own business in Wanganui, a small city 200 miles north of Wellington. This presented the opportunity to implement changes designed to increase the efficiency of HP operations in the South Pacific. New Zealand had come full circle and was again a district of an expanded Australasian operation and was now able to draw on the management and physical resources of Australia to support the growth.

Where does HP New Zealand go from here? It will always be an efficient part of the Australasian area and will continue to grow, but like other New Zealand companies, will be strongly influenced by the fluctuations in the country's economy. The oil price increases hit New Zealand very hard but we at last have a government which is bargaining solidly for fair prices for our primary produce and resources on the world's market. HP (N.Z.) is assisting in this by providing equipment, service and technial support to assist our country to retain its place.

NEW FACES FROM NZ

JOHN THOMPSON, retired Air Force officer, joined HP to replace Frank in the warehouse and he operates a tight organization.

MYRA MOUTON, replaces Cherry Van Roy as Receptionist. Cherry left us when it was necessary for her to move to Christchurch as a result of her husband's promotion.
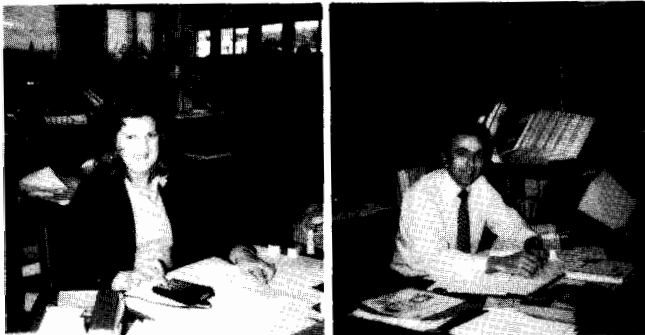

John Thompson.   Myra Mouton.

PAUL NEWMAN, Import-Export Supervisor, in the Wellington office resigned to join Medical Supplies, the distributor for HP medical and analytical products. When he left us, Frank Wilson, Warehouseman dusted off the Custom's Agents Certificate he has held for years and moved into the vacated position.

JOAN JOY is the new Accounts Clerk, replacing Kathy Beckman, who has returned to Australia.

DON LILLIS, Staff Engineer, Instruments & Calculator Groups, joined us in August. Don was employed by Philips Electrical Industries before leaving New Zealand to travel in Europe where he met his wife and now they are home.

Joan Joy.   *Don Lillis.*

JOHN WADSWORTH, Sales Rep Computer Systems, previously employed in HP Australia arrived here the first of January. He spent a few weeks in the Melbourne office, then several weeks in the States, where the very revealing sketch was made, and after a few more weeks in Australia has joined us in New Zealand, which is really his home.

John Wadsworth (from an unusual viewpoint!)

Around the Wellington office, we are beginning to wonder who ROY ARMOUR is. Roy has spent the last 16 weeks in the U.S. on a CE training course, plus a short visit to Scotland, his former home.

DENNIS HOBBS joined on the 21st November 1977 as a Customer Engineer, Data Systems, in Auckland, and is already busy at work during Roy Armour's absence. Dennis worked as an Electronics Technician at Auckland University prior to joining HP.

ICON HEADQUARTERS NEWS

GEORGE COBBE IN NEWLY CREATED ICON POSITION

A new position in Intercontinental Regional Headquarters has been approved by the Executive Council and it is a particular pleasure to advise that George Cobbe, previously Instrument Group Region Marketing Manager, has been appointed as Icon Region Marketing Manager. In this role, George has the responsibility with the Icon Region Marketing Managers and Functional Managers, in conjunction with country management, to ensure close liaison and continued overall strong growth within the region.

Until such time as a successor has been announced to fill the Instrument Group Region Marketing Manager's position, George will continue to have this responsibility.

AND OTHER CHANGES . . .

This opportunity is also taken to advise you all that some changes are also taking place within the Icon Region Administrative area where some functions have been reorganized.

Lloyd Taylor has responsibility for the Controller/Admin. reporting directly to Alan Bickell and with direct responsibility for Finance, EDP/Systems, International physical distribution and indirect responsibility for controllers in South East Asia, Canada, Japan manufacturing and Campinas.

Reporting to Lloyd as Sales Region Controller/Admin. will be Steve Lumm with direct responsibility for Order Processing, Management reporting and Stats, headquarters general accounting, indirect responsibility for service administration and International sales office admin.

INTERNATIONAL VISITORS

ALAN BICKELL, Director ICON Operations.
GEORGE COBBE, Intercontinental Marketing Manager.
JOHN HAYES, ICON Regional Marketing Manager/Medical.
LLOYD TAYLOR, ICON Finance & Admin. Manager.
MARK RYAN, ICON Legal Department.
DICK WARMINGTON, Regional Marketing Manager, Calculators.
DAVE MARTIN, Marketing Manager, Santa Clara D.S.A. & Laser Division.

> We extend our sincere sympathy to Diane Sinclair, Secretary in Service Administration, Melbourne.
>
> Her husband, Kenneth, was killed in an automobile accident on Wednesday, January 18.

NEW FACES

MAY WE INTRODUCE:

The Tenth Anniversary Issue of DEPTH took place of the scheduled September publication. Some of the employees whose photographs appear in this column have been with us for several months, but we want you to know who they are.
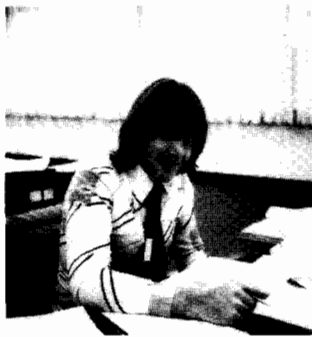
GEOFF BROWN
14 June 77
MELBOURNE,
Warehouseman

ROY CALVETT
20 June 77
MELBOURNE, Laboratory
Technician

PAUL O'BRIEN
1 July 77
MELBOURNE, CE Service
Supervisor, Southern District

BOB RAMSAY
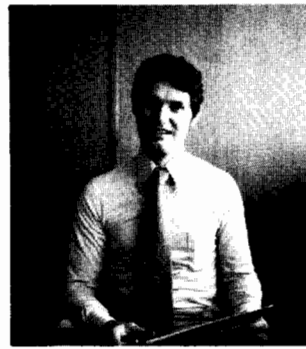4 July 77
MELBOURNE,
Import / Export Clerk

TONY PRIEST
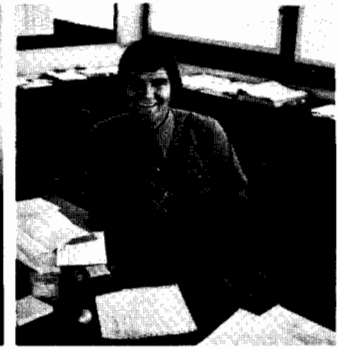11 July 77
MELBOURNE, Service
Technician, Instruments

MARION BURLES
13 July 77
MELBOURNE, Secretary
Instruments Group

RAY DOYLE is the new Staff Engineer in Instruments. Ray has just received his Bachelor's Degree in Electronics Communications Engineering from The Footscray Institute of Technology.

He replaces George Listopad, who has been promoted to FE in the Group.

TONY BEATTON
29 August 77
BRISBANE, Industrial
Calculator Service

STEPHEN ABRAHAMSON
5 September 77
BRISBANE, Industrial
Calculator Field Engineer

HELEN LOWE
5 September 77
ADELAIDE, Receptionist

ALAN HONEYMAN joined as Programmer/Analyst in the Data Centre in October 77 and will replace Arpad Tota when he returns to the United States in June. Alan is a pipe smoker, social drinker and plays squash and chess.

ANNE WICKING commenced January 3, 1978 as Secretary in the Melbourne Computer Systems Group, after completing a Secretarial course at Whitehorse Technical College. Anne has the marked distinction of being the youngest staff member in our Australian operation.

Alan Honeyman.

Anne Wicking.

ANNE KLAFFER joined Canberra office on November 21 as Secretary. Anne has just returned to the work force again after raising her 3 children.
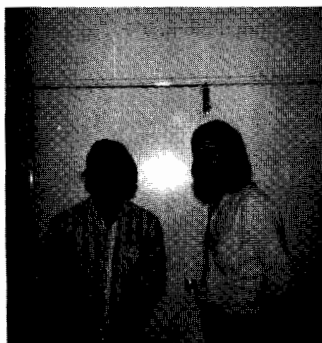
New employees are shown at an Orientation Class presented in Melbourne in December.
From left to right, ROBIN SCHMIDT, Program Leader.

1. VERONICA CONDY, A.P.D. Calculator Service.
2. TERRI SPEARS, Service Repair Admin.
3. IAN STUBBS, Calculator Service Engineer and a transfer from HP Austria. On February 1, Ian transfers to Medical as FE and after training in Singapore will be joining the Perth office.
4. JOHN DALEY, standing, Service Administrator.
5. GRAHAM GUNSON, Customer Engineer/Data Systems.
6. KAY MERCER, Service Repair Admin. Previously employed in the Communications Group and recently returned from the U.K.
7. RON FORSYTH — Order Processing Clerk.
8. WENDY SCHULTZ — Credit Control Clerk and Relief Receptionist.

SYDNEY OFFICE SNIPPETS

GARY BOLER (left) and WIL HYAM (right) have joined the Sydney office as Customer Service Engineers in the Data Systems Group.

WILL has just returned from the States where he attended an A.C.E. Training Course for 8 weeks and GARY will return later this month after HP3000 training.

YVONNE WARNER has transferred from Service to become a Secretary in the Instruments Produces Sales Group.
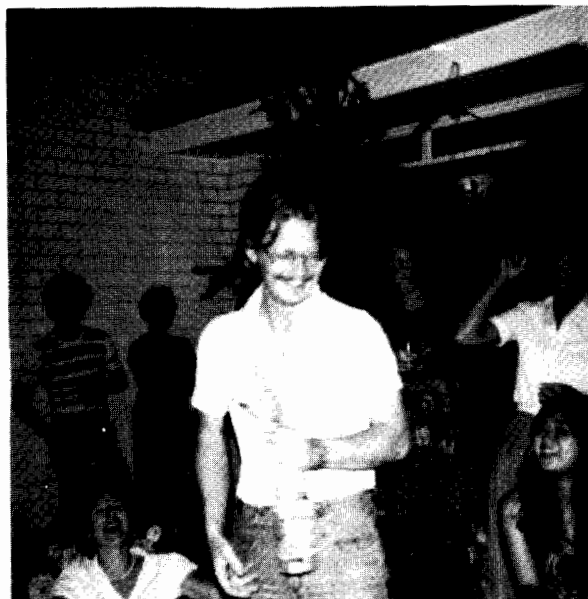
ANGELA BOOTH joined the Computer Systems Sales Group on January 11. Angela recently completed a course of studies at Meadowbank Technical College where she obtained her H.S.C. Prior to her full time studies she was employed by American Hospital Supply and has worked both in Australia and overseas.

Angela hails from the U.K..and emigrated here in 1969. She is married and lives near our Pymble office. She passes her spare time learning to play golf and reading (not at the same time).

FRED TRAUE, originally from Germany, joined the Computer Systems Group in September as a Sales Rep Fred is married and the father of two teenagers.

We gain some and we lose some. SCOTT BAYES, Applications Engineer transferred to YHP in December. Scott will be missed by all in the Sydney office and finding a replacement like him for the position will not be easy. A farewell party for Scott and Sonoko and their son Kearn was held at Shirley Nankervis' home with all Sydney Office staff attending and a Customer Farewell was held at the close of work on December 6th.

STOP PRESS

CHRISTINE ARMSTRONG has just completed a two-year Supervisory Course at Technical College with an A Pass. Well done, Christine!

I.G. Sydney had a very interesting 1977. We had a few exciting things happening.

JOHN HARVEY received an engraved silver key ring from George Cobbe (ICON) for being the top I.G. Sales Engineer in Australia, exceeding his quota by 68%.

John also will receive his silver belt buckle (the first in Australia) from Colorado Springs Division for 25 Logic Analyzers.

GORDON SMITH and ROGER KANE turned media personalities when they gave a lecture each on University Radio within the Post Graduate extension program.

They talked about our Logic Analyzers and the HP-IB

System and gave a demonstration of our instruments together on University T.V.

For the second year in succession HP was the only company invited to talk. All other lecturers in the program were from the University.

Then we thought we were going to see PAUL McQUARRIE on the "Mike Walsh Show" but all we saw was the patient and the HP Foetal Monitor and ancillary equipment.

(And, not to be outdone:

In Melbourne, RUSSELL WARMINGTON was interviewed by Bill Qualding on The Country Hour, 3AR Radio.

He talked about the Consumer Calculator and the benefits derived by the farmer, from its use in his day to day operation. **)**

As this goes to press, ROGER KANE and STEVE WATKINSON are off to the United States for six weeks on a Neophyte (meaning newcomer) course at the Manufacturing Divisions.

The Sydney Office picnic was on December 12 at The Basin in Pittwater. Our Sydney correspondent writes:

A ferry was chartered to take many of the staff and their families to the picnic area, which is accessible only by water. Some came by private boats and others by scheduled ferry service from Palm Beach.

This was the fourth Sydney Office picnic, and the fourth time we have scored good weather (not that the weather in Sydney is ever anything but good).

We departed from the usual barbecue this time, and had chicken with all the usual good things.

The children were delighted by a visit from Father Christmas who passed out lollies to all of them.

He was really borrowed from another party taking place in the same area. Ever watchful Chris Armstrong spotted him going into the Gentlemens' Lounge to change into Father Christmas. A bit of fast talking by Chris persuaded him to join the HP picnic, and — A GOOD TIME WAS HAD BY ALL.

RON PRITCHARD, TRAFFIC MANAGER, SAW IT THIS WAY IN MELBOURNE:

It was a quiet peaceful place down near the beach at Rosebud. The occasion was the annual company picnic for HP employees and their families.

This year the event was held late in November, to bring it closer to Christmas and so add a little of the festive season spirit to the day. Most people came well prepared with large appetites, insatiable thirsts and kids with boundless energy. The weather was typical of a warm predictable spring day in Melbourne, even the sun was shining.

The lunch consisted of delicious tender Victorian beef, (Victorian referring to the State, not the era). Chefs for the delicious barbecue lunch were John Warmington (though he hadn't meant to be), Roger Bailey, John Springall and that British chap, Windsor.

The further the day went on, the louder the laughter became. Races for the youngsters were followed by novelty races for the adults. Bill and Sue Thomas showed what an advantage their height is in the three legged race. They fell across the line to take out first prize. There was some conjecture as to whether, in fact, they even left the starting point. In the sack race Bruce Marsh should have received a prize for the best "flying" effort of the day as in desperation he made a lunge at the tape with both feet off the ground, head in air, literally flying by the seat of his pants. No doubt we have some budding young Olympians in our midst as was indicated by the enthusiasm and confidence shown by the younger candidates in the early races.

One of the highlights of the day was the watermelon eating contest. There was considerable interest shown in the technique displayed by Geoff Brown who managed to take off first prize by squashing his piece of watermelon to oblivion and pushing three other contestants' watermelons off the table. We have been assured by Monika Waffler that she never eats that way at home, only when dining out.

The day was wound down for most with a walk around the 400 odd acres of bushland and/or taking the kids to the amusement area for a ride on the swings, the giant slide, ponies and possibly a jump on one of the trampolines.

At the end of the day there were many tired little legs, full tummies and several worn out parents; and as they climbed in their cars and headed in the direction of Melbourne, Peninsula Gardens again returned to a quiet peaceful place down near the beach at Rosebud.

Comments the following week made it obvious that the FY78 picnic was the best yet.

Credit and many thanks for the planning of the day go to Geoff Windsor, Kay Nimiczeck and Sara Ross but credit for the enjoyment and enthusiastic participation must be shared by all who attended.

By the way, for those enquiring about the leftover watermelons — we're keeping them for 1978.

OPERATIONS COUNCIL MEETS AT EILDON

The first Meeting of an Expanded Operations Council was held at Eildon over the period November 27 through 30. The Meeting was attended by the Branch Managers (except for David Chambers who was in U.S.A. and Dick Graf, who was ill), the Functional Managers and, on this occasion, the Meeting coincided with a visit to Melbourne by Alan Bickell. Alan, of course, is the Director of Intercontinental Operations.

The theme of the Meeting was to review just what changes we might expect within Australia and New Zealand over the next five years in terms of Managers, Sales and Service resources, and facilities.

The next five years will see the volume of orders easily double over last year's record level and will necessarily mean the addition of many more staff to our HP team.

Further Meetings of the Operations Council are scheduled in March, May, July, September and November of 1978.

"COMPUTACONCERT"

Elyakum Shapirra and the Adelaide Symphony Orchestra

Chris Simpson and the HP 9830A Calculator.

A series of "Family Concerts" are held each season in various capital cities. Aimed at parents and children, they are mixed, lighter programs of music, scheduled for early evening.

The conductor of the Adelaide Symphony Orchestra Elyakum Shapirra, wanted the final concert in his series (also the last before he returned to USA) to be an enjoyable, unusual one. Ten years ago in Baltimore, he organized a "COMPUTACONCERT" and used a physically huge computer on stage to establish the audience's selection of works for the night. He decided to do the same for this concert, and contacted Ron Lomax of our Adelaide office.

HP provided a 9830A Calculator, 9866B Printer and 9869A Card Reader for the evening. Chris Simpson designed an easy-to-fill-out card layout, and a program to read the audience's cards, reject any inconsistent entries, and calculate the popular choice of items for the evening, printing out the final results.

On the evening of Friday, September 16, 1977, HP staff (suitably adorned) mingled with the ushers at Adelaide Town Hall, distributing the pre-printed computer cards, HB pencils, and instruction sheets to each member of the audience. As the starting time drew near, Chris addressed the audience, using whyte-board and pointer, to explain how to fill in the cards. The compere also spoke about the 9830 calculator system, making amusing comparisons with the size of the equipment used in Baltimore, and mentioned the name of Hewlett-Packard frequently.

At 7 pm, the Governor of South Australia entered to the roll of drums. The conductor then began some suitable "computer music" whilst the cards were collected and fed into the Card Reader (with much flashing of displays and beeping of rejects). Mr. Shapirra displayed a unique sense of humour by also pre-arranging sound effects culminating in a loud crash of breaking glass, then dead silence while Chris feigned a horror-struck look at the equipment.

Mr. Shapirra stopped the music several times to see if all was ready! Finally he hurtled from his stand, waving his own card, which was duly gobbled up with an amusing GERLUP!!

Soon the results were printed and put into envelopes (one per segment of the concert) which were handed one at a time to the compere at the appropriate moments.

The six concert segments ranged from "Rossini Overtures" to a rousing finale of "Famous Marches". The audience appeared to enjoy it so much that all three "Famous Marches" were played in the end.

Fortunately, we did **not** have to press the PANIC button, which was ready to spit out imaginary but feasible results in the case of disaster!

Mr. Shapirra appeared to be very pleased.

COMBINED NATIONAL SALES MEETING

A joint Industrial Calculator/Instruments National Sales Meeting was held at the Cumberland in Marysville.

The meeting was for the purpose of up-dating product training for the Field Engineers in their separate disciplines and then they combined forces in the areas in which they work together. DICK WARMINGTON, Regional Marketing Manager, Calculators, attended the meeting. The Cumberland is in the mountains away from the "Nightlife of the City", and for entertainment a Cabaret show with attendees as entertainers was presented. The talent was really unbelievable.

Hamlet Portia William Thomas, who we feel sure is grateful to his wife, Sue, for the excellent script writing, delivered the following oratory.

TO BE AN FE OR NOT TO BE AN FE? — THAT IS THE QUESTION.
WHETHER 'TIS NOBLER IN THE MIND TO SUFFER THE SLINGS AND ARROWS OF OUTRAGEOUS MANAGERS, OR TO TAKE ARMS AGAINST A SEA OF COMPETITORS, AND BY OPPOSING — END THEM. TO **SELL** TO LOSE NO MORE. AND BY A SALE WE SAY WE END THE HEARTACHE AND THE THOUSAND NATURAL DOUBTS SALESMEN ARE HEIR TO: 'TIS A CONSUMMATION DEVOUTLY TO BE WISHED. TO WIN, TO SELL, TO SELL: PERCHANCE TO BE PAID: AY! THERE'S THE RUB, FOR IN THOSE SALES OF CALCS, WHAT COMMISSION MAY COME WHEN WE HAVE SHUFFLED OFF ACCOUNTS RECEIVABLE MUST GIVE US PAUSE.
THE QUALITY OF A CALCULATOR IS NOT STRAINED, IT DROPPETH IN A GENTLE JUMBO FROM LOVELAND

INTO THE BOND STORE BENEATH: IT IS TWICE BLESSED, IT BLESSETH HIM THAT SELLS AND HIM THAT BUYS, 'TIS MIGHTIEST IN THE MIGHTIEST: IT BECOMES THE SURVEYOR BETTER THAN HIS CURTA, HIS DISTANCE METER SHOWS THE FORCE OF INFRA RED POWER, THE ATTRIBUTE TO AWE AND THE SURVEYOR GENERAL.

MONITORING AND CONTROL SEMINARS

During September, the Instrument Group in conjunction with the Computing Products Group, held a series of Seminars for technical management.

The aim of these Seminars was to present new ideas to technical management in a structured manner. As such, the first Seminar presented a general non-technical overview of computation and monitoring for those managers who wished to get a general understanding of applications in this field, but not involved with technical details. The remaining Seminars were of a more specific nature, culminating in the technical process control Seminar.

The four Seminars were to be held on two consecutive days, however, due to the unforeseen response, the Seminars had to be repeated. As well as these repeated Seminars, further people called expressing interest in a further repeat series early in the New Year.

The average attendance per Seminar was about 30 people, and many of these filled out a detailed questionnaire and requested further information and literature.

We are now in the process of following up the prospects generated by these Seminars, and hope to obtain a number of orders.

Thanks must be given to those who helped make these series of Seminars so very successful.

SALES BASICS

We ran a Train-the-Trainer session for the new HP Sales Basics Course in December. Three Product Sales Managers and eight District Managers attended plus Jim Creed, Marcom Manager. The Course Leaders were George Cobbe, Intercontinental Marketing Manager and John Hayes, Icon Regional Marketing Manager/Medical.

The Trainers agreed at the end of the program that it has a great deal to offer all existing and new field sales staff.

If anything, the program is inappropriately named. Rather than teaching Sales Basics it really examines the fundamental sales processes and ways in which sales people can develop and improve their skills.

Throughout the balance of FY78, courses will be run in Sydney and Melbourne and all Field Engineers, Sales Representatives and Staff Engineers will attend one of these sessions. We anticipate that it will be necessary to run five programs this year and so organise the attendees' lists, that there is a fair representation of experienced and inexperienced field sales staff, multi-discipline and wherever possible inter-office groups. New Zealand field sales staff will also participate.,

The programme schedule will be available at the end of January. The first course will be in Melbourne the week beginning January 23 with a total of twelve participants.
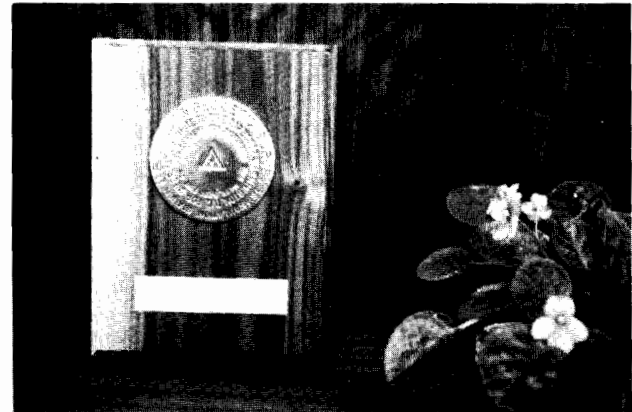
SERVICE DEPARTMENT LUNCHEON

The Service Department held its annual lunch at the HP Melbourne new barbecue area.

HP CIVIL ENGINEERING DIVISION RECOGNIZES SANDRA McCANN'S OUTSTANDING CONTRIBUTION.

SANDRA McCANN, secretary in the Perth Office is shown receiving the **Bench Mark Appreciation Award**, from Mike Canvin. It was awarded to her for her initiative in the pursuit of business for C.E.D. products.

Below is a closeup of the plaque and the letter from Dixon Hill, Marketing Manager, C.E.D., which accompanied it.

HEWLETT [hp] PACKARD

CIVIL ENGINEERING DIVISION P.O Box 301, Loveland, Colorado 80537, Telephone 303 667 5000

July 25, 1977

Sandra McCann
Hewlett-Packard Australia Pty., Ltd.
141 Stirling Highway
Nedlands, W. Z. 60009
Australia

Dear Sandra,

I understand that earlier this year you showed your true self by going after perspective business for Civil Engineering Division products. John Bierke reports that you saw the need and opportunity for a direct mail program for Western Australia and handled the whole program yourself, including getting the list, writing the letter, mailing the package, answering the inquiries and even directing some field engineers activities on the leads. Rumor has it that you are taking over the territory and also have a plan for keeping Brian Smith and Grey Morgan in line exploiting every possible sale of our products.

But seriously, we really appreciate your energy and enthusiasm in pursuing sales for CED. As a token of gratitude, we have created the CED "Bench Mark Appreciation" Award which we would like you to have. The first two awards are being presented to you and Marlene Escher in Johannesburg, South Africa. The brass disc on the walnut plaque is an example of the "hub" used by the United States Coast and Geodetic Survey. This is a national agency which very precisely established points which become the basis for all land surveys. H-P equipment is used for many of the surveys made to establish these points. Each country around the world has a very similar agency chartered to survey and establish these first order control points. Symbolically we have created our "Bench Mark Appreciation" Award to recognize individual performance which is the basis of CED's overall success.

It is really exciting to visit H-P offices around the world and meet people like yourself who really put forth the extra effort to help sell each and every product. We look forward to your continued help and stand ready to assist you in any way we can. Thank you again for your help.

DHH/fc

Sincerely,

Dixon Hill

Dixon H. Hill
Civil Engineering Division
Marketing Manager

cc: John Harrington
Grey Morgan
John Bierke
Brian Smith
George Cobbe

CONGRATULATIONS

Congratulations to CHRIS and JACKYE SIMPSON on the birth of their daughter, ANNA, born June 23, 1977. Chris is Applications Engineer in the Melbourne Calculator Group.

To BRENDA and MIKE CANVIN, Instruments F.E. in Perth, a son was born on December 15.

ALAN THOMPSON will never forget the introduction of QWERT in Wellington. Ted Cooke and Ron Davis were on tenderhooks, expecting to have to do all the work without Alan because he and Rosemary were expecting an introduction of their own. However, Rachael timed her entrance into the world very well, only a few hours after the QWERT seminar. Congratulations to ROSEMARY and ALAN.

Recently married, GLORIA UNDERWOOD to DOUG HARRIS. Gloria is a secretary in the Sydney Instruments Group.

GUILLAIN JEROME MULLER weighing 9 pounds 2 oz. and 21 inches tall arrived at 2.20 A.M. on January 24, 1978.

He is the son of Genevieve and Mike Muller. Mike is Medical/Analytical P.S.M., Melbourne Office.

MIKE WOODHAMS, Systems Engineer, Computer Systems Group, won the Victorian Chess title in November and is now ranked No. 3 in Australia.

He is in Perth on vacation and is competing in the contest for the Australian Title.

We were not able to find out about his Chess game, but we did learn that he called in at the Perth office and thereafter spent part of his vacation, solving a DATA SYSTEMS problem.

BRUCE MARSH MOVES TO COMPUTER SYSTEMS GROUP IN NEW MANAGERIAL POSITION

Tony Cookes has announced that BRUCE MARSH, Service Manager, Instruments, Medical and Analytical, has been appointed Systems Engineering Manager, a new position in the Computer Systems Group. He will be responsible for the organization and administration of the Australian Systems Engineering Organization.

He will move into the new position on February 1.

Bruce is one of the original H.P. Australia employees and will celebrate his 15th year of service in 1979.

He lives at Aspendale with his wife Judy and his two children Allison and Andrew.

HAVE YOU MET GWEN ?

GWEN WELSH, Secretary to the Calculator P.S.M., Bill Thomas, joined Hewlett-Packard at the time we moved from Glen Iris into our new building in Blackburn, (Melbourne office).

She has two daughters Margaret, 14 years and Vicki 13 years.

Gwen is the owner of the Australian champion Samoyed, KATUSHA MAZEPPA, affectionately called "MESSY". Pride and affection come through when she says, "He's one of the top Samoyeds in Australia; probably the world. He was not shown until he was twelve months old and within five months he had taken the Australian title."

Gwen is shown with some of the prizes won by "Messy" including (for those who know) the Gold Cup for Best Exhibit, Samoyed Club of Victoria.

ANNUAL AWARDS

During Alan Bickell's visit to Australia, he presented awards to employees in recognition of their contribution to HP.
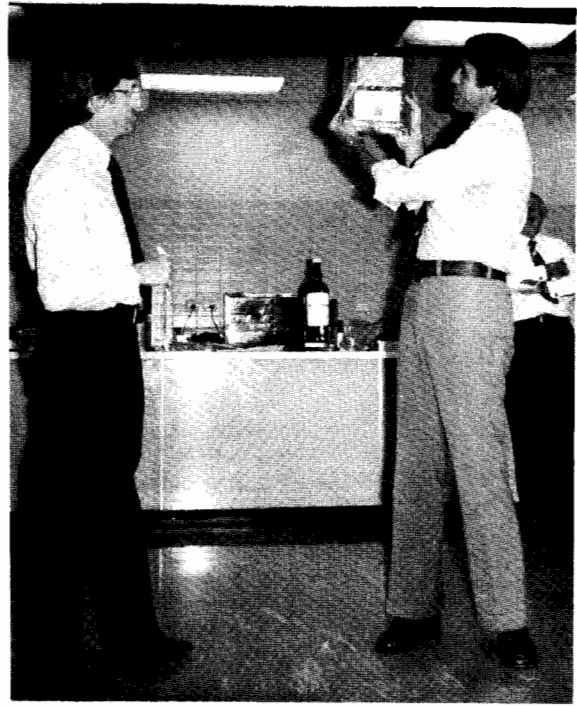

Alan holding the plaque which he presented to John Warmington in recognition of our 10th Anniversary. It shows the Order Volume Achievement for Australia and New Zealand.

Ron Lomax, Adelaide office received the Australasian Industrial Calculators Salesman of the Year Award — A bottle of Scotch — four feet high?

Bill Thomas also received an award, but he won't talk about it. When asked about it, he said, "It's a figment of your imagination" and here is what we imagined we saw. Does "BETTER LUCK NEXT TIME" mean anything to you Bill?

John Schmidt and Kevin Neal were recognized for the best individual performance in Service — Australasian Area. John is an Instrument Technician and Kevin a Customer Engineer, Computer Systems, both in the Melbourne office.

Perth Service — The award for MOST IMPROVED SERVICE PERFORMANCE went to Perth Service Department. It was accepted for them by Geoff Windsor.

The Computer Systems Group with Tony Cookes as PSM won the Intercontinental Operations Award for TOP SALES PERFORMANCE IN FY77. It was accepted on behalf of the Group by Sheila Lowe, Secretary to Tony.

John Harvey, Sydney Office was recognized as Salesman of the Year in the Australasian Instruments Group.

DECEMBER IS SERVICE AWARD TIME

Alan Bickell presented Service Awards to employees in recognition of their years at HP.

FIVE YEAR AWARDS were presented to:

John Antonello
Christine Armstrong
Roger Bailey
Leslie Clark
Adrian Farrell
Miriam Higgs
Bruce Ibbotson
Michael Mallalieu
Annette Morgan
Harold Norrie
Michael Stevens
David Chambers
Matthew Wallace
Russell Warmington
Wendy Mosden
Margot Darlison
James Lane

Receiving TEN YEAR AWARDS were:

Don Simmons
Bill Thomas

John Warmington holds the Stock Certificate for ten shares of HP Stock which is presented to each employe with ten years' service. Walter Buturlin, a recipient in 1976, looks on.

FIFTEEN YEAR AWARDS went to:

John Springall and   John Biggins.

INTERNATIONAL TRAVEL (Behind the scenes) by Joy Wingard

I guess if we could check out all international travellers on the trials and tribulations of ensuring their baggage arrives at the destination with them, we would have many stories to relate; but I feel the following is well worth reporting:

Alan Bickell, Director of Intercontinental Operations who visited Australia in December decided to hand carry the Service Awards for our area — wouldn't you know it, the airline lost his luggage! How Alan existed without any baggage for four days still remains a mystery, and no doubt therein lies another story.

Our Service Award presentations were to be made at 4.00 pm on Thursday, December 1; at 3.59 pm Alan's baggage was still on its way to our office in a taxi! The taxi driver was looking for a house to deliver the luggage to and was seen sailing right past our office to the other end of the street.

Oh for a movie camera! John Warmington and Alan Bickell running up Joseph Street chasing a taxi cab . . . me holding the front door open to save time; a quick dash up the stairs, rummage through the luggage and then to the Canteen on the run with the Awards.

At 4.05 pm the presentation of the Awards commenced with very few people aware of the panic just prior to the event.

All present commented on how well the presentations were received and also on Alan's kind words about the efforts during FY77 of HP Australia.

"BETTER LATE THAN NEVER"

A novel presentation was made to Gray Morgan, Sales Manager for the Instrument Group on Monday, November 14 in our Canteen.

An order from Telecom for just under a half-million Australian dollars was collected that morning by the responsible FE's — namely Don Simmons and Ian Johnston. This order was expected during FY77 but did not eventuate in time to allow Instrument Group to come in over quota as anticipated.

John Bieske, DDM for Southern Area Instruments got together with Don and Ian to gift wrap the order (many, many boxes and layers of paper for Gray to do battle with), suitable speeches were made together with quite a bit of play acting (or should I say hamming it up).

It certainly gives the Instrument Group a flying start for FY78!

Pictured left to right: Gray Morgan, John Bieske, Don Simmons and Ian Johnston.

"HAVE A NICE DAY"

A day that brings smiles to the faces of HP Employees.
John Warmington distributes Profit Share cheques.

"THE CHRISTMAS BARREL"

Many thanks to the generous HP staff who donated toys to the appeal for the Reach Out For Kids Foundation (ROK), which was instigated by the Melbourne Calculator Group.

More About ROK . . .
There are many children in our community in need of help, of understanding, of companionship; children whose lives could be made more meaningful and satisfying if that help were available.

Reach Out For Kids is an organization that tries to provide that help. ROK is run by voluntary helpers under the leadership of a full time administrator.

ROK provides counselling services, camps, excursions, family fun days, bike hikes and many other activities for kids who may be emotionally, socially or economically deprived.

One of ROK's major activities is the running of camps for kids. At least twenty days of camping is provided each year for each child, some of whom have never been camping before. The camps are well-run by a large team of voluntary youth leaders. At each camp there is a ratio of one leader to two children. The leaders, who are trained by ROK, undertake follow-up work with the children between camps.

ROK started in 1972 by running camps for kids and has now developed into a worthwhile, viable community organization. The kids in ROK are referred by social workers, Council youth workers, the police, probation officers, the Education Department, ministers of religion and children's homes.

Anyone who is interested in learning more about ROK and how to help the children, please contact Lynne Comben.

TYPESETTING BY VERHOEF GRAPHICS