

# ept depth de



FOR AUSTRALIAN AND NEW ZEALAND  
STAFF AND FAMILIES OF HEWLETT-PACKARD  
No 18 March 1985



## Offset contract with Electromed

**D**esign and manufacture of a range of data communication products for distribution by HP worldwide are provided for in an offset contract between HP Australia and Electro-Medical Engineering Pty Ltd, of Armadale, Victoria.

Initially, Electromed's specially modified Sendata acoustic coupler will be sold throughout HP's global distribution network for use with HP portable computers.

Corporate Development Manager **Bruce Graham** said when the contract was announced: "We were very impressed with the speed and success of Electromed's modifications, which entailed a complete redesign of approximately 40% of the product.

"We believe this project, together with an HP-IB cable being produced by another Australian company, Data Cable Pty Ltd, is an excellent example of how Australian companies can produce competitive products for world markets."

Bruce said HP would continue to look for joint opportunities in the hardware and software fields and invited interested companies to contact him.

**Mr Barry Jones**, Federal Minister for Science, said: "This is an excellent example of how local companies and multi-national corporations can work together on high technology products for mutual benefit. It demonstrates the level of technology available in Australian manufacturing."

He urged other companies to look overseas for opportunities rather than rely solely on local markets.

Managing Director **David Booker** indicated that the Electromed HP-IL could soon replace HP's existing portable HP-IL acoustic coupler currently sold in the USA only. He estimated that about 8000 couplers would be needed, generating export revenue approaching \$2 million.

**Mr Jim Grossett**, managing director of Electro-Medical Engineering, said that the couplers had been designed to be used with many telephone handsets

## Everyone is HP to the customer

**O**ver the last two years we have placed an increasing emphasis on **customer satisfaction**. Many of you have already completed the first module of the program, "Satisfying Our Customers", and the remaining modules will be implemented later this year.

Given the ongoing and major emphasis that is being placed on this aspect of our operations, I feel it is worthwhile to reflect on our second corporate objective, which reads:

*CUSTOMERS — to provide products and services of the highest quality and the greatest possible value, thereby gaining their respect and loyalty.*

I feel there are a few key aspects of our dealings with customers which will not only gain their loyalty and respect but also retain it.

These aspects are courtesy, sincerity and honesty.

When we answer the phone to the customer, we are Hewlett Packard, and what we say and how we say it will reflect on our company.

The honest representation of our products and services is the responsibility of each of us. There

around the world. His company was experiencing a large demand for couplers to meet the growth of the portable computing market and the stringent requirements of national telecommunications authorities.



• **Christene Okey** (Instruments clerk/typist) transmits from HP110 via Sendata coupler

is nothing new in this, but rather it is recognition of that which has been a strength of the company since it was founded by Bill and Dave.

It is a fundamental of our business and it has made Hewlett Packard a successful company; and as we continue to grow it is important that we maintain our standards.

Given the growth of the company and the number of employees here in Australasia, it is essential that this aspect of the HP Way of doing business be communicated to new employees, and revisited by the rest of us.

I would ask each of you to ensure that you are familiar with the booklet, "Standards of Business Conduct", since it covers more aspects of our legal and ethical responsibilities to our customers and to Hewlett Packard.

In our company, which is more often characterised by growth and by change, it is important that our fundamentals remain constant.

Satisfying our customers honestly and using ethical business practices is one of them.

**DAVID BOOKER**

"The coupler has been approved in 12 countries and we are working with HP to obtain approval in many others," he said.

"Electromed's relationship with HP throughout the project has been very much a team effort and they have provided tremendous support. I have been pleasantly surprised at the speed with which they have been able to implement this project, considering the large changes that had to be made to the original Sendata product." ■

**FRONT COVER: Mr Barry Jones** (left) **Mr Bruce Graham** and **Mr Jim Grossett** watch Electromed's **Hongkea Tee** assembling circuit boards for acoustic couplers.

## An unusual vote of thanks

**C**ompanies with customer satisfaction topping their priorities should from time to time hear words of appreciation.

When the trouble is taken to write a letter someone is really pleased.

But when two senior executives ask for an opportunity to tell a full meeting of staff how grateful they are for a job well done, that's got to be special.

It happened at the Sydney staff meeting on February 22.

Du Pont (Australia) Ltd had been one of six companies seeking to satisfy Federal Health Department evaluation and to participate in a crash program of AIDS detection and follow-up.

Du Pont had identified the HP150 as the ideal vehicle for its bid. Medical laboratories are crowded places and the 150, with disc drive and built-in printer, took half the bench space of others.

Its touch screen offered an immense medical plus. The less surface exposed to contamination the better; and the 150 screen could be decontaminated with bleach but liquids could not be applied to a keyboard. Only the 150 had touch screen capacity.

Ross Powis, Du Pont's Commercial Controller, mentioned the project to Sales Representative Shailesh Naik, who took it up with DM Bob Robertson and Northern Area Sales Manager Steve Watkinson.

Systems Engineer Paul Leonardi was urgently assigned to adapt an IBM program to the 150. He worked from first thing Friday until well into the night and then

through the next day. On Saturday night, he drove 100km so that Harald Miklas, Du Pont's Manager of Clinical Systems Division, could take a disc for test at the blood transfusion centre in Melbourne.

"I'm no great shakes as a computer operator; I promptly wiped the program," Harald recalled. "There were 500 blood tests to read and analyse but Pcul was equal to the crisis. He sent a copy by electronic mail to Joseph St, a cab picked up a disc and we were running again within the hour.

"Perhaps he still did not trust me, or it was professionalism, but he sent a back-up disc by special air courier and that was delivered two-and-a-half hours after the drama started.

"In the days that followed, phoning sometimes at 7am and sometimes late at night, we chased the inevitable bugs and in record time got the program running sweetly.

"HP could have taken more time and we would not have complained. We were really impressed by the dedication of staff and their willingness to go much

further than a commercial relationship required.

"We're confident of getting approval for our package. Competitors are still talking about what theirs will finally be; ours is in place at five sites throughout Australia — and it works."

Harald said there was a move towards standardisation in blood testing. He thought the ideal would be to bar code every sample taken throughout the country . . . not just for AIDS but for hepatitis and other diseases. Uniformity was perhaps a fair way off but it certainly was an inviting tool in the fight against infectious diseases.

"Don't delay for want of peripherals," said Shailesh, ever the alert salesman (448.8% of quota in January). "We've got bar code readers and any other instrumentation you need, plus lots of Paul Leonardi to make them work in quick smart time."

Then Shailesh's eyes misted as he totted up the prospects . . . HP gear at every testing site in Australia, then the US, then the world.

"Well, you've got a head start," said Harald.

Paul was modest in accepting congratulations from Northern Area General Manager Richard Vincent, a gift jacket and an invitation to take wife Suzanne out to dinner as guests of the company.

"It's what any of us would have done to help a customer," he said. ■



● Paul Leonardi, (left) Du Pont's Harald Miklas and Ross Powis, and Shailesh Naik

## Births

Sydney Distribution Supervisor **Peter Hensley** had a professional as well as an obviously paternal interest when wife Kathy presented him with a daughter at Royal North Shore Hospital.

Kathy was hooked up to the latest HP8040A fetal monitor which recorded the baby's heart rate and strength of contractions, together with their duration.

Peter's objective comment: "This saved me standing there with a watch and timing them."

Peter's subjective comment: "A gorgeous baby."

Actually, friends from Talavera Rd who visited thoroughly agreed.

Just for the record: Claire Margaret; November 12, 2.30pm; 2990gr/6lb 10oz.

And welcome also to:

- Kerry Louise, first born of Service Engineer **Bruce E Thompson** and Christine, at Melbourne's St Andrew's Hospital at 10.50pm on November 17 (2353gr/5 lb 3oz).
- Mathew Gregory, son of Melbourne Secretary **Diane McCarthy** and Bernard, at St Vincent's Private Hospital at 7.30pm on December 4 (3075gr/6 lb 12oz).
- Adrian Richard, son of Customs Co-ordinator **Richard Pike** and Ineke, at Box Hill Hospital on December 10 (4281gr/9lb 7oz).
- Yuhan Matthew, son of Country Accounting Manager **Muan Lim** and Kiaw, at Box Hill Hospital on December 18 at 4.45pm (2810gr/6lb 3oz). ■

## Gwen's appeal

Back numbers of **Depth** are sought by Marketing Assistant **Gwen Welsh** to remedy gaps in the archives.

She appeals for these back numbers: No 3 (circa 1971), 11 (1974) and 14 (late 1975 or early 1976).

If owners don't want to surrender their copy or copies, Gwen would appreciate a loan to make photocopies. Ring her in Melbourne on 2568. ■

## Going beyond the contract

**G**iven a finite world, everything must die and the process starts at birth. Nice philosophising, indeed . . . no one argues against it when the pressure is off.

Even the Rolls Royce salesman concedes rust bugs are chewing away at the very moment his aristocrat is leaving the showroom floor; except, of course, they break through the 35 layers of paint protection years and years after lesser breeds have gone to grave.

In the same forgiving mood, buyers of computers concede occasions when a machine, the very best of them, will go down.

So backup capacity, preventive maintenance and quick trouble shooting are seen as normal components of a sales contract.

But customers are only human and when pressure comes they much prefer instant solutions to leisurely philosophy.

So, in the crisis, it might not be noticed when a conscientious supplier exceeds legal commitments and goes the extra mile; and when the job is done, it's quickly on to somewhere else so the full story is seldom told.

However, I'd like to tell what happened when an HP3000/68 went down at Paraburdoo in the heart of the Pilbara, 1000km from Perth and another 3000 to the eastern states.

Flagship of the HP line, the computer had worked faithfully for long months before and it has worked faithfully since but it did crash and it chose an inconvenient moment to do it.

A feature of Hamersley Iron's Pilbara mining operation is that it calls up a vast amount of information from the HP3000/68 just days ahead of its application to the digging of ore and its trucking, dumping, railing and shipment overseas. Disrupt the process for just a day and it has serious implications.

Hamersley is staffed by engineer and computer professionals who don't apply unnecessary extra pressure in a crisis but it would have been naive to think they weren't wishing for a speedier solution than it was possible to give.

CE District Manager **Chris Can-**

**tor** became the co-ordinator when the news came through, directing the corrective operation from Perth office.

He couldn't get a 3000/68 expert on a plane to Para that day so Staff SE **Les Burnett**, working nearby at Dampier, was asked to hurry there. A light plane was being chartered when a seat became available on a site plane, so Chris backed off the charter.



• **Les Burnett . . . hot spot**

Les hadn't seen a 3000/68 before, let alone worked on one. It was a daunting confrontation but he ran tests and eliminated a lot of things that could not have been wrong. By lam had emerged a list of parts that might have been at fault.

While he was doing that Chris called in the resources of other offices.

It was 11pm when the phone rang in Senior CE **George Artemiou's** Melbourne flat. CE **Peter Evans** was visiting from Newcastle and they took turns fielding Les' questions, catnapping and doing remote diagnostics.

George had manuals at home. Les would ring from Para and discuss what was a possible next test. George would say, "Try this; ring back in 10 minutes and tell us how it went." So on through the night.

Over in Perth, Chris — who was to spend 25 hours straight on the task — was making and remaking plans as diagnostics shifted



● Chris Cantor . . . co-ordinated



● George Artemiou . . . diagnosed

the focus. Some phone calls lasted an hour; he made nearly 30 over the period, locally and interstate.

At 3am it seemed that a part they needed was in Melbourne, so Repair Parts Co-ordinator **Alex McKean** was phoned at home and given the part number. He arranged with Security to be let into the Blackburn building (and caused a minor panic when another patrolman not in the know saw a light and a figure moving about).

Alex found a kit containing the part and for good measure decided to send it all. A taxi took it to Tullamarine, it caught the 7am flight, was in Perth at 11am and Para at 3pm.

All to no use, as it turned out, because the Artemiou diagnostics had shifted the search, narrowing the trouble to one board, then to one chip, then to a dead gate and then to a spare gate that might be utilised.

The part they now thought they needed was in Adelaide, so Chris arranged for it to be put on the first plane westwards.

Meantime, they thought about soldering a jumper wire to make use of the unused gate but it was decided to hold off until the last minute because they could easily ruin an \$8000 board or, worse, delay the repair.

Finally, came the moment of plugging in the part from Adelaide. CE **Brian Holder** had flown up from Perth to fit it. Everyone breathed a sigh — of relief and some little fatigue — when it worked.

This is where the story should end but it doesn't. As doleful Murphy is convinced, anything that can happen will.

While Para was having its drama, the 3000 at Mt Tom Price went down. Within 15 minutes, Les had been offered an Artemiou solution reached by remote diagnosis: a faulty power supply. Perth put a replacement on the first plane north and it reached Para at 5pm.

By this time, Les was getting blasé. Told that the Tom Price system was not operated after 5pm, he opted for some sleep, got up at 4am, drove to Tom Price, installed the part by 7am and half an hour later caught a site plane for Dampier where — wait for it — a mag tape had failed. But it wasn't a difficult diagnosis or repair.

How do you get onto a story like this that tells of people satisfying the fine print and then going that bit further to serve a customer?

Well, it started simply enough with Alex being thanked at the Melbourne Christmas luncheon and getting a bottle of champagne for not being too grumpy when the phone rang at 3am.

Alex said that wasn't much; Chris had been the Perth connection and he should be talked to.

Chris said he just put in some hours at the phone; Les was the one in the hot seat.

Les said he felt apprehensive until George bought in with his remote diagnostics.

George said others were involved, like CE **John Cheney** and TSE **Brian Marsh**.

The story has to end somewhere. Let's say it was a splendid effort by all concerned. ■

**Frank Moloney**



● Alex McKean . . . early call

## Perseverance

Three years of hard work paid off for **Sigrun Aschoff** when she graduated from her TAFE studies in personnel management.

Completion of the course also came close to her promotion from Personnel Secretary to Personnel Representative.

Sigrun is grateful for the continuing encouragement of Sydney HP colleagues and the unwavering support of husband Rudolf and son Armin, 17.

The family has now only to survive Armin's HSC pressures and they can move into calmer academic waters.

Sigrun attended classes twice a week and averaged, with assignment work, 24 hours a week in study. On top came her job (joining HP four years ago) and tasks in the home, so she's relieved that the work load has eased. ■



● Sigrun Aschoff . . . double reward

# The making of a Father Christmas

**S**anta's business has grown well beyond the capacity of one man to service customers around the world. He's been into CAD-CAM, robotics, Lotus and all that kind of thing but has had to franchise.

In the early days of HP Australia, one look-alike was enough but, with incremental headcount (that means more staff), he's had to clone a second Santa just to look after the Joseph St site.

His Melbourne reps are **John Bieske** and **Geoff Windsor**.

Both displayed exceptional talents at the December 21 Christmas breakup. They seemed to have rehearsed for months the swing of the sack, the hearty ho-ho-ing and the firm interrogations: "Have you been good?"

They had the authentic costumes (robing secretly in the kitchen of the board room); and, but for a Bieske black moustache peeping through a parting in the cotton-wool, their presentation

deserved more than the 9 — 8 — 9 scored by unofficial judges **Rod McPherson, Steve Hitchings** and **Kerri Lambert**.

Virginia, had she been invited, would have known that Santa did exist — except, of course, when they got out of sync. Geoff did the east wing and John the west but occasionally they met in the middle and it was then that Ginnie would have had her old doubts back.

That and the fact that both were a bit thin around the waist lost them points. Next time they must forget about being trim, taut and terrific in the Weight Watcher mould; or at least bring pillows, which John admitted had been an oversight.



● *First you get the boardroom key from Sheila Lowe and ask her to keep nit while you robe. — From "The Making of a Santa" manual.*

**John Bieske** has forgotten his pillow



● *Strive to maintain standards. Only a poor man's Santa would substitute gumboots for genuine hand-tooled reindeer hide (obtainable in all sizes by mail order from North Pole Trading Post).*

**Geoff Windsor** reveals himself a poor man's Santa

Copy and photographs for Depth:

**ALISON TEED: 03 895 643**

Chef **Ben Bramble** and his staff did a splendid job providing a Christmas lunch with *all* the trimmings.

As with any extra-curricular activity in any office, an immense amount of work is done by unseen or partly unseen people.

At Joseph Street it was hard to overlook the contributions of **Warren Jones, Jill Digirolamo** and **Bruce Marsh** but they insisted there were others who did as much.

□

**Adelaide** staff enjoyed a 12-course banquet at the Pagoda Restaurant and then went on to the Arkava Hotel on the Friday before Christmas.

This was for staff only (except **Bruce Travers**, who was in Sydney on a training course).

A fortnight earlier staff and partners had shared an enjoyable function at the Waterfall Gully Restaurant, Burnside.

**Sandra Carter** reported that 'three old codgers' on guitar, organ and drums provided tremendous oompha music; **Graham Palmer** and **Bruce Gow** performed in dance (neither has the makings of a Nureyev); and **Jim Golding** and **Bruce Travers** toiled but were only partially credible as euphonium players.

It was Sandra's birthday, so this entitled her to kiss every man in the restaurant.

□

Sydney staff had only modest breakup celebrations — after a Friday afternoon staff meeting they shared cake and port, tidied their desks and went home. It had been a financially good year but a pretty tough one.

□

In Perth on December 28, staff and their families attended the traditional party at the home of Branch General Manager **David Chambers** and wife **Gaye**.

Before Christmas, the staff had lunched at the Merlin Hotel.

□

In Brisbane, the staff had refreshments in the office and a smorgasbord at the home of Branch General Manager **Bob Keers**.



● You may ask, "Have you been good children?", and reward affirmative answers with a toy or sweets.

"Santa, you know me; of course I've been good," says Alison Teed, who gets a fatherly hug as well as a chocolate bar.

□

Canberra staff appreciated the generosity of Bob O'Brien in responding to an invitation from Branch General Manager Paul McQuarrie to be Santa at their barbecue in Black Mountain Peninsula Park.

It was a busy 48 hours for Bob. He drove back home the same evening; the day before he had been Santa in Sydney. ■

## Starting careers

Twentyeight graduates of eight universities and colleges are now well into their initial training program.

Kevin Neal is responsible for their assimilation.

These are the new staff and where they graduated:

### University of NSW

Eric Wong, Scott Druery, Paul Braico, Joseph Fenech and Laurence Fong

### University of Sydney

Bob Coulthurst

### Macquarie University

Sally Chia

### NSW Institute of Technology

Robert Creaser and Jo-Anne Bloch

## From Intercon

Tom Lowden, Intercontinental Personnel Manager, recently made his third visit in six years to Melbourne and Sydney.

He has responsibility for Latin America, Canada, Japan, Far East and Australasia. Previously he was Group Personnel Manager for the US Manufacturing Divisions.

While in Victoria, Tom attended an off-site region meeting of personnel staff at Bonnie Doon.

It was a chance to meet some people in this part of the world for the first time and to review our programs.

He also spent a week in Singapore doing Corporate's personnel audit for manufacturing and sales. ■

### University of Melbourne

Lisa Galbraith, Toulia Filopoulos, Madlin Betbejano, Chris Karakousis and Ian Hart

### Monash University

Anne Vassos, Maria-Luz Bernabe, Melissa Toose, Jennifer Miller and David Williams



● Warehouse staff spread the Christmas spirit . . . Laurie Cini and Petra Brussels decorate a trolley



● Intercon's Tom Lowden

### Royal Melbourne Institute of Technology

Sharon McDonald, Darryl Obelt and Brendan Lynch

### Chisholm Institute of Technology

Leon Harari, Richard Brearley, Neil Madigan, Linda Harrison, Derrin Johnson and Victor Appleboom ■

Computer Museum

## Smiling — most of the time

**S**taff Sales Representative Peter Duncan is known as an easy smiler around the Adelaide office. But he can pull a wry face just the same.

He wasn't smiling at the Ballarat sales meeting after slipping in the bath almost straight after arrival, cracking three ribs and having to return home.

In fact, he positively scowled when colleagues chided him

about going to such lengths to dip out of the meeting.

"Some cads said it was just to get sympathy and a first-class ticket home. And that was the most polite of the cracks," he recalls.

The accident meant a visit to Ballarat Hospital, an uncomfortable flight, a couple of weeks convalescing and, for quite a while, pain every time he laughed, ran or sneezed.

"That's not funny," he insists.

However, he's smiling again now the ribs have mended and he doesn't frown when telling

about his pleasure working for HP.

He's an Englishman whose attention first turned to Australia when he married Kath, an Australian from Port Augusta teaching in England. They came out and lived in Adelaide for two years, went back to London for eight years and then came south again for a holiday with their sons, Matthew, now 8, and Scott, 5.

Back to the UK again to teach mainframe engineers for NCR and then stints in sales with Raytheon and Olivetti.

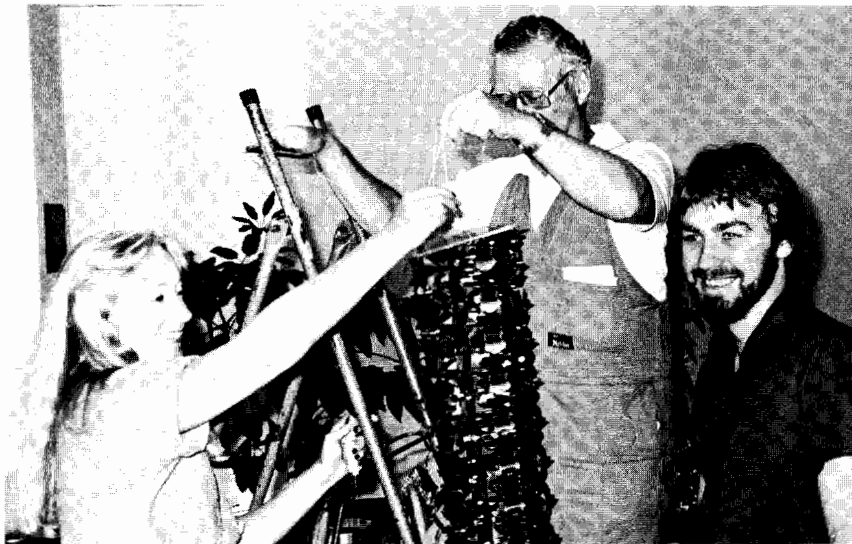
"I'd like to be quoted on my admiration for HP. I've been in the industry for 17 years and have always had a high regard for the company. Now I'm delighted to be working for it. It more than lives up to expectations," he says.

"Fifteen years ago I said to a manager, when we were rushing around getting flustered over machines, that it was people who counted. That's an attitude I'm happy to find at HP.

"Occasionally a youngster talks big about not being fooled by the grand sentiments of the HP Way but that's because he's been nowhere else and can't make comparisons.

"About two years is about as long as I've wanted to stay anywhere else. This time I'm sure the roots have gone down deeper."

Peter's hobby is woodwork "with more machinery than a commercial joiner." Making kitchen cabinets is one of his specialties. ■



● Jill Digirolamo, John Bennett and Warren Heath erect decorations in the Joseph St cafeteria



● Kieran O'Reilly tunes the PA at Christmas luncheon

□  
Northern Area General Manager Richard Vincent emphasised the importance he placed on attendance at training courses when he spoke to a recent staff meeting.

He conceded that occasionally operational needs would pull someone off a course but in ordinary circumstances no one would be withdrawn without his authorisation and signature.

"It's not good enough when courses are offered and someone is committed that they have to drop out for any but the strongest of reasons," he said. ■



## NZ appointment

**T**ravelling in a rather roundabout way to look for a job in Botswana, **Barbara du Benac** looked in on friends in New Zealand.

What was to be a stay of weeks grew to six years and just after Christmas she extended it further — being appointed HP's Personnel Manager in NZ, reporting to Managing Director **Wayne Squires** in Wellington.

She spent several days in Melbourne consulting with Region Personnel Manager **Geoff Windsor**.

Barbara did her postgraduate work in management studies and psychological therapy in the UK (at Nottingham), building on an education degree.

She said in Melbourne that the HP appointment would give her more scope for personal initiatives than previous jobs.

"I had wanted to work with a company which had sophisticated and modern attitudes to people. I researched HP quite deeply. I am pleased that I am now part of a company that encourages all its employees to be decision makers. I look forward to being able to make decisions that will help take the company forward. In the past, I have always had to accept others' interpretations," she said. ■



● **Barbara du Benac . . . got held up**



● **Peter Duncan, Senior CE Paul Curtis and CE John Townsend confer in Adelaide office**

## Weddings

Melbourne Sales Representative **Tony Tai** is a much married man.

For that matter, his wife **Judy** is a much married woman; yet their marriage to each other was their first.

Let's explain. On February 28 last year, they were married in Melbourne; then just before Christmas they did it all again in Kuala Lumpur for Judy's relatives and in Hong Kong for Tony's.

"But there weren't quite three marriage ceremonies in the Australian sense," says Tony. "Numbers two and three were more a great Chinese feast with family and friends."

Tony has been 14 years in Australia. He started school here in grade four at Moorabbin Primary, went on to Brighton and then Heatherdale High Schools, and studied for his BSc at Melbourne University.

He was living at International House when he met Judy there. She had come from Malaysia to study computer science at RMIT.

"You know how it is — I was the Aussie local who knew the scene. How could a shy young stranger not be attracted," he says with just the hint of a smile. ■

From Adelaide comes news that on March 30 Systems Engineer **Bruce Travers** will marry **Janine Harrison** in Melbourne. That's because she's a Victorian lass. They will honeymoon in Queensland.

□

But Adelaide will be where Receptionist/Clerk/Typist **Susan Tonkin** will marry **Warren Sprigg** on March 23. They will honeymoon in Singapore.

□

Trainee Computer Operator **Robyn Eustace** married **Andrew Pappax** on February 2 and they honeymooned at **Surfers Paradise**.

□

FE **John Lynch** and **Ann Rennie**, who nurses at the **Austin Hospital**, were married at **Mitcham** on February 9 and spent their honeymoon in **Vanuatu**.

□

Senior CE **John Markovich** and **Anne Harman** announced their engagement on February 9. They will marry early next year.

□

Perth CE **ll Murray Thomas** and wife **Michelle** honeymooned in the US. ■

## Newcomers

**Patricia Agius**, Secretary/Sales SF15 (Sydney)

**Sidney Antflick**, Sales Representative/SF15 (Sydney).

**Andrew Aschner**, Manufacturing Applications Specialist/AEO (Sydney).

**Tony Bannister**, Sales Order Admin/Order Admin (Sydney).

**Grant Bawden**, Customer Engineer/CEO (Canberra).

**John Bennett**, Customer Engineer/CEO (Sydney).

**Max Bichsel**, Order Co-ordinator/Order Admin (Sydney).

**Rodney Brown**, Customs Co-ordinator/Imp-Exp (Melbourne).

**David Bye**, Systems Support Engineer/Access (Melbourne).

**Michael Cheverton**, Customer Engineer/CEO (Sydney).

**Mervyn Clemens**, Sales Representative/Third Party (Melbourne).

**Diana Concon**, Order Co-ordinator/Order Admin (Sydney).

**Ivan Cornale**, Customer Engineer/Medical (Sydney).

**Grant Coulson**, Service Technician/CEO (Brisbane).

**Pam Craig**, Accounts Payable Clerk/Admin (Melbourne).

**Ron Christie**, Sales Representative/SF15 (Melbourne).

**Robert Creaser**, Sales Representative/Finance Group (Sydney).

**Rosemarie Hadden**, Accounts Payable Clerk/Admin (Melbourne).

**Hugh Hocking**, Customer Engineer/CEO (Adelaide).

**John Holford**, Customer Engineer/Analytical (Melbourne).

**Gerardine Hoogland**, Secretary/Finance (Melbourne).

**Lynette Ingram**, Systems Engineer/AEO (Sydney).

**Susan James**, Support Co-ordinator/Support Admin (Sydney).

**Jim Khoo**, Order Administrator/DP (Melbourne).

**Dean Littlefield**, Sales Representative/SF15 (Adelaide).

**Melvyn Llewellyn**, Manufacturing Customer Support Representative/AEO (Sydney).

**Maria Lopusznski**, Analyst Programmer/Info Sys (Melbourne).

**Eric Lording**, Sales Representative/PCG (Melbourne).

**David McDowell**, Management Analyst/Admin (Melbourne).

**Farrell McKay**, Systems Programmer/MIS (Melbourne).

**Kevin Manderson**, Staff Sales Representative/Manufacturing (Melbourne).

**Catherine Marchetti**, Receptionist/Facilities (Sydney).

**John Markovich**, Customer Engineer/CEO (Melbourne).

**Andrew Meier**, Product Marketing Manager/MIS (Melbourne).

**Robert Perin**, Staff Sales Representative/SF15 (Melbourne).

**Noel Rath**, Staff Sales Representative/Third Party (Melbourne).

**John Reid**, Systems Engineer/AEO (Sydney).

**Judy Sargent**, Telephonist-Receptionist/AEO (Melbourne).

**Alain Schneider**, Computer Operator/Info Sys (Melbourne).

**Vadim Shev**, Sales Representative/Major Accounts (Sydney).

**Jann Strong**, Sales Co-ordinator/Order Admin (Sydney).

**Keith Wass**, Staff Support Engineer/Govt (Sydney).

**Ian Webb**, Staff Sales Representative/SF15 (Melbourne).

**Michael Whitby**, Instrument Service Engineer/CEO (Perth).

**Bill Wood**, Systems Engineer/AEO (Melbourne).

**Judith Woolley**, Receptionist-Typist (Canberra).

**Clive Worthy**, Customer Engineer/CEO (Melbourne).

**David Yuen**, Order Administrator/OP (Melbourne).

**Robert Zappia**, Customer Engineer/CEO (Sydney).

**Peter Ziguras**, Response Centre Engineer/AEO (Melbourne).

## NEW ZEALAND

**Pravinia Driesenaar**, Secretary/Sales Support (Wellington).

**Barbara du Benac**, Personnel Manager (Wellington).

**Pat Evers**, Sales Engineer/SF01 (Wellington).

**Paul Ramsay**, Operator-EDP Co-ordinator (Wellington).

**Rachel Sefton**, Support Co-ordinator/CEO (Auckland).

**Glenys Tunnicliffe**, Applications Engineer/Sales Support (Wellington).

## Transfers

**Sigrun Aschoff**, Secretary/Personnel to Personnel Representative (Sydney).

**Chris Crowle**, Systems Engineer/SEO to Area Tech Centre Manager/AEO (Melbourne).

**Robert Dey**, SEDM to Manufacturing Consultant/Major Accts (Melbourne).

**Gary Fisher**, Senior Systems Engineer/AEO to Applications Engineering Support DM/AEO (Sydney).

**Geoff Foley**, Systems Engineer/Inst to Program Manager/Mkt Devel (Melbourne).

**Nancy Gan**, Support Administration Supervisor (Wellington) to Sales Supervisor/Cons (Sydney).

**Stephen Hart**, Senior Analyst Programmer/Info Sys to Analyst Programmer/MIS (Melbourne).

**Jeff Herrick**, Sales Representative/SF15 to District Manager/SF15 (Melbourne).

**Phil Hunt**, Senior Customer Engineer to CEDM/CEO (Melbourne).

**Bob Keers**, DM/SF15 (Sydney) to Branch General Manager (Brisbane).

**John Klein**, Systems Engineer/SEO to AE District Manager/AEO (Melbourne).

**Paul McQuarrie**, DM/Inst (Sydney) to Branch General Manager (Canberra).

**Lisa Marcakis**, Secretary/AAC to PSR/AEO (Melbourne).

**Wayne Meikle**, Customer Engineer (Auckland) to Technical Service Engineer/TSO (Sydney).

**Shirley Nankervis**, Sales Secretary/PCG to Marcom Assistant/Mktg (Sydney).

**Kevin Neal**, CEDM to Graduate Program Manager/Personnel (Melbourne).

**Doug O'Hara**, Applications Support DM/AEO to Area AE Manager/AAC (Sydney).

**Jurgen Opter**, Customer Engineer/Service to Staff Support Engineer/Govt Sales (Sydney).

**Richard Pike**, Customs Co-ordinator/Imp-Exp to Order Administrator/Dist Group (Melbourne).

**Tom Pilcik**, Sales Representative/Major Accts to District Manager/SF15 (Melbourne).

**Michael Rimer**, Sales Representative/SF15 to District Manager/SF15 (Melbourne).

**Bob Robertson**, Sales Representative/SF15 to District Manager/SF15 (Sydney).

**Madeleine Rogers**, Order Co-ordinator/Order Admin (Sydney) to Systems Admin/Acts (Melbourne).

**John Schmidt**, Field Marketing Manager/Inst to Market Programs Manager/Mkt Devel (Melbourne).

**Shayne Silvers**, Secretary/AEO to Office Automation PSR/AEO (Sydney).

**David Smith**, Sales Representative/SF15 to District Manager/SF15 (Sydney).

**Daphne Sutton**, Secretary/Finance to Secretary/Corporate Devel (Melbourne).

**Ross Templeton**, Senior Systems Engineer/AEO to Applications Engineer Support DM/AEO (Sydney).

**Bill Wood**, transfer from US to Systems Engineer/AEO (Melbourne).

**Laurie Wood**, transfer from US to Product Engineer/MIS (Melbourne).

**Barbara Zappia**, Secretary Inst Sales to Secretary/Area Sales (Sydney). ■

Love or hate ~~correct~~  
 is not the wildest ~~edit~~  
 passion. Rather it is ~~alter~~  
 the desire to change ~~improve~~  
 another's copy. change

## Winners Circle

Half-yearly Winners Circle dinners were held in Melbourne and Sydney in December and in Brisbane in January.

Successful staff, in both Sales and Support, attended with their partners.

**Mike Naggiar**, Intercontinental Director, Marketing, Sales and Support, hosted the Melbourne and Sydney functions.

Guests at the Pickwick Restaurant in Melbourne on December 5 were:

**From Adelaide**

Yves Knezy

Ken Jackson

**From Perth**

David Chambers

Ian Murray

Colin Allen

Cliff Wilkinson

**From Sydney**

Heiko Weber

Mike Burcher

**Melbourne Office**

Les Lawrence

David Wright

Glen Sheppard

John Lynch

Ken Stone

Ian Johnston

Frank Freschi

John Antonello

Tom Pilcik

Terry Padden

Stephen Avery

Sandra Bateman

Jeff Herrick

Michael Rimer

Chris Butchers

Adrian Farrell

Andre Blom

Colin Boyle

Frank Van Grieken

Graham Gunson

John Fuller

Chris Crowle

Brian Compton

**Jeff Marshall, John Lipson, Danielle Segal, Tony Tai, Jason Tranter and John Hancock** were unable to attend.

Also present were **John Bieske, Bruce Marsh, Bruce Miller, Roger Kane and Terry Wilde.**

Guests at the Sydney Hilton Hotel on December 6 were:

**From Canberra**

Paul McQuarrie

Mark Dilli

Grant Spratt

Athol Barker

**Sydney Office**

Tony Crocker

Jim Watson

Bryen Tanner

Bruce Maxwell

John Harvey

Gordon Smith

Bob O'Brien

Alan Brown

Bob Robertson

Tim O'Sullivan

John Keen

Steven Trainor

Doug Woodcock

Michael Stevens

Steven Clark

Greg Atkinson

Bruno Buras

David Smith

Colin Scott

Joe Bialkowski

Margaret Pernet

**Greg Kershaw** was unable to attend. Also present were **John Bieske, Richard Vincent, Steve Watkinson, Hans Neilson and John Burnet.**

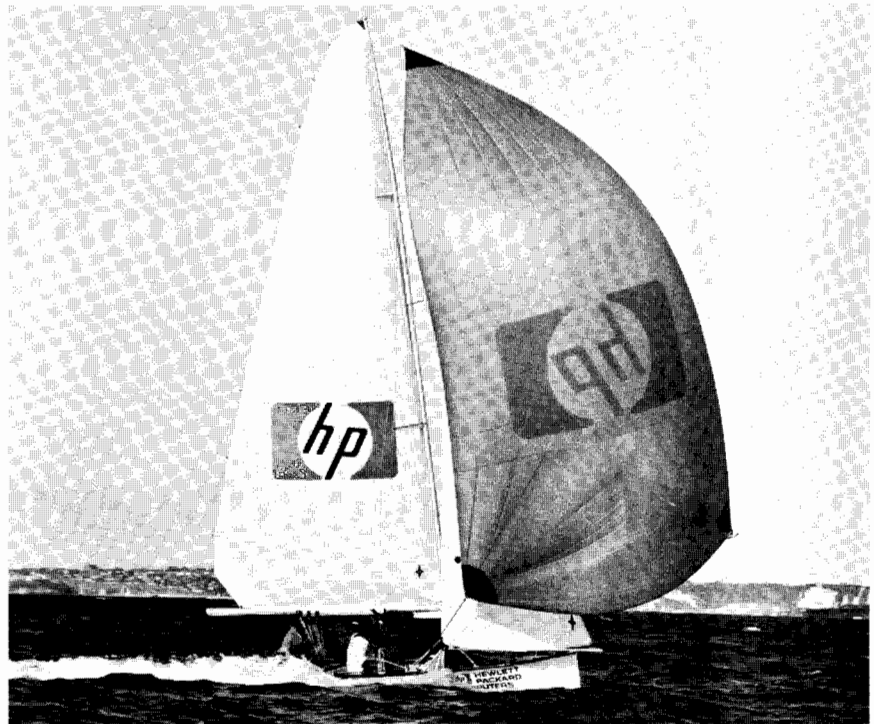
Richard Vincent hosted the dinner at Michael's Restaurant in Brisbane on January 15 honoring:

Bob Keers

Bruce Ibbotson

Dave Robertson

Tony Beatton



● Brisbane BGM Bob Keers carries the HP flag in and out of office hours — here it's sailing at the weekend. ■

## World Vision

Collections at Christmas break-up gatherings, subsidised dollar for dollar by the company, made possible a fine gift of \$2960 to World Vision relief.

**Mr Graeme McSolvin** visited Joseph St to receive the cheque and express the thanks of World Vision.

The donation was but one expression of the commitment of HP people to good citizenship. ■

## HP Finance in quick start

Only eight months have passed since Hewlett-Packard Australia Finance was incorporated and four since its launching but already it is making a significant impact on the way HP Australia conducts its business.

It has booked deals worth more than \$2,500,000 — with more in the pipeline.

The finance arm grew from a belief that HP should be able to provide a total solution for customers and that having to involve outside finance companies looked something less than total. It also impeded HP's flexibility and cramped the customer.

There were successful precedents in the US and Europe. **Craig Holten**, Finance Manager for HPA, went to Palo Alto in late 1983 and got HPCO approval to establish the company.

Craig now heads the operation. Fellow directors are **John Warmington**, **David Booker**, **Bruce Thompson** and **Colin Trumble**.

**Peter Weinbergs** is Southern Area Finance Consultant and **Craig Davis** has a similar role for Northern Area.

**Mark Esparza** came from Intercon Treasury to spend several months helping the fledgling company put down strong roots. He is primarily involved in marketing to dealers and in administration.

**Felicity McClure** co-ordinates promotional activities.

The HPF plan is to provide finance initially for leasing, commercial purchase and selected product rental (through dealers) but HPF has a commitment to flexibility and tailoring its services to meet customers' needs.

So Craig Holten sees HPF growing with HPA and the objectives including:

- Sales representatives increasing their success rate in negotiating deals over \$15k;
- OEMs being persuaded to increase significantly the use of HPF in writing their finance sales; and
- Dealers increasing their throughput with finance for selected product rental.

Launching HPF has not been a pushover. Trading banks and other lenders have fought hard to hold their customers but HPF has had impressive successes.

Selling to an airline was one. It involved a \$700,000 deal and other lenders did their best to shut out HPF.

The airline is currently going through a large planning and company reshape in its bid for a bigger cut of the market. It needed help to finance HP maintenance and software, and third party hardware and software. HPF showed what it could do to the customer's advantage with its total system funding approach.

"It is good that HP is part of the airline scene," Craig says. "It is a big market that is computer-intensive."

□

A government utility had signed an original lease worth more than \$400,000. HPF was able to add to the lease, using the master lease concept, by adding \$57,000 with execution of a second lease schedule.

□

Ability to add on equipment once a master lease is signed is a major selling point of lease financing. This was demonstrated in a deal with a multinational engineering company heavily involved in many major projects.

It first wanted an \$18,000 system which grew to a \$50,000 financed system (including third party software, maintenance and an additional small system).

**Bruce Gow**, of the Adelaide office, had targeted it as a difficult but possible prospect. Working with HPF, he sold a 9816 system which involved finance.

"When Peter Weinbergs called to follow up with the chief accountant, they were so impressed that they committed themselves to financing their third party software, maintenance and an additional small system," Craig recalls.

"Although the initial system was small, the involvement of finance through our master lease documentation has seen HP business more than double and has opened up further prospects for the future."

□

## Learners

Overseas visitors acclimatise quickly. After all, they know the products, they're used to the open office concept, the HP Way and the other things that unite the HP family.

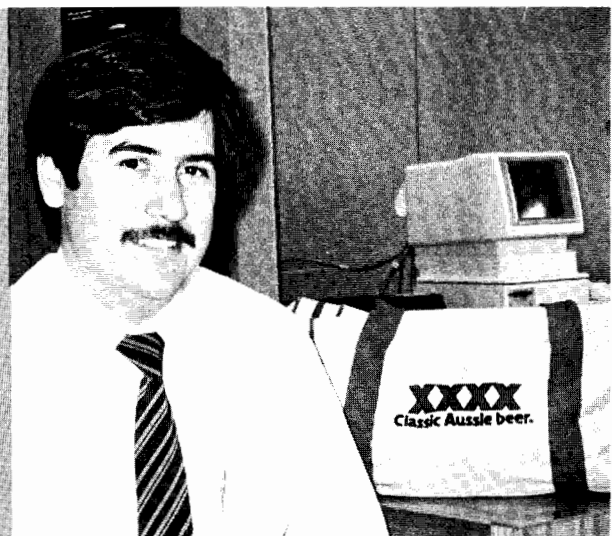
It's in the minutiae of local lore that they have difficulties.

**Mark Esparza**, visiting from the Intercon Treasury, showed it when he offered **Craig Holten** "Fosters or a Quadruple X."

He referred, of course, to that excellent northern brew, Castlemaine XXXX or FourEx — or as an injudicious reveller, who deserves no sympathy, said the morning after, "barbed wire beer."

Mark brought his Columbian wife, Beatriz, with him to Melbourne. For the several months of their stay, she is keeping busy teaching Spanish. ■

**Mark Esparza, put right about Oz folklore, displays his Quadruple X bag, a gift from HPF colleagues**



Another company runs its software exclusively on HP hardware. But the government surveying market it has been targeting deals only with preferred suppliers and HP is not one.

So it has developed a service which desensitises the hardware and software issues and concentrates on benefits. However, its problem has been funding.

HPF helped by devising a scheme which kept the company's relationship with markets intact but gave it flexibility to continue operations without having to worry about funds and financial matters.

"What started as a \$50,000 lease for a software development system has the potential to grow to a \$250k account within two years, increasing HP sales into markets which are traditionally closed to HP," Craig predicts.

□

He quotes another experience with a hirer of fork lifts, pallets and containers. The company was an HP customer which had a capacity shortfall combined with an insufficient temporary budget to fix it.

HPF went in with a minimum 8-months rental to enable the productivity of the existing HP system to pick up the extra load. The deal was to buy the existing demo disk drive and new gear with HPF help.

□

"We were able to structure payments so that another outfit could continue to stay within its financial policy rules and actually buy HP rather than go to a competitor. It was a \$280k deal," Craig says.

□

New Zealand Accounting and Finance Manager **Terry Patterson** is currently investigating the logistics of writing finance business across the Tasman.

"Initially we will look at a rental program for PCs. It is a market where we can make an impact," he said on a recent visit to Melbourne.

"A number of our dealers don't have the capital to offer terms better than 30-days. If we can finance them to give 90 days it will improve sales." ■



● Peter Weinbergs (left), Felicity McClure and Craig Holten



● Craig Davis  
Sydney based



● Terry Patterson  
visiting from NZ



● Secretaries Mary Lam (left), Janet Beck, who's moved from Melbourne to Perth, Gerardine Hoogland, Dee Gibson and Sheila Lowe . . . won't tell why they're smiling

## UK holiday for Rosie

**T**wentyseven years have passed since Sydney Receptionist **Rosemary Lamont** left her home at Weybridge in Surrey.

Now she's planning a six weeks' visit to the UK, flying out at the end of May and arriving in time for Trooping the Color. A generous brother is shouting her the ticket.

She'll be leaving three sons be-

hind but a daughter, on a working holiday, hopes to meet up with her.

Rosie is confident the reception desk will be well managed in her absence by new girl **Catherine Marchetti**.

Cathy came south from Toowoomba late last year. She tells anyone who asks that the reason was to try something different.

What has she found different? Not a great deal, really. "My boy friend came to Sydney and that was about 99% of the reason," she replies.



● Cathy Marchetti . . . came south to try something different

In Perth, Receptionist **Fiona Cleland** completed her first year with HP on March 1.

Colleagues say it seems she has been there longer. Fiona is a live wire who pitches in when a party or barbecue has to be organised.

She comes from Aberdeen, like **Les Burnett**.

Workmates say that they need only one more Scot to join and a sign will go up proclaiming, "Gaelic spoken, Australian understood." ■



● Fiona Cleland . . . live wire party organiser

## Pork, pork and pork

**Jeff Gomes** has been in Boblingen just on a year and in a recent letter said he had acclimatised well, in spite of some culinary, cultural and linguistic differences.

"I've become quite accustomed to eating pork — believe me, heaps of it, lunch and dinner, six times a week. Fresh seafood is difficult to come by and I really miss it. I made up by eating as much as possible on my recent trip home to Australia," he wrote.

"On the sports/social side, I've joined the hockey club and play regularly at weekends. At first it was funny to run around the field shouting in German but I'm used to it now.

"I've learned to ski rather well. As you would imagine, this is the favorite pastime of HP employees in winter. I have skied in Italy, Austria and Switzerland . . . next comes France."

As Product Support Manager Financial Systems, he has nine German engineers reporting to him and he attends a few HPGmbH meetings, where his German is really put to the test.

He usually works until 7pm because "the US wakes up at 5pm our time and the phone starts.

"The job is exciting. On one side I'm involved in long term strategies and on the other are the day-to-day activities of managing the on-line support team. It provides support to about 70 CSRs around the world, including Australia, and 170 customer sites," he said.

Jeff ended with an appeal to the Australian sales force for renewed enthusiasm in selling HPFA.

"It got off to a great start when it was released in Australia. Now the folk here feel the Aussies have lost interest. We have just released Version A.02.00 and there are some great new features. The product is a lot more stable and we have many customers just falling over each other in the rush to become reference sites."

Jeff previously lived in the Middle East, India and, of course, Australia. He joined HP three years ago, firstly with Accounts and then transferred to the AAC, where he worked on the successful beta testing of HPFA. ■

## Community help

**R**ecent gifts of HP150s are helping community activities in quite diverse ways.

At Melbourne's Austin Hospital, therapists are delighted with the possibilities the 150 is opening up for the rehabilitation of severely handicapped patients. They even see opportunities for productive employment.

The 150's unique touch screen is the key. As long as patients have ability to activate a single finger, the world of computing is open to them.

Therapists at the Austin proposed to spend the first few weeks mastering the equipment before teaching keyboard procedures to patients.

It may be the first time anywhere in the world that patients with severe spinal injuries have been offered their own access to computing.

□

An HP150, disc drive and ThinkJet printer were also gifts received with much enthusiasm by the Rev Ted Noffs for use in the Crisis Centre of the Wayside Chapel at Sydney's Kings Cross.

Helpers Kris Cruden and Sue Fauvel lost no time converting records from card to computer and were delighted with the ease of the operation.

Kris said about David Noffs, Ted's son: "Even he learnt to operate it in half an hour — and he's a man."

The Crisis Centre has about 150 volunteers willing to be called day or night in any emergency. Speed of response is critical.

Pleas for help come from any quarter — perhaps friends of a drug addict who has overdosed, someone concerned about a runaway kid lurching into prostitution, a little old lady frightened of being robbed of her pension without an escort to the bank or a bashed wife needing refuge.

In seconds, Kris and Sue can search more than 30 fields to identify the counsellor best able through proximity and qualifications to help. Cards were much slower and harder to update as information changed.

In any 24 hours the Centre handles up to 400 calls.

David Noffs sees many uses for the 150 in the Chapel's Life Experience Centre.

"In some Sydney pharmacies, through every minute of the day, you can see people going in and coming out with a spoon or syringe. It's not illegal to sell them. What hope have you of eradicating addiction on that scale?" David asks.

"We will continue to treat the horrible symptoms but a lot of our effort is now concentrated on prevention of the disease itself. Each year we're giving classes to 40,000 children, from kindergarten to year six. We don't try to scare them about the shocking results of drug-taking but excite them about how unique each person is, what wonderful things their bodies and minds are and how they deserve to be looked after." ■



● Doug O'Hara (left), Richard Vincent and Rev Ted Noffs

## New premises

Sydney has signed to take more than 2000 sq metres of space in a new Rosebery building to diversify its operations and ease pressure at Talavera Rd.

The move to three floors at 1 Rosebery Ave will be on August 1.

Before a decision is taken on which people will move, staff will

## Shared profits

Profit-sharing cheques for \$551,000 went to more than 500 Australian employees of HP in December.

The payout worldwide of nearly \$65 million brought the year's amount to \$121 million.

Employees are eligible for profit-sharing after six consecutive months of service. Payments in a year approximate an extra month's salary.

HP initiated its current plan in 1962 but has been distributing profits to employees in one form or another since its beginning.

"The program stems from the company's belief that employees should share in the success that their efforts make possible," said John Young, HP President and Chief Executive Officer. ■



be invited to volunteer. It is thought that many who live closer to Rosebery will find it more convenient to travel there.

The company will benefit from being able to service important customers in southern suburbs more efficiently.

It is hoped that the new building will have the same telephone number, being serviced by extensions from Talavera Rd. ■

## HP3000/48 serves St Kilda Council

Most frequently used of the recreational and informational amenities provided by St Kilda City Council is its public library.

This reflects the interest in reading throughout the country.

Victorians borrow nearly 29 million items a year and it's rising by nearly a million annually. When records of returned books, reservations and other procedures are counted, they make nearly 60 million transactions.

More Victorians use libraries than public transport and more go to their public library than to football.

St Kilda Council has chosen an HP3000/48 to convert most of its record-keeping from paper to computer storage. Initially the library will share the computer with other Council departments, using Genasys 11 software. Records are currently transmitted between buildings by optical link.

In a public launching of the new system in December, the Mayor (Cr Brian Slattery) said there were firm plans for the library ultimately to have its own computer — probably an HP38 — as other departments were brought on-line.

Before the St Kilda purchase, Genasys and HP Australia had done much development work in the municipal field, notably with the Campbelltown City Council south of Sydney. Both companies recognised local government as a substantial computer market.

Vida Horn, St Kilda's director of library services, said that frequently the first department to change to EDP was the public library. Many routines lent themselves to computerisation, leaving staff free to concentrate on their most important function, which was helping users in the sometimes overwhelming choice of materials in even a moderately sized library. Users readily accepted computerisation.

Sales Representative Sandra Bateman, Marketing Assistant Gwen Welsh and Marketing Associate Grant Freeland attended the launching ceremony. ■

RIGHT: Sandra Bateman and librarian Vida Horn



BELOW: Melbourne Tourism Authority Chairman John Keck (left), Sthn Area General Manager Bruce Marsh and MTA Promotions Manager Leoni Collins celebrate Victoria's 150th Anniversary and gift of an HP150



"Sons of Cain" is David Williamson's new play about investigative reporting. Items of HP equipment, from PCs to binders, have been lent to the Melbourne Theatre Company for the newsroom set. Sthn Area Sales Manager Bruce Miller and David (left) met on stage.

