

epth depth dep

FOR AUSTRALIAN AND NEW ZEALAND
STAFF AND FAMILIES
OF HEWLETT-PACKARD



No 12 October, 1983



• Dr David Booker, Managing Director of Hewlett-Packard Australia Ltd, explains equipment to Mr John Cain, Premier of Victoria, after Mr Cain had opened the Melbourne building extensions on August 3.

Critical Quarter

Every possible effort must be made to build sales in this critical fourth quarter of 1983 if we are to enter 1984 with a healthy book of orders that will keep shipments flowing in spite of the Christmas and New Year shut-down of many of Australia's industries.

It cannot be said too often that we in Australia and New Zealand are primarily a sales organisation.

Support and service are vital ingredients in making sales and maintaining customer satisfaction - no HP manager would stay in his job if he or she thought otherwise - but at every level we should see that without sales there is nothing to instal, nothing to service.

The responsibility to get orders rests with our sales representatives and they, in turn, depend directly on many other functional people to be operative: order processing, accounts, customs, etc. Every additional minute that a sales person can spend with customers because of help given by support people can bring in more orders. It is a great responsibility, so they have every right to expect the best from all of us.

Competition is fierce in the market place. Determination, intelligence, painstaking preparation, sustained concentration and long hours on the job are contributions that sales people must constantly make to achieve success, not only for themselves but for all in the company.

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New Ranking

Hewlett-Packard is ranked 81 in Fortune magazine's annual directory of the 500 largest US companies, based on 1982 sales. The company moved up 29 places from its ranking of 110 in the previous directory.

This continued a steady upward trend: previous rankings were 120, 150, 167 and 184.

In the key category of earnings per share, HP ranked 26th in growth rate (23.82%) in the 10-year period from 1972 to 1982.

Changes are occurring in Australasia that reflect its growing importance in the world-wide HP family.

Nearly two years ago New Zealand became a full subsidiary with the key appointment of Wayne Squires as Managing Director.

On November 1, Australia will become a region, giving us more autonomy and visibility but also more responsibilities.

In preparation for its wider role, HP Australia has almost completed its reorganisation into Northern and Southern Zones.

The Zones will be the tactical arm of the company. Each is being given all of the support and service facilities it needs, with considerable authority for day to day decision-making within its territory. Each will be able to pursue initiatives to build sales and maintain customer satisfaction.

The head office in Melbourne will be accountable to Palo Alto for performance of the Zones and New Zealand but its responsibilities will also be strategic. The Zones will mostly be concerned with the 'who' and 'how' and head office with the 'what' and 'when' decisions.

Much of the administrative and accounting work that was done at Intercon will now be done in Australia.

But there is no intention of allowing a centralised bureaucracy to develop in Melbourne. Watchwords for head office will be "lean and mean."

DAVID BOOKER

The preface to the directory said that overall profits of the 500 companies fell 27.1% from the 1981 level (or 33.2% in real terms after adjustment for inflation of 6.1% as measured by the consumer price index).

It represented "the largest earnings dip in the history of the top 500." Fifty-eight companies reported losses in 1982, another record for the leaders.

On July 31 last, HP President and Chief Executive Officer John Young announced a two-for-one split of the company's common stock, which increased the total cash dividend payout by 20%. ■

depth

is published for staff and families of Hewlett-Packard in Australia and New Zealand - people like:



PETER SIMPSON
Clerk/12 (Melbourne)
and



RHYS GATES
Facilities Supervisor (Sydney)

Trail Blazers

Russell Warmington, Area Compensation and Benefits Manager, has been appointed to a management position at Intercontinental headquarters.

Russell will become Intercontinental Compensation and Benefits Manager with responsibilities for Australasia, Argentina, Venezuela, Brazil, Mexico, Puerto Rico, Malaysia, Singapore, Hong Kong and Taiwan.

Much of his work time will be spent travelling and he plans a lot of vacation touring in the United States with his family.

Russell sees great challenge in helping tailor benefit plans to the varied political, economic and cultural conditions encountered in his territory.

"Argentina has inflation running at 200% a year. Imagine problems of devising a retirement plan for employees going out in 2013," he says.

Russell will take wife Sue, Denise, 5, and Alan, almost 3, to Palo Alto.

Russell has worked as the Benefits and Compensation Manager for three years. Other than working in Personnel, he has had experience in computer sales with HP, which he joined in 1973. He started in Instrument Group as Service Engineer working for Ian Richards in the Standards Laboratory.

Before that he worked in the warehouse during school vacations.

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Another to attract attention to Australia is AAC Marketing Engineer Jeff Gomes, who has been appointed Product Marketing Manager with HP Germany in its Administrative Productivity Operations Group.

This follows work he did as project manager for beta testing of an HP accounting product at Gadsden Australia Ltd in Melbourne.

It was the first time HP Australia had been given responsibility for product development. The task was to 'localise' the product. Adapting it to meet another country's special legal and tax require-



● Jeff Gomes (left) and Russell Warmington . . . about to take up important posts overseas

ments was one task; modifying spelling (like 'check' to 'cheque') was another.

Jeff was born and educated in India. He came from Repco where he had held a variety of accounting appointments.

He has been 12 years in Australia. He's learning German.

"It's not essential because all the Germans at Boeblingen speak English but I'm not letting them get away with anything," he said as he prepared to fly out.

When he joined John Cromie at AAC about a year ago there were three in the section. Today there are 30.

Jeff is single. He expects to be in Boeblingen for two or three years. ■



● Phil Perry, Staff Sales Representative (02), Northern Zone Sales Award Winner for July . . . with 363% of quota

Blackburn Expansion

Our impressive head office expansion at Joseph Street was officially opened on August 3 by the Premier of Victoria, Mr John Cain, who quipped:

"I'm aware of the staggering growth rates reported in the computer industry - even during these recessionary times. But on the evidence of this building's expansion, Hewlett-Packard seems to want to bring about a computer-led economic recovery all on its own."

More seriously, the Premier said HP had played an important role in developing the computer industry in Australia and creating employment. It employed more than 500 throughout Australia.

Space in the extended building had been doubled to provide better facilities for customers and staff. He was sure the \$5 million had been well spent.

Mr Cain unveiled a handsome commemorative plaque. He and more than 200 other guests were welcomed by Managing Director David Booker. ■

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It usually takes more than three weeks to prepare a good impromptu speech.

Mark Twain, 1835-1910

Employee Assistance

Staff of Hewlett-Packard can call on the company's Employee Assistance Program for personal and family crisis counselling.

Counselling extends to problems associated with alcohol, drugs, marriage, finances, cultural assimilation, stress and other emotional situations.

An employee who recognises he or she has a problem, personally or with dependants, may seek help in strict confidence.

The Personnel Department will refer the person to an appropriate outside professional consultant.

All counselling is done away from the company's premises. ■

Disabled Helped

Hewlett-Packard Australia is an Associate Company of Nadow Australia and Keith Burson, Sydney Personnel Officer, is HP's enthusiastic representative.

Nadow was formed in Sydney in 1965 to help the physically disabled learn office and computer skills and then to acquire the job experience that many employers insist on.

Able-bodied people know well enough the Catch 22 problem of having no work experience and needing a job to get it - but finding many employers unwilling to help with that first step towards a place in the work force. Keith says it is much worse for the disabled.

Irrespective of whether disabled people are ideally suited for training in some branches of data processing, Nadow insists on everyone undergoing a 13 weeks' course covering basic office skills. An acceptable standard of office discipline, grooming, attendance, punctuality and work tolerance is required.

Then, hopefully, comes a six months' on-the-job training course for a computer operator, arranged with the co-operation of an Associate Company like Hewlett-Packard.

Nadow says its trainees graduate with above average



● Cheryl Gray, top Sales Representative (02) for Southern Zone for August, received congratulations, the cup and champagne from Bill Terry, Executive Vice-President of Hewlett-Packard Co, who was visiting from Palo Alto.

● Sandra Bateman won in July.

Adelaide Starts Social Club

Sandra Carter, president of the Adelaide HP Social Club, reported: "Our very first function was a night at Cross Road Bowls. We started at 7 pm with a cheap but pleasant meal at the Pancake Parlor & Steakhouse on Goodwood Road.

"I'm not sure if this fare weighed heavily on anyone but Ralph Baer was really the only one to perform in the fast lane.

"At 9 pm 15 people (eight visitors) 'threw' the balls down the often too narrow lanes. Yves Knezy top scored but Suzanne Atkins (who swears she hadn't been training) was most consistent. Sue Tonkin and Graham Palmer were most improved. Graham began with a slight tumble but in the return match lead his team brilliantly... in defeat.

"It was a great fun night and a successful start for the Club. ■

capabilities. It points out that the new technology is creating a large number of new jobs with not enough skilled people to fill them. It says the obvious answer is to train physically disabled people and there are plenty from whom to recruit. There are 1.5 million in Australia. ■

Passing On The Message

Not only have the first Quality Teams in Melbourne worked hard at getting established - in a year-long pilot project for other branch offices to learn from - but assistance has been offered outside the company.

Members of "The Quality Seekers" - Joanne Drew, Sue Saultry and Kerri Lambert - visited Australian Motor Industries Ltd to offer their experience.

They told the Toyota people what they had done on "stationery ordering and distribution".

Mr J A Brown, Divisional Manager, Supply and Manufacturing, wrote: "The presentation, along with the advice offered, was first class. Our confidence has been boosted considerably. Joanne, Sue and Kerri are a credit to your organisation."

"The Hewlett-Packard" team recently completed its first project - the warehouse foam gun installation. It examined safety, maintenance, and user and work flow issues related to the correct location and installation of the foam gun.

Its recommendations, fully approved by David Booker and the Executive Committee, will save about \$1000 in repairs and improve productivity by at least 20%.

"The Instrumentalists" team comprises five SFO1 Service Engineers. It made its first presentation to the Executive Committee in July, recommending a more efficient method of locating instruments logged in for repair.

It suggested a change to the method of logging and identifying instruments. The Service Coordinator now adds the Repair-Order number to the Instrument Tag at the time repair orders are generated.

It should save service engineers several hours a week searching for the next instrument to be repaired and represents a cost saving of around \$800 a week.

The Executive Committee was impressed by the simplicity of the solution.



Chris Armstrong is chairing a steering committee to introduce Quality Teams to Sydney. It comprises Keith Burson, Duncan Coles, Bruce Maxwell, Gray Morgan, Chris Moyle, Tim O'Sullivan, Val Ryan and Joanne Turton.

First comes selection of pilot teams and then a training course for leaders. ■

TOP

● Sue Saultry, of HP's "Quality Seekers", explains cost savings to the Toyota Quality Circle. With her are Kerri Lambert (left) and HP team leader, Joanne Drew.

Toyota accountants had been finding it difficult to relate the Quality Team (or Circle) concept to the office environment.



CENTRE

● Tony Johnson, Rowland Crosse, Doug Hayne (leader of "The Instrumentalists"), Bill Cerutty and Bill Hitchcock . . . pleased with the reception they got for their presentation.



BELOW

● Bill Allison (leader of "The Hewlett Packers") holds the foam gun which was the subject of a cost effectiveness study. From left: Steve Watkinson (Facilitator), David Wiggett, Geoff Brown, Adrian Weiss, Bob Hands, Don Mays and Mike Lee.



Money Maker

When Marcom Manager Peter Delbridge suggests that Legal Accountant Chris Leong would make an interesting story for Depth, you wonder.

"He plays the money market," says Peter. "I've seen him with a cheque for \$250,000."

Chris cheerfully admits to big deals in the money market - not a piker's \$250,000 but running into millions. However, he quickly assures you it's strictly legit. He's responsible for HP's cash management and it's not unusual for him to have \$10 million out on the short-term money market.

He's a diplomate in business studies at Prahran College of Advanced Education and is working on a post-graduate diploma at Swinburne.



Careful management of a company's cash can establish an important profit centre. In simplest terms, big companies that efficiently manage their deliveries, invoicing, terms and collections can accumulate large amounts of cash without immediate need to spend it.

People like Chris have to make sure there are funds available on the day they are needed for big outlays on such items as wages, taxation and payments to suppliers. Many calls fall fortnightly or monthly and when they are

covered there can be big balances that someone else will borrow for short periods.

The shortest term is called "the 11 am market." Loans have to be repaid at 11 am next day. There are 24-hr and seven, 30 and 60-day borrowings.

Each morning Chris works out how much he can safely lend and phones around the merchant banks to see who is interested. He knows that sometimes they will be even more interested in the afternoon and he will hold back for better interest.

Rates fluctuate widely according to supply and demand - from 10 to 60 percent - but remember that 60 per cent on the 24-hr market needs to be divided by 365 to determine what the borrower will have to pay.

Adventurous lenders can easily get fingers burnt. A good rule is

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Want to borrow a million or so?

For the penthouse or the 12-metre yacht you have always wanted?

Chris Leong can get you set.

But he might call it in next morning.

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not to be too greedy. HP isn't really in the gambling business, so its lending is done against securities, such as bank bills.

The short-term market has side benefits. Lending Australian dollars for repayment in American can be helpful to an international company like HP Australia which gets payment in local currency for sales but pays in American dollars for shipments.

Chris' father worked for Shell in Brunei before bringing his family to Australia. Chris and wife Lillian have a son, Philip, aged two. ■

Student Work Experience

Nineteen secondary school students have been accepted for work experience with HP Australia in 1983

They are in Year 10 or 11 and aged 15 to 16 - students like Andrew Charalambous, who came from East Doncaster High School in April for a preview of what the real work place is like.

The work experience program suffered in its early years because the onus of workers' compensation was entirely on employers. About five years ago, the Victorian Education Department accepted responsibility and the program picked up momentum.

New South Wales followed Victoria with appropriate legislation.

At first students came for a day a week for 10 weeks but now they are more likely to visit in a two-week block.

HP participates in the program in Melbourne and Sydney. There it is easier to accommodate guests with their bigger staffs.

Personnel Manager Geoff Windsor describes the program as "coming under HP's citizenship objective."

Work experience varies from the highly technical, like personal computer products, to warehousing, stores and administration.

Some students are disabled - deaf or partially blind. Preference is giving to boys and girls from suburbs close to the Sydney and Melbourne offices, although some in Victoria have come from as far afield as the Mornington Peninsula. Some are children of HP employees.

The company pays \$3 a day (mainly to cover travel).

Some who do the program come back when we are busy and need temporary assistance. Conceivably some will join the permanent staff, attracted by what they learned of HP during work experience. ■

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You know very well that after a certain age a man has only one speech.

George Bernard Shaw, 1856-1950

More Funny Running

Back in grandpa and grandma's day, a town didn't rate without a mechanics institute, a band rotunda and a firemen's practice strip. More recently you needed an art gallery or a trotting track. These days you're no one without a massive masochistic fun run.

Well, on a Sunday in August Perth staged its annual City to Surf Fun Run with three of HP's staff participating in the 12 km event.

Glen Taylor advised that two staffers from Dampier Salt, one of Perth's largest HP3000 sites, also ran "to give moral support."

After 'moral' Glen put a question mark in brackets - obviously because the support wasn't strong, rather than that it lacked morality.

"Dampier Salt's Wonderwoman lasted only to the first hill - about 500 metres," she said.

Then added: "The guys recorded excellent times, faster than trials during the previous week. Paul Wighton completed the course in 47.30 min and Ian Stubbs in 50.32 min.

"Brian Holder took a little longer (65 min) but we made allowances because he was pushing his son, Niaal, dressed in a Tarzan outfit like dad.

"The run ended mid-morning and in keeping with the theme of the day Peter Lalor held a 'Get Physical' barbecue at his place. It was a great day with everyone joining in - leotards, track suits and satin shorts, appropriate gear for some fast action fun.

Peter was delighted when the revellers dispersed about 5 pm but dismayed when they all came back two hours later. By 10.30 everyone was exhausted. Monday morning was a bit hard to take." ■

Rousing Cheers

- **To Australia II for its thrilling America's Cup triumph.**
- **To the HP 41 CV system which made so many critical calculations on the way to victory.**



● Ian Stubbs and Brian Holder . . . Perth fun runners



● Receptionist Judy Elliss and Dampier Salt's Tim Mackie share a morsel

AAC's New Pagers

Visual pagers are the latest development in personal portable call equipment and the Australian Applications Centre is now using them with good results.

They enhance the effectiveness of PICS (Phone In Consulting Ser-

vice) by the paged person being able to read a visual message rather than always have to go to the phone to find out why someone is calling.

The pagers permit a more timely response to queries. HP is among Australian innovators using visual pagers for field support. ■

Transfers

Kathy Bazely, Secretary/AAC to Customer Support Representative/AAC (Melbourne).

Jeremy Bowcock, Systems Engineer to Field Engineer/Instrument Group (Sydney).

Phil Clifford, Customer Engineer/CEO (Brisbane) to Technical Support Engineer/TSO (Melbourne).

Nigel Clunes, Systems Engineer/SEO (Brisbane) to Systems Engineer/SEO (Sydney).

Bill Davis, Customer Engineer/CEO to Technical Support Engineer/TSO (Melbourne).

Leslie Dunton, Secretary/SEO to Co-ordinator/SEO (Sydney).

Sandra Dutch, Receptionist/Clerk/Admin to Systems Operator/SEO (Sydney).

Peter Edwards, Support Admin Trainee to Software Support Co-ordinator/SEO (Melbourne).

Debbie George, Secretary/SEO to Office Systems Co-ordinator/Admin/EDP (Melbourne).

Rena Gibson, Secretary/Instrument Group to Secretary/SEO (Melbourne).

Shayne Griffiths, Administrator/SEO to Secretary/AAC/Field and Major Accounts (Sydney).

Kay Hawley, Order Co-ordinator/Order Processing to Software Support Co-ordinator/SEO (Sydney).

Roland Leclair, Warehouseman to Order Clerk/Order Processing (Sydney).

Greg Lister, Systems Administrator/Support Admin to Staff Sales Representative/SEO (Melbourne).

Jeremy Livera, Order Processing Specialist/Order Processing to Area Commercial Services Systems Administrator (Melbourne).

Peter McInnes, Staff Computer Operator to Systems Operator/SEO (Melbourne).

Michael Oldham, Customer Engineer/CEO to Customer Engineer/Instrument Group (Melbourne).

Sue Saultry, Secretary/CSG to Secretary/AAC (Melbourne).

Bruce Thompson, Southern Zone Admin Manager to Australasian Area Admin Manager (Melbourne).

Andrew Watkinson, Staff Engineer to Field Engineer/Instrument Group (Sydney).

Mary Weinman, Secretary/Instrument Sales to Secretary/Instrument Service (Melbourne).

Kim Wood, Field Sales Engineer/Instrument Group to Systems Specialist/AAC (Melbourne).

Newcomers

Greg Adams, Staff Systems Engineer/SEO (Brisbane).

George Boluch, Sales Representative/PCG (Melbourne).

Steve Briand, Northern Zone Commercial Services Manager (Sydney).

Sam Caligiuri, Computer Operator/EDP (Melbourne).

Laurie Cini, Warehouseman (Melbourne).

Nellie Cini, Secretary/Instrument Group (Melbourne).

Frank Freschi, Field Engineer/Instrument Group (Melbourne).

Christine Gardner, Secretary/CSG (Canberra).

Deirdre Gibson, Secretary/CSG (Melbourne).

Kim Gray, Secretary/CSG (Melbourne).

Neil Harker, Financial Application Specialist/AAC (Melbourne).

Andrea Hinton, Secretary/Marketing Support (Melbourne).

Tony Holman, Order Co-ordinator/Order Processing (Melbourne).

Amal Issa, Co-ordinator/Parts Consumables (Melbourne).

Maureen Kenyon, Secretary/Instrument Group (Melbourne).

Bill Kither, Manufacturing Application Specialist/AAC (Melbourne).

Lynne Launt, Secretary/SEO (Sydney).

Colin O'Brien, Field Engineer/Medical Group (Sydney).

Robert Plowman, Staff Engineer/Instrument Group (Melbourne).

Bill Sommer, Systems Engineer/SEO (Sydney).

Debra Squires, Support Co-ordinator/Comm Services (Canberra).

Ken Stone, Sales Engineer/Instrument Group (Melbourne).

Frances Sutton, Contract Clerk/Comm Services (Sydney).

Hong Kee Tan, Sales Representative/CSG (Melbourne).

Bruce Travers, Systems Engineer/SEO (Melbourne).

Rose-Marie Todes, Secretary/AAC (Melbourne).

Wayne Willoughby, Customer Engineer/CEO (Melbourne).

NEW ZEALAND

Leonie Johansen, Accounting Clerk/Credit Control (Wellington).

Charles Thompson, Systems Engineer/SEO (Wellington).

Welcome

Congratulations to Melbourne Management Accountant **Ben Hah** and Hoi Yoon on the arrival of Nathan on Saturday, August 20, at the inconsiderate but cheerfully forgiven hour of 3.30 am.

Birth weight was 2920 gr and length 48.26 cm (6 lb 7 oz and 19 in).

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Good wishes also to **Steven Chadd**, Systems Engineer (22), his wife Judith and Kimberley, born at Jessie McPherson Community Hospital on September 3 (6 lb::2722 gr).

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And to **Kerri Lambert**, Secretary (02). Son Benjamin James was born at Box Hill District Hospital at 4.30 am on September 4 (8 lb 12 oz::3969 gr).

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Tony Graziani, Melbourne Customer Engineer/02, announced his engagement on August 27 to Mirella Erzetic.

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Tracey Wingard, Secretary/12, announced her engagement to Shaunn Stewart on August 13.

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Customers and staff appreciate their facilities in the new Personal Computer Centres in Sydney and Melbourne.

TOP LEFT: Ashley Henwood in the PPC at Joseph St.



TOP RIGHT: View of the Sydney Centre.



CENTRE: Jill Digirolamo in foreground of the Joseph St Centre.

BOTTOM: Greg Sadler and Robert Miles confer in the Melbourne Centre.

Sydney Active

Gordon Smith, District Manager (01), won the first of the Club's golf tournaments with a Stableford score of 48, which prompted a careful recheck of his card and handicap. There were mutterings of "bushranger" but no one went so far as to ask him to name his solicitor.

Bill Rees, Zone Credit Supervisor, hit the longest drive; **Steven Clark**, Field Engineer (03), and **Bob Mittermair**, Staff Customer Engineer (02), got closest to the pin; **Loraine Ryan**, Credit Clerk, won the Don Bradman award; and **Jim Watson**, Country Sales Manager (04) won the . . . raffle.

The remaining Wednesday Sausage Sizzles for 1983 are scheduled for October 12, November 9 and December 14. ■



*MOONLIGHTING AND YOU

* **MOONLIGHTING**: performance by night of an expedition or of an illicit action. — Shorter Oxford Dictionary.

There's no particular reason why the subject of moonlighting should be discussed right now. It's just that in an industry which employs particularly high skills, from time to time conflicts of interest can arise and the dividing line of what is fair and permissible can blur.

Hal Mickelson, Senior Attorney HP Corporate Legal, who is known to a lot of Australians from his contribution to training programs, offers some thoughts on moonlighting.

He poses five questions:

- Your neighbor's company wants to hire you to work weekends. Should you accept?
- The company you used to work for has an HP product and will pay you to repair it in your own time. Should you take the job?
- The company you used to work for wants you to come back and train your replacement at evenings and weekends for two weeks, as an independent contractor. Should you agree?
- You teach a course about HP products as part of HP's standard program for customer support. A school or college in your area wants you to teach a segment of the course in a night class for its students. Should you do so?
- Your brother-in-law offers you a partnership in a new business venture. Should you buy in?

Your work for HP demands a great deal of technical expertise; it also teaches you about the latest developments in your field on a continuing basis. As a result, your services might be in demand outside HP and, sooner or later, the opportunity to 'moonlight' might well come your way. A potential conflict of interest doesn't have to be a stumbling block for your career at HP or as an obstacle to your pursuit of personal goals, provided that you learn to spot potential conflicts and you deal with them before they become problems for HP or for you.

HP's attitudes towards conflicts of interest are shaped by legal considerations but they are primarily matters of HP company policy rather than legal requirements.

Employees have a duty of loyalty and good faith toward their employer; employees have a duty not to compete with their employer; and everything acquired by employees in connection with their jobs, except wages and other compensation, belongs to the employer and not to the employees as individuals.

The two best sources for information about HP's expectations in this area are HP's **Personnel Policies and Guidelines** and an HP booklet called **Standards of Business Conduct**.



According to Section 800.008.4.2 of the first, HP believes that business ties between HP employees and organisations outside HP may not be appropriate, and it is up to the employee's supervisor and personnel manager to decide what to do about them.

Potential conflicts are discussed in three categories: work for competitors; other moonlighting; and subcontract work as an HP vendor.

"Competitors: It is totally unacceptable for any employee to work directly for a competitor of HP. This includes self-employment ventures. Failure to adhere strictly to this policy is grounds for immediate termination."

"Moonlighting: An employee who wishes to obtain outside employment in addition to HP employment should inform his immediate supervisor. The supervisor should emphasise that HP is the employee's primary employer and that the second job should not under any circumstances disrupt the employee's performance of HP duties."

"Employee Subcontracts: HP discourages subcontract work by employees. Such situations are generally determined not to be in the best interests of the employee/employer relationship. Any exceptions to this guideline require the approval of the employee's general manager.

The overall rule is that HP employees must avoid situations where their loyalties may be divided between HP interests and those of outside organisations or where they might be able to use their HP connections for improper per-

sonal advantage. Some additional, more specific rules are found on Page 2 of the **Standards of Business Conduct**.

1. HP employees and members of their families should not own more than 5% of any HP customer, supplier or competitor.
2. HP employees should not accept a second job with an HP customer, supplier or competitor. For example, an employee shouldn't provide service for an HP customer's equipment as a second job (whether it's HP equipment or not), and shouldn't accept outside employment with an OEM, consulting firm, or service organisation involved with HP products or activities.
3. HP employees may not take advantage of opportunities that rightfully belong to HP as a basis for personal gain. For example, employees may not sell their own products or services, or those of another company, if HP offers similar products or services.
4. HP employees may not conduct HP business with members of their families or with organisations in which their families have a significant interest.

There's an important exception to many of these rules: In an appropriate case, if the employee and his or her supervisor talk about the situation and determine that it does not present a threat to the employee's relationship with HP, the supervisor may be able to authorise activity that would otherwise be prohibited.

In other words, identifying the situation as a potential conflict of interest isn't the end of the story; it's just a signal that the employee and the supervisor should discuss the matter and decide what to do about it.

Hal Mickelson then said that these are the answers he would give to the questions posed at the outset:

• **Moonlighting in general:** Assuming that your neighbor's company isn't an HP customer, supplier or competitor, you can take the second job with that company on weekends if you inform your manager and if the job won't interfere with your performance at HP. If your neighbor's company is an HP customer or supplier (but not an HP competitor), your manager can still decide that the job isn't at odds with your relationship with HP, and will therefore be permitted.

• **Moonlight service:** While your manager might have authority to let you take a second job with an HP customer, he or she isn't likely to approve a job that closely resembles the kind of work HP could perform for the customer. Your manager won't approve a job that consists of supporting HP equipment or consulting in applications related to HP products.

● **Training your replacement:** If your former employer is an HP competitor, returning to train your replacement would be off limits. If your former employer isn't an HP competitor, your manager might still worry that the training you are asked to give might reveal HP confidential information. If your former employer is an HP customer, the question would again be whether your outside activity was too closely related to HP products or services.

● **College teaching:** The general rule is that you can't sell your own services if HP offers similar services, so the general rule would prevent you from accepting pay for presenting an HP course to a class at the college. Your manager would certainly approve your teaching a segment of the course to college students as a means of making them aware of HP technology if you did so as an extension of your HP job, without receiving additional compensation. I think your manager might also approve your receiving pay for your teaching activity if you made modest use of HP resources and if it were clear that the students wouldn't otherwise buy the course directly from HP.

● **Investment:** HP has no objection to your investing in your brother-in-law's business venture if the new firm won't be an HP customer, supplier or competitor. If it will, you can still invest if you and your family will not have more than a 5% interest in the enterprise. Even then, you can make the investment if you disclose your interest to your manager and he or she determines that you aren't in a position to influence HP's decisions so as to give the firm an unfair advantage. ■

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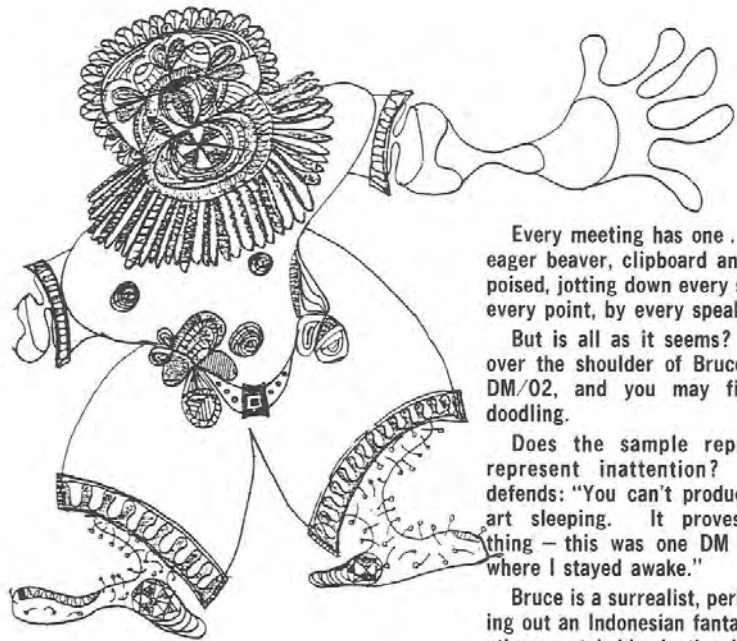
Where I am not understood, it shall be concluded that something very useful and profound is couched underneath.

Jonathan Swift, 1667-1745

New Ad Agency

Our new agency is Leo Burnett. Among their clients are BP Australia, Cadbury Schweppes, L M Ericsson, SAAB Scania and Regent Hotels.

Our account director is Maurie Tulk. Before joining the advertising business, Maurie was marketing manager of Nabisco and Bunge Australia.



Every meeting has one . . . the eager beaver, clipboard and pencil poised, jotting down every statistic, every point, by every speaker.

But is all as it seems? Glance over the shoulder of Bruce Miller, DM/02, and you may find he's doodling.

Does the sample reproduced represent inattention? Bruce defends: "You can't produce great art sleeping. It proves something — this was one DM meeting where I stayed awake."

Bruce is a surrealist, perhaps living out an Indonesian fantasy. Can others match him in the delightful art of doodle? Depth has space reserved.



After four years of study and practical experience, six of an original 20 students recently received the first Diplomas in Computer Engineering granted by the Central Institute of Technology in Wellington.

Wayne Meikle was one. He has been with HP in Auckland for more than two years and is fully trained on HP1000 and HP3000 products. His hobbies are skiing and flying.

Wayne is shown receiving his diploma from CIT Principal, Mr Bateman. Other CEs studying for the diploma are Andrew Blokker, Geoff Castle and Terry Davies.

ROY ARMOUR

Caption Comp

Deeply moved by a photograph that showed Commercial Services Manager Roger Morgan battling some great emotion, Blackburn Secretary Jenny O'Dea conducted a 'Give It a Name' competition.

Depth editorial consultant Frank Moloney was asked to judge it and he gave the prize to O2 Sales Representative Greg Lister for the caption: "Who chilled the Grange?"

The judge's comments:

"Some entrants worked the unkind theme that Roger might have had too much of Anne Hill's canteen catering; that he was paying the price of a heavy night out; that a shake of breakfast fibre might start the day better; that 109 for the front nine is soul-stretching in any golfer's experience.

"The feeling came through that a man suffers terribly when you steal his wife, burn his house or kick his dog.

"But to a sensitive oenophile like Roger, known to be partial to a pour but only from the top shelf, the greatest pain is inflicted when some Vandal chills the red. That's so obviously what happened."



● Roger Morgan . . . showing stress

● **Shorter Oxford:** VANDAL— A wilful or ignorant destroyer of anything beautiful, venerable or worthy of preservation.

● **Robin Bradley** (in the Australian Wine Pocket Book): GRANGE— Penfold's Grange Hermitage, the acknowledged leading red wine in Australia; big, tight, generous, elegant and oaky, with a nose redolent of blackberries."

● **Oenophile:** A raspberry for anyone who doesn't know what it means and is too lazy to look it up. ■



● Auckland stayers . . . 957th place

● From New Zealand's Lois Miller, Sales Secretary to Computer Group, comes news of Auckland's Round the Bays fun run in which the HP team filled 957th place.

Lois did not say how many teams entered, except that "there were lots" — 30,000 individuals competed.

Time limit for 10.5 km was 100 minutes "which we made . . . just."

Runners in the picture above were not named. One guesses it was taken before rather than after the stress of the event.

Another social activity that Lois reported was the yearly picnic at Whangaporoa, just out of Auckland. After a barbecue and cricket, the picnickers went on to Waiwera Hot Pools for a swim to warm up. ■

Dining In

Catering at the Joseph Street cafeteria has become a many splendored thing.

Customers can settle for an unalloyed Australian treat, meat pie awash with "dead horse."

Or Ann Hill sandwiches — "taste tantalisers, chockful of health-giving nourishment, a snap at the price."

Or, if fancy turns to haute cuisine, Oysters Kilpatrick, Chicken Marengo or Lobster Thermidor.

The coming of Chef Ben Bramble has given extra dimension to the Blackburn diet revolution.

Ben caters for the cafeteria clientele, important board room guests and functions like the official opening of the building extensions.

He learnt to cook in Canada. While chef de partie for the Niagara Parks Commission, he won an international competition for French pastry. He was executive sous chef at Sonesta Beach Hotel in Bermuda.

* We're still living down that horrible export horse meat scandal. For gentle American readers, we hasten to explain that 'dead horse' is rhyming Australian slang for 'sauce'. This, of course, needs further explanation. For 'sauce', read 'tomato ketchup'. ■



● Ben Bramble . . . winning ways