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FOR HP EMPLOYEES AND FAMILIES  
IN AUSTRALIA AND NEW ZEALAND  
No 34 August 1988



**Sailmakers stitch the HP logo to New Zealand's giant genoa, which is big enough to enclose a 40-sq house.**

Previous America's Cup campaigns have used computers but not as extensively as the New Zealand challenger, **Michael Fay**, and his team.

They have HP computer power to measure, monitor and analyse what speeds or slows; and to have the data as soon as sailing ends.

"If we can't find out what makes us go faster, then we may as well sail blindfolded. We won't take a step forward other than by pure chance and this isn't a game of chance," Fay says.

*New Zealand is covered with sensors, strain gauges and transducers to supply live data in real time to the computers.*

*Sensors read variables like wind speed and direction, keel and rudder angle, compass reading, apparent wind angle and so on.*

*Every tweak to hull, sails and rigging is recorded and analysed.*

*Eliminating chance means sailing by numbers that no human head could hold; so they must be right. More on Cup bid: p9. ■*

## Refining and adding to our Vision

I want to congratulate everyone in Australia and New Zealand on a superb first half-year. At the end of May we were 19.5% ahead of targets, meaning growth of 27% over last year.

Australia and New Zealand are in balance in this regard.

I'd like specifically to mention Finance and Remarketing, Analytical, Test and Measurement, Technical Computers, PCs and Commercial Computers, who are all over quota and show significant growth over last year.

Costs on a revised basis are 6.7% over target which is a worry because we have to bring it back by year's end to 104% of target. This is a concern everyone needs to work on.

But happily we are on track to meet "108 in '88" and I thank you all for your efforts.



The Senior Management Team recently spent two days off-site to review Vision — our statement of the kind of operating environment we want for HP in Australia and New Zealand.

In general terms, vision can be described as the ability to formulate objectives that quicken the spirit and which people sense to be right; and to show how these can be accomplished.

For HPA, we have a special definition and, for the first time, we have made important additions to Vision concerning *performance*.

I think the most significant change now reads: "To sell and support HP services in the Australasian region and to *develop and market HP products worldwide*."

This, of course, brings us into line with our recent commitments to the Australian Government on Partnership and Development. It helps focus us on our tasks in the next five years.

Another important change is that "support systems provide regular, reliable information to continuously improve *decision making and productivity*."

This reinforces the philosophy and concepts of TQC.

The other change reads: "A safe, healthy and *productive* working environment is provided."

This reflects and strengthens our focus on the quality processes.

Vision emphasises the reality that employment and security for everyone is based on *performance*.

We reaffirmed that we want equal opportunity for our people, meaning no distinction is made because of race, sex, creed, age or disability.

We want all employees to share these fundamental desires so that behaviour supports the sentiments expressed in our Vision.

Concerning Relationships, the SMT agreed on these objectives:

- We are seen to add value to the community professionally, socially and economically.
- We are the preferred supplier to our customers, providing products and services of lasting value and have their respect and loyalty.
- HP Worldwide see us as a successful and well-managed organisation and value our contribution.
- We have a reputation and image for quality in all aspects of our business.
- We are known for and practise the highest standards of business ethics.
- We are a respected profitable Australasian organisation.
- We respect and value the opinions and views of our customers.
- Top candidates regard us as an employer of choice.
- We are seen as a company with whom other companies would like to do business.



I shared with the SMT some wisdom that international business consultant **Egon Zender** brought to the Bicentenary meeting of the Institute of Directors.

He said that intuition, entrepreneurship and ethics were indispensable marks of a genuine leader.

Concerning entrepreneurs, he commended those who are visionaries with courage to take calculated risks and who can instill the enthusiasm necessary to achieve goals.

The real entrepreneur creates new things with limited resources and establishes something which will endure with a vitality that successors can nourish and develop.

Moderate calculated risks are acceptable. There is a vision of what to achieve and an understanding of the steps that must be taken. There is a welding of intuition and analytical reasoning.

On the other hand, the popular concept of entrepreneurs has a dark side with obsessive autocrats trusting only their own judgement and unwilling to listen to anyone else.

They are one-man bands unable to work harmoniously with others in a structured environment; gamblers, neurotic people unable to formulate a coherent or realistic vision of what they are aiming for, who must lose over the long run.

Clearly they are involved in fantasy, not entrepreneurship. There are people with very high profiles who fit the bill.

We should discard the popular image and see the true entrepreneur as simply a *business leader*.

MALCOLM KERR.

## R&D visitor

Experience from Hewlett-Packard's research and development activities was given last month to the Defence Science Technical Organisation.

**Don Hammond** was invited by the Minister for Defence Science and Personnel, Ms Ros Kelly, to contribute to a Melbourne seminar.

The focus was on commercial opportunities through the application of defence science and technology to industry.

Don was able to point out problems that HP had met and overcome.

He was well qualified to speak because HP Company spends on R&D more than all of Australia's government agencies and private companies combined.

His talk showed HPA's commitment to the Partnership for Development program, which aims to increase international competitiveness and exports, so helping Australia's balance of payments and standard of living.

Don continues as a consultant to HP after retiring as GM of the Central Research Laboratories at Palo Alto. ■

## Logging complaints for TQC

For every customer taking the trouble to complain, another 10 can't be bothered, say nothing and go elsewhere.

Say nothing to the manufacturer or supplier, that is. But spread their dissatisfaction among a wide circle of friends.

And for "friends", read "potential customers."

Of those who do complain and are satisfied with efforts to meet their expectations, 95 per cent stay with their supplier, according to one survey.

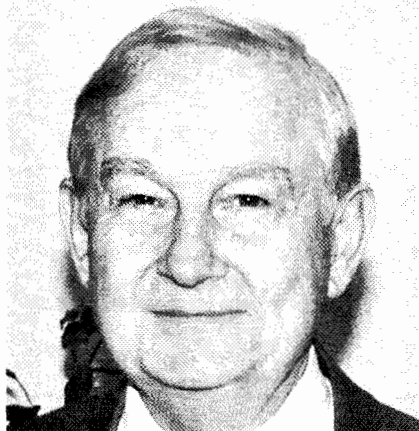
Our decision soon to introduce a Customer Feedback Program springs from the desire to justify HP's reputation worldwide for top quality and, in the computer industry, HPA's position as consistent leader in customer satisfaction.

For it would be foolish for HPA people, warm in the glow of four Hoby awards, to say, "We think we're good enough."

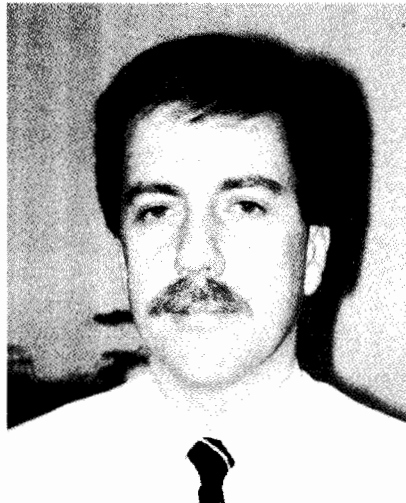
Statistics for those who don't complain to a supplier but bad-mouth the product to all and sundry are chill warnings for any company. Taking them lightly leads inexorably to the tomb.

Explaining the purpose of CFP, Region Quality Manager **Roy Armour** says customer complaints will continue to be fixed by the field.

It is proper that the immediate task of fixing complaints is owned by those with the appropriate skills and responsibility to do so.



• Don Hammond.



• Roy Armour.

Roy's own role is the strategic planning of mechanisms that maintain quality at every stage of a process, to register and analyse breakdowns and then design better processes that anticipate pitfalls and avoid them.

"There was a time when managements of all kinds responded to a complaint by fingering the culprit whose negligence or inefficiency seemed the cause," Roy says.

"However, that often achieved only a reprimand for the employee, an apology to the customer and the process that allowed the error just continued unchecked.

"By breaking all activity down to a series of processes and improving them, we have a much better chance of earning customers' loyalty and retaining it."

Through CFB, the frequency and type of complaints over an extended period will be logged, analysed and remedies worked out.

Roy puts it this way: "We want to capture the customer's voice and carefully analyse what it says. Someone will fix the immediate problem but in the longer term we want to assess trends and remedies.

"After all, quality is what the buyer thinks it should be, not conformity to some standard some non-customer has drawn up."

Every employee will be asked to log complaints and significant feedback via an HPDesk form that won't take long to fill in.

For the purposes of CFP, a "complaint" will be any inadequacy that shows up in any area except hardware and software, which will con-

tinue to be handled by the Response and Escalation Centres.

It could involve a phone tardily or evasively answered, a broken promise to ring back a customer, difficulty in getting information, dissatisfaction with delivery or installation, inaccurate invoicing, etc.

The first phase will be the training of managers, convincing them of the need for CFP and showing how to log complaints and preserve valuable data. They in turn will train their people.

The feedback program is a version of the Escalation Centre's EPIC software modified by Melbourne Systems Support Consultant **Chris Crowle**.

The HPDesk form was designed by Sydney SE **John Reid**.

A number of teams around the company are working on process improvement projects and more will be told about them soon.

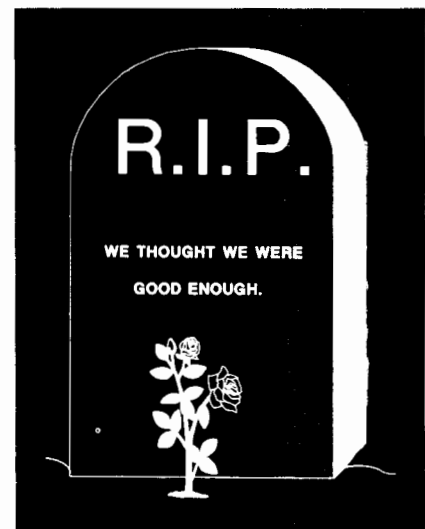
Roy, born in Scotland, started his HP career in 1970 at South Queensferry as a test engineer in the manufacturing division.

He went to New Zealand in 1976 on a working holiday but stayed to become CEM in 1980.

In 1984 he transferred to Sydney as Northern Area CEM and last year became Region Quality Manager. He moved a month ago to Melbourne and now lives at Eltham.

His inclusion in the Senior Management Team is an indication of the importance HPA attaches to TQC.

In coming months, activities that flow from his year of low profile planning will become much more visible. ■



## HP makes Expo contribution

Brisbane's Expo, with still three months to run, has proved a runaway success and Hewlett-Packard Company and HPA have made a modest contribution.

Corporate agreed to lend Vectras, Portable Pluses, RuggedWriters and peripherals for administration and public use in the pavilions of the United States Information Agency and the states of Hawaii, California and Alaska.

Four color monitor Vectras and a RuggedWriter are installed in the USIA pavilion, which covers 4587 square metres, employs 36 guides and presents the theme: *Sport and Its Science*.

There the public are greeted by a seven-by-three metre map of the US on which are pinpointed venues made famous by golf, athletics, tennis, canoeing, sailing, football, basketball and other sports.

On the Vectras, visitors can call up the sport of their choice and then make a further choice of venues. A description of the venue can be read on the monitor.

Or a touch on the screen at "Print" and the RuggedWriter produces a more durable souvenir.

A typical printout:

*AUGUSTA NATIONAL GOLF COURSE,  
AUGUSTA, GEORGIA.*

*The Augusta National, home of the Master's Tournament, is one of the best known golf courses in the world. The tree-lined course is 6,313.9 metres long, par 72, has six lakes and 38 sand bunkers. Competitive course record, 64.*

The message ends with acknowledgement of the help of Hewlett-Packard, STSC Inc and Continental Airlines.

Of course, Continental hopes it will attract tourists by air to the US; and HP won't object if some thoughts turn to buying Vectras and RuggedWriters.

But corporate citizenship was the main reason HP Company supported the US involvement in Expo and why HPA backed this major event of Australia's Bicentennial Year.

Everyone visiting the USIA pavilion passes the HP exhibit. Almost every day, attendance projections are being revised; four million was the pre-Expo figure and now Brisbane is talking of up to 12 million.

The sports court that adjoins the

pavilion is an extra magnet, with an ever-changing feast of presentations by top American performers in wrestling, gymnastics, volleyball, basketball and other sports.

By the end of Expo in October, 60 teams of more than 1500 athletes will have participated.

HPA contracted to instal and service equipment, the responsibility falling to Brisbane CEDM **Greg Condell**.

CE **Grant Coulson** was involved in the installation and SR **Peter Geale** trained US and Australian staff in the use of the HP products.

It involved five sessions for 20 people employed in the main USA pavilion and the subsidiary exhibits mounted by Hawaii, California and Alaska.

Peter also arranged for Multimate training to be given by ACI Computers.

Technically, it was an exacting but not daunting project but it required patience and perseverance for Greg, Peter and Craig to marry all the inputs from two widely separated continents.

It needed close liaison between HP Company, HPA, the USIA, STSC Inc and Continental Airlines, which adapted the software.

That they succeeded was shown by the testimony of pavilion staff.

**Patrick Fountain**, from Oklahoma, said everyone was impressed by the reliability of Vectra and RuggedWriter.

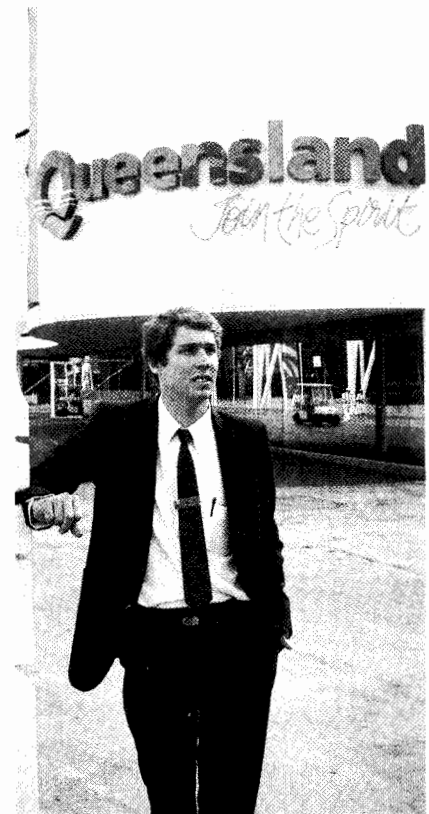
"We've used an enormous amount of paper — as you can imagine with more than 20,000 people attending the pavilion on busy days. We were prepared to live with the hassle of clearing paper jams but it hasn't happened," said an admiring Patrick.

"What do you expect?" chided colleague **Kellie Boyes**, from Washington State. "It's the HP quality, that's what."

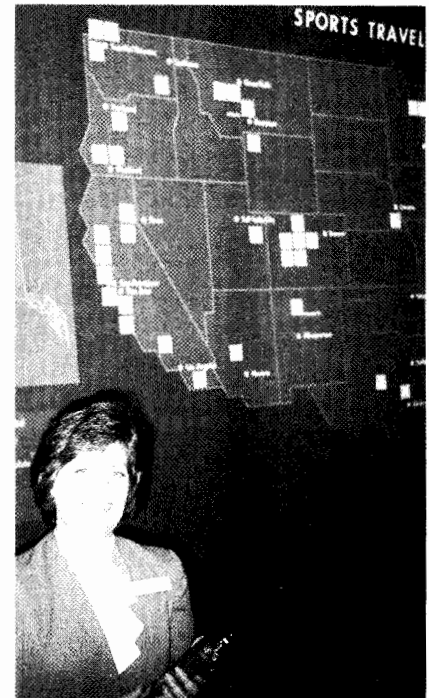
Then Kellie said she had to declare a vested interest. Her brother Dan works for HP at Boise, Idaho.

"But it doesn't alter the fact that the equipment has been impressibly trouble-free," she added.

Many staff from overseas save days off until they accumulate enough time to travel widely in Australia.



• Peter Geale ... an early caller before gates are opened.



• Kellie Boyes ... far from home but close to the HP family.

Outback Queensland is popular. After all, it isn't short of crocodiles, the international tourist flavor of the year. ■



● Peter Geale has a long wait for the billy to boil; he's joined a group of life-like sculptures at Expo 88. Seventy such sculptures adorn the riverside site.



● Sydney W/houseperson Dennis Portlock (left) and Operator Tracey Keyes greet the Easter Bunny (alias Sales Co-ordinator Glen Arraiza) at function arranged by the Social Club.



● Rose-Marie ... hurts healed.

## Quick promotion

Less than three years after coming to North Ryde as a graduate recruit, SR **Anastasia Mavroidis** has been made Sydney account manager for the VAC.

She is responsible for assisting with the growth and profit of VARs and their co-operation with Sales.

Anastasia is a graduate of Sydney University. ■



● Anastasia.

## Aerial drama

Melbourne Personnel Representative **Rose-Marie Todes** and Sydney CEO Manager **Doug Woodcock** were among passengers injured when a Qantas plane plummeted over the Pacific recently.

They were both thrown to the ceiling and received facial injuries.

"Rose-Marie wasn't exactly a pretty sight. Blood was pouring from her cuts but amid the screaming and chaos she remained calm and even helped others," said Doug admiringly.

One of Rose-Marie's responsibilities is HPA's Affirmative Action program. ■

## Never 9 to 5

The life of a Branch Business Manager is not an unhappy one; but neither does it offer an orderly agenda from nine to five.

**Tony Holman**, newly appointed BBM for Brisbane, didn't expect it to be otherwise.

"Clock-watching isn't a characteristic of HP employees and I don't know of any who shut off completely when they leave the office," Tony said as he approached his third month in the job.

"I was aware what it entailed when given the appointment, largely because **Glen Taylor**, the BBM in Perth, and **Sandra Carter**, BBM in Adelaide, had been generous with helpful advice.

"I can see now what they meant by never being able to plan a day confident of not being diverted. ■

"Working on a Marcom, accounts payable, personnel, admin, donation, sponsorship or a dozen other issues can be what your diary lists but all that goes on hold when someone reports that the roof is leaking or the airconditioning is making a funny noise."

Tony says the role of BBM is not universally understood. Some see it as a super secretary but that can't be so because he doesn't do short-hand and he's no great shakes as a typist.

"The job is to support those who get the orders and those whose service keeps them coming. Any success I have will depend on the success of the team," he says.

Tony has been delighted by being able to sell his Melbourne house on a high market and buy most reasonably in Brisbane.

With wife Elizabeth and their children Samantha, 4, and Ian, rising one, he's already discovered the attraction of 4WD driving into the Queensland bush for barbecues and camping.

Purchase of a few acres well to the north as a holiday retreat is on the agenda; but before that he'll build a games room complete with dart board and a bar boasting a genuine pump handle from an English pub.

All explained by his English ancestry. He met Elizabeth in Portsmouth, they married there and came to Melbourne in 1982.

Since joining HPA in 1984, Tony has been Inventory Controller for Sales Force 12 products; helped **Dave Reddy** and **Gray Morgan** set up the Distribution Centre; and in 1987 added OP supervision to inventory control. ■

## A new concept of personnel management

Integrating the Personnel function with Sales and Support is a new concept for HPA.

**David Peake**, who has these duties with the new title of Field Personnel Manager, will work out of Sydney.

He will be responsible for all Personnel matters as they affect "anyone who goes out and makes contact with customers anywhere in Australia — Sales, AEO, CEO, PC, Analytical, Medical and Order Processing."

**Ray Gerwing**, as Head Office Personnel Manager, has responsibility for Administration, Marketing and the ASO — everyone outside of Sales and Support.

David will travel frequently. He plans to visit Adelaide and Perth once a quarter, Brisbane and Canberra every second month and Melbourne for the first week of every month.

He says his responsibility is to help managers manage by adding his particular skills to theirs.

He hopes he can help them set up structures to improve productivity, with a key role in helping the correlation between PE, ranking and pay, as well as focusing on development plans.

Also, to attract the right people to the company and to do it more efficiently.

"We're looking at hiring up to 1000 new people in the next five years, to cope with growth and attrition. It almost means finding one suitable recruit every working day," he says.

"Advertising a vacancy and waiting four weeks for results is a great dissipation of resources. Together with managers, I'll be looking for ways to improve strategic recruiting."

When things settle a bit and he has time for recreation, David plans to continue band work (guitar and vocal) with **Grant Freeland** (keyboard), who is doing the last year of a MBA course at the University of NSW.

David joined HPA in 1983 as a graduate recruit from LaTrobe University. ■

## Flood, fire and pestilence

Concern for customers doesn't start on Monday morning and switch off on Friday night.

And customers do appreciate it, as a letter to CEDM **Ken Bailey** praising CE **Rod Totten** shows.

A Sydney manufacturer had suffered a fire and 18 months ago a storm water channel flooded the factory when the Hawkesbury River rose 12 metres above its mean average level; a 1-in-20 years happening, the records suggested.

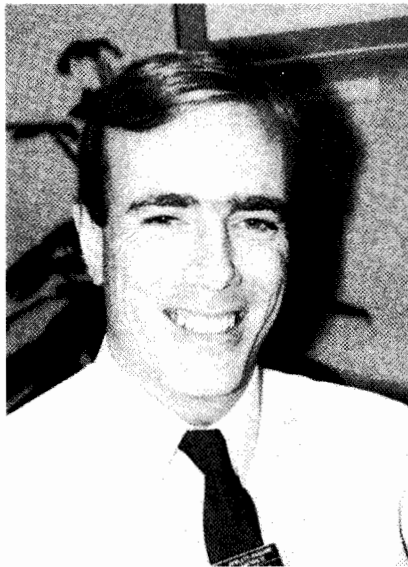
Rod was quick to answer their distress call and appalled to find the computer equipment being lapped by water 36cm deep.

When the mess was cleared and the system going again, the customer took Rod's advice to lift the gear above flood level. So they raised it higher than the water mark on the wall, sure it wouldn't happen again.

Then one weekend Rod began to have worries. It had rained steadily for three days. His wife Margretha is a State Emergency Service street warden and she had hour-to-hour information about the rising Hawkesbury.

He knew his site well, having serviced it for five years. Early Monday morning before going to the office he decided to visit rather than wait for a call. It was worse than before — water was 74cm up the wall.

First he assessed the extent of damage and then started the ball



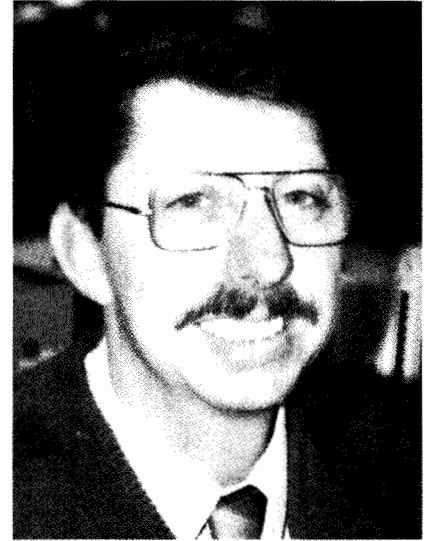
• David Peake.

rolling with Ken Bailey and the commercial team at North Ryde for equipment to get them back on their feet.

HP's recovery effort was complete well before the seven days it took the electricity authority to restore power.

Rod now regrets the flippant remark he made: "You've had fire and flood; now you only need pestilence."

Armed robbers obliged by doing a payroll heist. "Yes, they were pests, sort of, even more so," said Rod. ■



• Rod Totten . . . knows site.

## BIRTHS

- Jason, son of Marketing Inf/Svc Manager **Geok Tay** and Filomena at Mercy Hospital on 25 May at 2.33pm (3289gr/7lb 4oz).
- Shane, son of Canberra CE **Grant Bawden** and Wendy, on 12 April (3232gr/7lb 2oz). Proud father boasts "another Bicentennial Project."
- Michael James, son of Melbourne CE **Peter Ratten** and Christine, at St George's Hospital, on 24 May at 5.45pm (3005gr/6lb 10oz).
- Danielle, first child of CIC Manager **Tony Graziani** and Mirella, at Mercy Hospital at 11.23pm on 20 June (3118gr/6lb 14oz).
- Alexandra Morton, first child of CE **Kirt Fanning** and Linda, at Royal Women's Hospital, Paddington, on 22 May (3175gr/7lb).
- Danielle Jane, second daughter of CE **Ron Turnbull** and Carol, "at the respectable time of 11.20am on 15 June (3884gr/8lb 9oz); Paul Hoolahan won the sweep." ■

## Clear leader in service

Hewlett-Packard has the best products that Company President **John Young** has seen in 28 years.

This was told to a gathering of Support people at Joseph Street late in April by **Mike Leavell**, Vice-President and General Manager Worldwide Support.

Mike said there had been a 25% revenue increase in the first quarter and 40 to 50% lift in profit; and the Support organisation had made a notable contribution.

"During the tough period, a great contribution was made by the Support people — you provided 40% of profit," Mike said.

"Six months ago we asked what are we good at. It came back that we are recognised for two things — quality of products and quality of customer support.

"Today we are leaders in customer support, cost of ownership and solution delivery. Tomorrow will see us leader in multi-vendor network support and this will give us a competitive advantage.

"It is nice to be able to look back, when the Company assesses what it is, and know that for the last five years you have been a major contributor to profit, that you are still a major contributor to customer satisfaction and profit, and that you are leading the company into a new era."

Mike brought with him this impressive group of Support personnel from the US:

**Paul Balnys**, Intercontinental Customer Support Manager.

**Don Maston**, Intercon Customer Engineering Manager.

**Pat Wilcox**, Intercon Support Marketing Manager.

**Mike Dean**, Intercon Applications Engineering Manager.

**Roger Costa**, General Manager Product Support Division.

**Marc Hoff**, General Manager Applications Support Division.

**Skip Ross**, Support Systems Laboratory Manager.

**Judy Hayner**, Marketing Manager Product Support Division.

**Lane Nonnenberg**, Marketing Manager Applications Support Division.

**Sally Dudley**, Research and Development Manager Product Support Division.



• Mike Leavell (left) with Region PC Support Manager Brian Avery at Blackburn gathering.

Mike took part of the team to Sydney where they visited a customer site, lunched with members of the NSW 3000 User Group and gave a press conference.

The previous day he met senior Defence officials at dinner and talked about managing an inter-

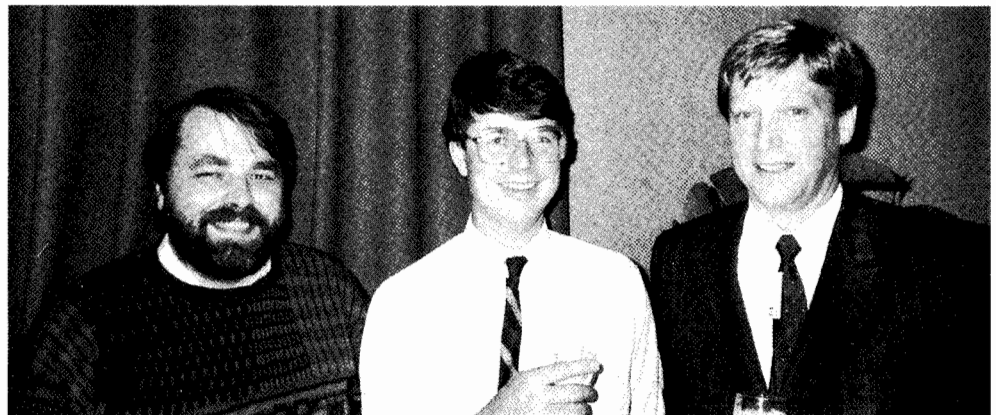
national support operation.

Those who stayed in Melbourne had similar meetings with customers.

It was an opportunity for the visitors to acquaint themselves with the special needs of Australian customers. ■



• Perth Receptionist Fiona Cleland, Response Centre Engineer Murray Thomas and Sally Dudley.



• Melbourne Support Engineer Linas Petras (left), Customer Support Manager Roger Kane and Mike Dean.

## Restructure lifts sales

Transferring from Sydney to Melbourne in 1986 was an offer **Fred Traue** had 10 minutes to decide.

"How could I refuse **Malcolm Kerr** when he'd given me a wonderful year working in Thailand," the Southern Sales Manager recalls.

It was a time of great change, both HP Company and HPA being restructured.

Fred set about changing the sales organisation in a number of ways and today they are paying off.

"The Victorian sales office is now a well-organised order-generating machine, committed to a standard of professionalism higher than ever before," he says.

"We have an Installed Base District, looking after existing commercial customers only, and have good growth and are making big deals.

"One customer, only a year ago, had a micro HP3000 and has upgraded to our top-of-the-line HP950.

"We have put in place, for internal purposes, standards for account development and are producing growth plans for presentation to installed base customers.

"For the first time, we have a New Business District and its people expect outstanding results.

"We have restructured Technical System Sales, and Test and Measurement, and each now has its own identity.

"The key element of the restructure is combining Sales Management and Market Development functions. We are regaining market share for T&M and look forward to a similar advance for TSS.

"The other outstanding success is our Telecom

major account program, which is generating really big deals.

"A significant achievement was creating the Staff Line Group. We took SSRs out of the individual districts and put them together in the middle of the Sales Office to service all districts, not just one.

"**Russell Warmington** led an accelerated development program for SSRs and new graduates and we were able to promote nearly all of them very quickly into the field.

"We will continue hiring graduates and others with experience into Staff Line, develop them and then promote them into the sales districts as needed. It has never been done before and we really have improved the pool of SSRs.

"We are performing over-quota and everyone is committed to staying that way."

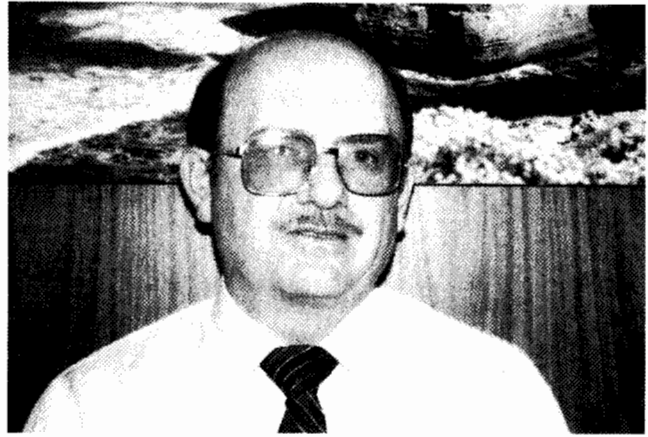
Fred says it's pleasant to work with a very good WA team and that Adelaide, after restructuring, has gained new vigor and is starting to perform as well as the rest of his territory.

Once a month, Victorian SRs meet to share results, recognise over-achievers and the support engineers "who have helped make us successful." There is usually a guest speaker.

The action-packed hour is popular, finishing with a quiz based on HP products and the award of champagne for correct answers.

It's fun but also a great learning experience. A typical question: *If your prospect is being tempted by a competitor's sweep generator, which HP product would you pitch in to win?*

Fred adds: "A good thing about the Victorian Sales



• Fred Traue ... lost poker winnings.

Office is that we now have a clear structure which enables us to grow quite rapidly. We have a better identity but unfortunately people still see us as just part of the Region office.

"Our ultimate goal is to get into a building of our own."



Fred migrated from Germany 22 years ago. A bitter winter got to him and he responded to advertisements about job opportunities and wonderful climate.

He was ahead in poker when his ship reached Fremantle but lost it all on the run to Sydney. He paid a week's rent and had 10 pounds to start job hunting.

In three days he had a territory for the instrumentation firm, Jacoby Mitchell, an old Holden and a Gregory's street directory ... his first stab at selling.

After eight years, he moved to STC selling commercial mini-computers; and three years later to HP in Sydney.

On his second day, he was sent to Melbourne to arrange travel to the US for training. Badgeless in the Joseph Street building, he was challenged by founding MD **John Warmington**.

"No man gets hired one day and goes to the States the next," John said when told who I was. But we had a chat and he approved the trip," Fred recalls.

He was top computer SR in 1979 and became DSM (Technical Computer Group) in 1981. He led the *District*

of the Year in 1983 and was *DM of the Year* in '84.

"They were great times. I sat next to the AEDM (then **John Klimczak**) and the SRs sat next to the SEs; we pulled together marvellously well," he recalls.

A year in Bangkok followed a big sale to Thai International Airways. He heard TIA was installing an HP3000 in Sydney but did not think too much about it at the time.

But at a senior sales seminar in the US it came back to mind and he asked **Greg Kershaw**, now DSM at Rosebery, to return via Bangkok and make inquiries.

Greg reported that, not knowing Australian conditions, the Thai distributors looked as if they would forfeit the sale to IBM.

Greg drew up a new configuration and **Mike Nagiar**, who was visiting then as Intercon Sales Director, urged Fred to go to Bangkok.

"Go tomorrow; go sell it; I don't like being beaten by IBM," Mike said.

The short of it was that by week's end, with help from Malcolm Kerr (then managing HP Far East) there was a handshake deal for 3000s, not only in Sydney but several locations around the world.

"I told Malcolm I'd like to spend a year in Thailand and he said I was 53rd on the list," Fred remembers. "But I was born in the year of the dragon and dragons are persistent. In September, '84, Malcolm's secretary telexed cryptically from Hong Kong: 'Fred, you can pack your bags'." ■



## HP is partnering NZ Cup bid

New Zealand's bold challenge for the America's Cup has generated enormous interest around the world.

And Hewlett-Packard has received invaluable press, television and radio attention as the official computer supplier to the Challenger.

HP's involvement came about through the initiative of HPNZ.

Country Manager **Hans Neilson** has led the team negotiating HP's role, which is much expanded on that for the Perth challenge in 1986-7 when New Zealand's KZ3, KZ5 and KZ7 carried HP equipment.

Already HP gear worth more than \$200,000 has been delivered to the *New Zealand*, with more to come.

HP received priceless publicity when the prestigious New York Times Magazine of 29 May featured in words and pictures the challenge of New Zealand merchant banker **Michael Fay** and the Mercury Bay Boating Club.

Television cameras were also focused when *New Zealand* first unfurled her massive genoa, with its HP logo, off San Diego, where Fay hopes the sail-off will take place in September.

TV crews from many countries recorded the event for news services and documentaries.

In July the Fay challenge to the Americans defending in a catamaran was still before the courts.

Fay first used the US courts to oblige the San Diego Yacht Club to accept a challenge in 1988 rather than in 1990 and from his maxi-yacht rather than a 12-metre.

His second court chal-

lenge rested on an interpretation of the America's Cup Deed of Gift requiring defender and challenger to be boats of like category.

*New Zealand* is 123ft long (90ft at the water line), with a mast as high as a 15-story building and is the fastest single-hulled racing yacht ever built.

It's capable of 18 knots-plus, more than twice the racing speed averaged



• Hans Neilson listens as Michael Fay explains his boat's capabilities at on-water press conference.



• Auckland employees at function to show off the new boat: CEDM Kevin Matson (left); CE Michael Draper; BAS Lois Numans; Receptionist Belinda Orr; SR Kristina Hapgood; CE Noel Owen; SR Peter Shaw; Support Co-Ordinator Maureen Addison; Secretary Christine Lewis; SE Fred Engel; and Hans Neilson.

by the 12s off Perth but single-hulls are slower than catamarans.

Instead of a crew of five to sail the San Diego Yacht Club's cat, *New Zealand* needs 40 to crew her.

Its genoa is four times the size of a 12-metre's spinnaker and its draft is 22ft, deeper than a container ship.

In figuring sail stresses, help came surprisingly from Auckland University which had developed a program for heart valves.

It seems problems associated with hearts and sails are very similar. Elements of curvature for parts of the heart and parts of sails are related.

The Kiwis were able to simulate mainsail shape and loadings very closely.

Hans made a point of crediting Auckland SR **Steve McConnell** for starting off the project for HP late last year; and the marketing team in Wellington for putting it together.

Also, Support and Admin staff involved in setting up the Media Centre.

"This will be an exciting time for all of us; the profile of Hewlett-Packard New Zealand will be higher than ever before," he said.

HP is providing all of the Challenger's computer

needs — from technical design systems to the broader business and commercial needs.

Equipment initially provided included HP9000 technical work stations for use both on the yacht and its tender; Vectra PCs in a variety of applications; and a Micro 3000 for office automation and electronic mail.

A Vectra Desktop Publishing system was set up in the Media Centre in Auckland. Among other uses, it bills telephone calls made by the international press.

Our involvement will be in San Diego as well as New Zealand. ■



## Helping customers through disasters

Paper jams; a disc drive stutters; a program won't load.

All are problems normally easy to identify and quick to fix. Most malfunctions are like that.

But occasionally speedy diagnosis and repair aren't possible.

We know the customer's anxiety level will rise by the hour so the Escalation Management Program is activated.

A Problem Site Manager is appointed and resources commensurate with the complexity of the problem are called up.

In stubborn cases, progressively higher levels of expertise are marshalled — perhaps from another Australian or New Zealand office or wherever it may be located around the world.

Escalation upon escalation until the PSM can write "Problem Solved." Even then the site is placed on monitor until it is verified that the problem will not return.

Throughout, the PSM is the single contact with HPA; and the PSM keeps the customer informed through a nominated problem manager.

The EMP is designed for problems that are tricky but fixable.

Now HPA is designing a kind of escalated EMP to handle disasters that threaten every business — partial or complete destruction of equipment and records by flood, fire, smoke, tempest, earthquake or other calamity.

World studies show that most companies unrehearsed for the disaster that destroy data records go to the wall within two years.

Support Marketing Manager **Phil Greetham** is working on procedures that will be both preventive and restorative.

- Preventive in that customers will not only be educated in backup techniques but will regularly take part in recovery rehearsals in simulated disaster conditions.
- Restorative in HPA's ability to respond immediately with equipment and technical assistance needed to restore the customer's computer power.

The need for such planning was illustrated on 16 June when fire de-

stroyed the computer room of the Great Lakes Shire Council at Forster, 360km north of Sydney.

Fortunately, on this occasion most elements of a disaster plan were already in place with equipment available.

However, quite a bit of inspired improvisation went into rescuing the customer from a grave threat (for one thing, it was the high point of the Council's rates collection cycle).

CEO Manager **Doug Woodcock** promptly took ownership of the problem as PSM and his 4pm HPDesk message to Distribution in Melbourne gives an unemotional but graphic description of the chain of events:

At approximately 10.30am today, **David Chandler** from Genasys rang to advise that Great Lakes Shire Council at Forster had been burned down.

We established contact with **Norah Greenwood**, DP manager, but she was unable to advise the status of the site because arson had been suspected and the site had been secured.

It appeared that the majority of the damage had been in the part of the building where the equipment is used.

Norah was asked to establish current levels of backup so as to recover the system and to establish an alternate site because we were planning to provide a system to get the Council up and running.

With the assistance of the AEO, we have despatched to the site the following hardware: 3000/42; 7978; 2 x 7933; 2608; cabling (data); disc media; remote support modem and cabling.

ACCO Computer Transport were able to respond within 45 minutes with truck and crew to assist in the mobilisation of the loaner 3000.

12 noon. Norah Greenwood rang to advise alternate telephone line had been established by Telecom.

Norah had then established that the newly completed library building at the rear of the Shire Council office would be made available as the location for the computer equipment.

She had now been able to gain access to the damaged premises. The equipment in the room has suffered partial fire, smoke and water damage.

The equipment had to be moved to one side of the room to allow the roof to be collapsed because it was a safety hazard.

Norah has been able to retrieve the backup tapes from the fire safe that was in the computer room, along with the new partial tape she took home.

She also advised that the thermometer in the computer room had reached its maximum of 120degF.

At approximately 1pm, the ACCO Computer Transport truck and **Mick Haverfield** (CE) left for the site.

Action plan: It is anticipated that the computer equipment and Mick Haverfield will be on site by 6.30pm.

Our objective will be to establish operation such that Genasys (**David Beh**) will be on site to assist in the recovery of the customer's system at approx 7pm.

Mick has taken with him several rolls of datacom cable so as to be able to connect remaining customer terminals that are undamaged to the system; and hopefully their business can commence tomorrow morning.

Genasys (**David Chandler**), Norah Greenwood, **David Hynd** (SR) and **Shailesh Naik** (DSM) have all been advised of this action. I will update tomorrow morning.



- Camera-shy **Doug Woodcock** doesn't shove out a hand or pull a cardigan over his head like on telly. He just pretends to be the photographer himself. Secretary **Sue Byrde** admired his technique at a CEO function in Melbourne.

I request this site be recognised as "hot" because there will be a need to expedite replacement hardware from the manufacturing division once Mick has been able to provide the technical assessment of the damage.

**Jurgen Horhann** (SSE) has been asked to work directly with **Tracey Keyes** (Operator) and **Laurence Fong** on getting sufficient equipment to meet the AEO training needs next week.

Next day at noon Doug was able to report the emergency system was operative (several hours before the Council was ready to use it). ■

## Canberra help for cancer kids

Camp Quality is an organisation that arranges for children with cancer to go on camping trips with other kids who are sick.

They are supervised by volunteer adults and the children are encouraged to do things they may not otherwise get a chance to do.

Besides giving them some fun, it also gives their parents a break from the agonising duty of attending them in hospital.

BBM **Gayle Payne** reports that Canberra employees contributed the \$100 it costs for one child to attend a camp and the Company matched this by sponsoring a second. ■

## Clever customers

Some customers aren't computer smart; they won't take a step without guidance or reassurance of their SR, SE or CE.

Others have expertise of the highest order and push systems to limits of achievement not promised in the specifications when they buy.

Either way, Brisbane CE **David Richards** is happy to play along.

A customer in the latter category is the Queensland Main Roads Department, which controls major through road intersections in Brisbane and four other cities from an installation near HP's office at The Gap.

David speaks admiringly of how MRD engineers drive the HP1000s which he installed and maintains.

"They're well endowed with technical skills and are great innovators. One result is that other countries are coming to Brisbane to see how they monitor and control traffic," he says.

"Delegations have come from China and Malaysia, among others."

The MRD designed its own software which it calls TRAC (Traffic Remote Access Control).

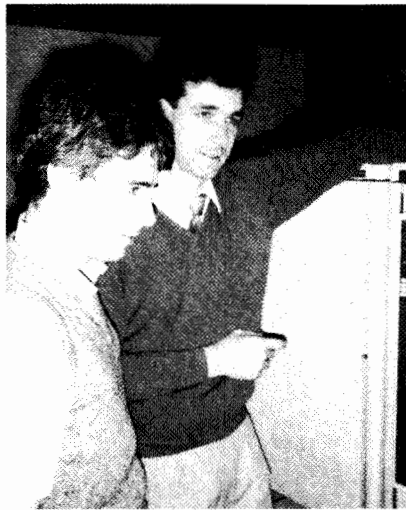
Models have been designed for intersection control in Brisbane, the Gold Coast, Ipswich, Townsville and Cairns. Each of 11 HP1000s has capacity to monitor 96 intersections.

Sensors buried in the roadway advise of traffic density coming from each direction and the computers, supplied with models for various situations, make a decision every two seconds on timing of the lights.

In the event of malfunction, an MRD engineer can access the performance of a specific intersection and make corrections, from a PC at home if necessary. For Cairns, that's 1800km away. ■

**Tom Aldrich** made many friends in the short time he was Northern Area Personnel Manager and they were sorry when he decided to return to the US.

But pleased to learn that he recently rejoined HP in Palo Alto. As a personnel manager with Intercon, he looks after international relocation and training. ■



• David Richards (right) with MRD programmer David Johnston.

## Samaritans

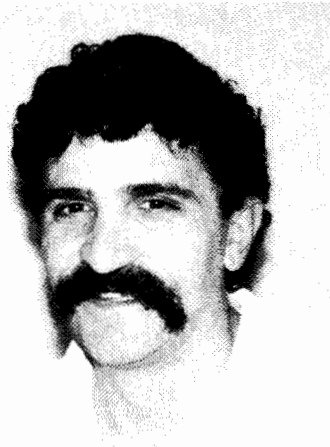
Kindness shown contract cleaner **Lou Borg** after a serious road accident helped him back on his feet quicker than any medicine doctors could have given.

Employees at Blackburn and Ringwood made generous donations which, with hospital visits, telephone calls and get-well cards, were a powerful tonic after his spleen was removed.

Lou, born in Malta and 25 years in Australia, spoke his appreciation:

"I thought HP was a fine place to work before the accident; now my wife, our three children and I are even bigger fans." ■

Moved address lately?  
Payroll Co-Ordinator Karin  
Biermann needs to know.



• Lou Borg ... thanks friends.

## Civic thank you

So successful was the mardi gras organised by Sydney Facilities Co-ordinator **Frank Thebridge** and colleagues that the Mayor of Bankstown hosted a thanksgiving dinner for them and their spouses.

Like Topsy, their creation grew and grew.

At first it was intended merely to parade flags of the 168 nations where Lions Clubs operate. It is always done at a Lions convention, which Revesby Club was hosting.

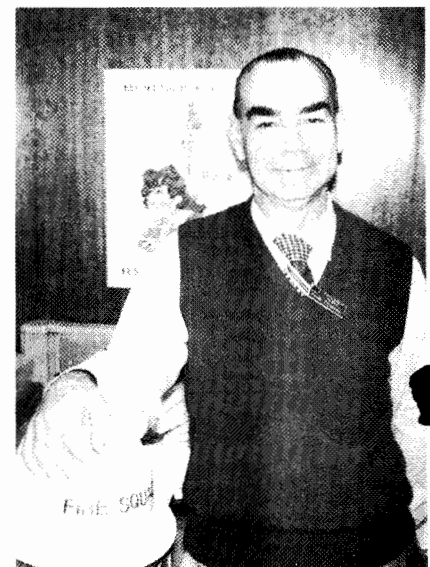
Frank had to recruit 168 flag-bearers and he reckoned parading outside the convention hall instead of inside would be a change and might create a little public interest.

Then it took off. All the local community groups got behind them — Scouts, Guides, Air League cadets, Army, Army Reserve, Apex, et al.

Along with shopkeepers, they set up street stalls to raise funds for local activities and a stage for music and dance; and arranged free rides for the children.

Mayor Kevin Hills and Bankstown aldermen decided there was only one thing to do — close off the streets. On the big day, 20,000 packed the town; you couldn't get a parking spot within a mile.

So let's hear it for Frank and his mates. They deserve another rousing hip-hip-hooray. ■



• Frank Thebridge ... starts something big and Mayor says thanks for the citizens.

## Newcomers

**Sue Anuriw**, Sales Secretary (Perth).

**Leandra Beale**, Receptionist (Rosebery).

**Jill Brookes**, Marketing Program Manager (Melbourne).

**Shelley Cox**, Sales Secretary/ New Business (Melbourne).

**David Cranston**, Applications Engineer/ AEO (Melbourne).

**Warwick Fraser**, Staff Support Engineer/ Response Centre (Melbourne).

**Peter Freeman**, Financial Analyst (Melbourne).

**Kim Gosch**, Sales Co-Ordinator/ Distribution Centre (Melbourne).

**Werner Huser**, Software Development Engineer/ ASO (Ringwood).

**Laurence Ko**, Service Technician (Melbourne).

**Dave Kruger**, Technical Writer/ ASO (Ringwood).

**Kwee Enn Lim**, Software Development Engineer/ ASO (Ringwood).

**Mark Morwood**, Software Development Engineer/ ASO (Ringwood).

**Peter Nankervis**, Customer Support Engineer/ Analytical (Melbourne).

**Michael Ossipoff**, Sales Representative/ VAC District (Melbourne).

**Beate Reader**, Sales Secretary (Canberra).

**Carole Tauber**, Sales Co-Ordinator/ Distribution Centre (Melbourne).

**John Tuthill**, Staff Sales Representative/ T&M (Perth).

**Mike Vogel**, Field Engineer/ Medical (Sydney).

**Eddy Zwart**, Software Development Engineer/ ASO (Ringwood). ■

## Transfers

**Ken Bailey**, CEDM (New Zealand) to CEDM (Sydney).

**Jane Cooper**, Sales Co-Ordinator (NZ) to Order Administrator (Melbourne).

**Nick Debenham**, Sales Representative (Sydney) to Branch Sales Field Manager (Brisbane).

**Rodney Gordon**, AE to Sales Representative /VAC (Sydney).

**Sue Herrod**, Contracts Administrator to CIC Co-Ordinator (Melbourne).

**Goretti Lai**, HP Hong Kong to Accounts Supervisor (Melbourne).

**Lindsay Lyon**, CE (Sydney) to CE11 (Melbourne).

**Jason Maude**, CE/PC Repairs to CE11 (Melbourne).

**Millicent Miranda**, Sales Secretary to Finance Secretary (Melbourne).

**Brad Monsborough**, Analyst/ Programmer to PC Analyst (Melbourne).

**David Peake**, Southern Area Personnel Manager (Melbourne) to Field Personnel Manager (Sydney).

**Kam Pow**, HP Malaysia to CE (Melbourne).

**Nick Race**, HP Queensferry to AEO (Sydney).

**Wilma Spencer**, Order Co-Ordinator to Accounts Payable Clerk (Melbourne).

**Ronnie Tan**, HP Singapore to CE (Sydney).

**Frank van Grieken**, CE to Support Engineer/ Response Centre (Melbourne).

**Russell Warmington**, Field Development Manager to Field Sales Manager/ PC Group (Melbourne).

**Yvonne Warner**, Demonstration Co-Ordinator to Order Co-Ordinator (Sydney).

**Andrea Wingard**, Call Co-Ordinator/ Response Centre to Computer Operator (Melbourne). ■

## Achiever awards

Thirteen employees were named in the latest list of Melbourne "Achievers" for giving outstanding service in widely diverse fields.

These are the people who each won a restaurant dinner for two and whose photographs were displayed on the honor board in the Joseph Street cafeteria:

**Lisa Galbraith**, Finance Administrator, who had to manage the Finance Company single-handedly since last August.

*This included total administration and accounting responsibility which necessitated excessively long hours at month end, etc.*

Lisa is now Finance Company Accountant.

**Gordon Williams**, Public Relations Representative, who has made rapid progress in developing good rela-

tions with key magazines and has increased the media coverage HP receives throughout the country.

*Gordon's new style has also been noticed in the US with positive feedback on a job well done.*

**Brian Marsh**, Remarketing Engineer, **Richard Pike**, Remarketing Administrator, and **Robert Underhill**, Remarketing Engineer.

*Their efforts have been of consistently high calibre and their commitment to helping Sales is becoming legendary.*

*Profits for Remarketing were five times the target for March and double YTD; and this is responsible to a large degree to their concentrated efforts.*

**Paul Bankowski**, Network Manager, **Joao Pissara**, Analyst/Pro-

grammer, and **David Pawley**, Demonstration Co-ordinator.

*They achieved their special recognition for the productivity gains they made for all SAM users throughout the Company, with a combined effort to reduce waiting time on SAM screens — improved by up to 60% in some cases.*

**Brian Compton**, Manufacturing Support Representative, **Alan Honeyman**, Applications Engineer, and **David Luck**, Project Centre Manager.

*They achieved special recognition for their work on the Telecom "Horizon Project", which meant very long hours to complete Phase 1; early May was the planned end of Phase 2.*

**Cameron Green**, Systems Engineer, received special recognition for his high calibre work with the remote offices, setting up a PC network for

Argyle in WA and an OA network for Telecom in Brisbane.

**Neville Scott**, Systems Engineer, for supporting the whole of Australia on three major EE-CAD/CAE products for several months because of staff shortages.

*He also had to maintain his work with Sales Representatives until the SRs had peaked in those products; and this required very long hours.*

**Glenn Williams**, Senior Service Technician.

*He provided excellent support to the Sales Force recently by designing and presenting quality training courses and demonstrations of network analysis equipment for HP customers — developed in his own time.*

*He also worked with Eric Lording and his RAAF customers around the country during the second quarter with positive feedback.* ■

## ASO into its fifth year

As Engineering Manager, **Laurie Wood** has a senior role in our Australian Software Organisation.

Responsible for product development, she has 26 of the Ringwood staff reporting to her — the laboratory and quality and productivity people.

But while Laurie has contributed significantly to the success story that is the ASO, she doesn't see it as anything but a team achievement.

"It's hard work, long hours but immensely rewarding. I enjoy the independence HP gives to do your job and the responsibility.

"There's satisfaction in working with a team aiming at a common goal and the rapport that is built up," she says.

The ASO started in May four years ago and gave six months to deciding its targets. Its worth was first shown by developing HPtoday into a profitable export commodity.

"Its look and philosophy haven't changed but has expanded for use in more and more environments and its functionality is broader," she says.

Laurie expects a short project to take a year or 18 months, not long in product development terms.

US-born, Laurie joined HP straight after graduating in computer science, starting in project management in the Personal Office Computer Division.

Not long after, a young Australian engineer arrived in the US seeking a wider horizon than Australia could then offer.

Silicon Valley seemed a likely place and when he joined HP they met on the job. His name was **Bill Wood**, now DPM Manager located at Joseph Street.

They married and went four-wheel-driving — Adelaide to Alice Springs, Darwin, Cairns and down the east coast.

Their first child, Katie Ellen, was born last year. Laurie's mother and sister came out from the States a couple of weeks after the birth and her father visited in June and July.

He was doubly welcome; he helped them renovate their house. ■



• Laurie Wood.

## Rosebery still pleases

Setting up an office at 1 Rosebery Ave, Rosebery, was popular with employees who moved from North Ryde.

For most, it was a shorter journey to work and all approved the atmosphere. That was late in 1985 and still there's the same feeling.

DSM **Greg Kershaw**, who leads sales and support for the Commercial Installed Base, says HP has been successful by being at Rosebery.

"Staff believe they work better here and achieve more. There is a higher level of ownership and teamwork is emphasised," Greg says.

"Everyone knows the issues and contributes to their solution. We are working at exploiting the advantages of team work.

"There is a geographical advantage in being close to the city but you can make too much of this. Where the geography really helps is in our proximity to customs and freight forwarding.

"A return trip to the airport takes about 20 minutes, against a couple of hours from North Ryde. Interstate visitors also benefit.

"Having the board testing centre at Rosebery is popular with customers, those located nearby and those interstate."

Greg, a soldier's son, was born in Brisbane, lived for a time in Hobart, grew up in Adelaide and has been 16 years in Sydney.

He was previously a programmer



• Greg Kershaw.

analyst with Caltex and has been with HPA for eight years. He started as a staff engineer, was an SR for five years and has been DSM for two years.

He lives at Waverley, two suburbs away from Rosebery, with his wife Janet. ■

## Strangers' encounter

Randomly dialing ISD, a New York breakfast broadcaster got through to the North Ryde switchboard and Receptionist **Rosemary Lamont** answered.

"What do you do?" he asked when Rosie announced "Hewlett-Packard."

Before she could tell, a woman's voice in the studio said, "Oh, I know them; they make good calculators."

Rosie corrected: "Not good calculators; the world's best calculators."

And for good measure: "The best computers, the best medical and analytical instrumentation and the best service, too."

Then she paused, she told Depth.

"Good heavens, I thought, Dave or Bill might be listening to his program and thinking why was I neglecting other callers. So I said, 'Sorry, I have to go now; have a nice day;' and he said, 'Thanks, have a nice day,' and that was that," Rosie recalls. ■



## CIC celebrates first birthday

On 20 July, the Customer Information Centre turned one year old and to celebrate invited fellow workers from around the Blackburn building to drop in for drinks.

The CIC has grown considerably since **Steve Hitchings** was appointed its first manager, supported by telemarketing representatives, **Dianne Nuske** and **Arthur Booth**.

Now **Tony Graziani** is Manager, Steve having left for a position as a Market Development Manager for the Business Systems Sector at Palo Alto.

Two more telemarketing representatives, **Robyn Papax** and **Adrian Weiss** have joined the Centre, together with **Sue Herrod** as Co-Ordinator.

CIC is a marketing group complementing the activities of the Field Marketing Organisation.

Its objectives are to improve sales force productivity by generating and distributing qualified leads; and customer satisfaction by efficient and timely handling of inquiries.

In a year it has qualified, distributed and tracked leads, via QUILTS (Quality Lead Tracking System) that have been closed to the value of \$1.2 million.

Active leads in the QUILTS funnel total \$8.3 million. Inquiries for the fourth quarter are up 400% on the first three months.

CIC represents to a customer HP's ability to respond quickly to inquiries whether generated by advertisements, trade shows, seminars, editorials or direct mail campaigns.

One 008 call from anywhere in Australia will obtain for a potential customer help such as a dealer's telephone number, product information by phone or mail or the offer of a subscription to HP publications.

CIC's telemarketer part-timers' program is an important recent initiative which gives people from other departments hands-on training in telephone techniques and exposure to HP's future customers.

Seventeen volunteers from Contracts, OP, Medical, EDP, Accounts Sales and the Response Centre have spent the first of six one-day sessions, spread over a year, in the CIC.

Encouraged by their managers, they now have the benefit of exposure to sales and marketing, have increased product knowledge, made contact with customers and importantly have enhanced telephone answering skills.

Anyone wishing to do the same should consult with their manager and then talk to Robyn Papax on Ext 2903.

With the Field Marketing Programs firmly in place, CIC looks forward to being a major contributor to "108 in 88."

Carrying on the good work that Steve Hitchings started, is how **Tony Graziani** modestly sees his challenge as the new Manager of CIC.

Tony obtained his degree of electronics engineering at RMIT and started with HPA in 1982 as a graduate recruit.

Before his latest appointment, he was senior engineer in CEO in the HP3000 commercial area.

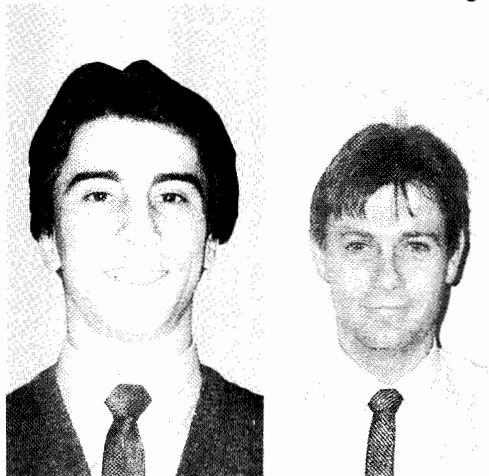
He lives at Lower Templestowe with wife **Mirella** and their five-weeks-old first child, **Danielle**.

He recently graduated with a master's degree in systems engineering from RMIT ("it has a strong management flavor"), which took most of his spare time over three years.

Tony has a good collection of furniture-making tools. "I'll get back to the workshop but first I want to get on top of my new job, give more time to my family and enjoy the company of friends I've neglected while studying," he says. ■



● CIC part-timers: SVC Co-Ordinators Peter Simpson (left) and Helene Smith, Support Administrator Toulia Chrisant, Tr Contract Administrator Chris Forbes, and Contracts Administrator Enid Braszell.



● Tony.

● Arthur.



● Robyn (left), Sue and Dianne.

● Adrian.

# Careers Expo a Sydney success

Sydney's fourth Careers Expo — the first in the new Darling Harbor Exhibition Centre — was a great success, according to Personnel Representative **Sigrun Aschoff**.

It went from 9 to 11 June and with the help of Sales, AEO and CEO staff, Sigrun aimed at showing career opportunities in all sections of HPA.

Visitors were mainly Year 11 and 12 students, some in school groups, and tertiary students closer to making career choices.

They were informed about current activities but also what HP planned to be doing in the future.

And Sigrun and her helpers made inquirers aware of the opportunities for careers that could start in Sydney but might spread out to other states.

Several tertiary students showed interest in graduate interviews scheduled for August.

Others have been phoning Sigrun

to say they have thought things over, are attracted by what HP showed them at Expo and will look for her on campus.

"It is a long range plan for us; it is helping HP get better known," said Sigrun.

Next year Careers Expo will be brought forward to March to better suit the recruiting plans of employers by integrating with their August campus interviews.

SE **David Triggs**, one who volunteered to attend our display, said talking to students reinforced his view that HPA could with benefit review its recruiting practices to make use of part-time employees.

"Tertiary students, some doing sandwich courses, need work experience and financial help with studies," he said.

"They are attracted to companies which provide work relevant to their disciplines and appropriate to their level of skill.

"An engineer close to graduation still has things to learn but can do more for an employer given re-

sponsible tasks than by being taken on as a dog's body doing things irrelevant to his training.

"I think we could be making better use also of women who have resigned to rear families or for other purposes and now want to work two or three days a week but not full-time.

"Many have highly developed skills we badly need; other companies have designed structures that accommodate them; I believe we should be thinking about sharing in this valuable pool of labor."

Sigrun spoke warmly of the support given by volunteers, particularly those who took the Saturday of a long weekend.

These were her supporters :

**Pam Isaac and Ron Turnbull** (CEO);

**Robert Wallace, John Pennington, Shailesh Naik, John Harvey, Dave Beaton, Anastasia Mavroidis and John Fogarasi** (Sales); and

**Raj Dalal, Peter O'Shannassy, David Triggs, Bill Sommer and Aldo Oliviero** (AEO). ■



• Part-time CIC volunteers: Secretary **Janette Scanlon** (left), Contracts Administrator **Lyndy Drew**, and Secretaries **Sandra Farber** and **Jenny Plant**.



• More volunteers: Contracts Administrator **Elaine Griffiths** (left), SVC Co-Ordinator **Carmen Dousset**, Customer Education Co-Ordinator **Wendy Haag** and Accounting Specialist **Chris Saxton**.

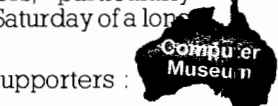
Not pictured: Computer Operator **June Brown** and Shift Leader **Trevor Chadband**.



• Sigrun with Careers Expo volunteers **David Triggs** (centre) and **Robert Wallace**.



• Customs and Traffic Clerk **Noela Sheehy** and Contracts Administrator **Mark Wilkins**.



Next  
Depth  
deadline  
for  
pictures  
and text:  
31 August.  
Deliver to  
Alison  
Teed  
(Ext 2643)

## Double time

Signing up for a Dale Carnegie course in effective speaking and human relations, Sydney Analytical Sales Co-Ordinator **Leanne Carroll** didn't know she was committing for 28 weeks instead of 14.

Not that she's a slow learner, far from it.

Leanne did so well that she was engaged to join the following course as tutor.

"I'm a smart girl, no question," agreed Leanne when offered the compliment.

"When someone in the States said they had read a particular article in **epthdepthde**, I was able to put them right, explaining it was just the artist's fancy way of spelling the name of our house magazine," she explained. ■



• Leanne Carroll.

The event:  
A RITZY EVENING  
The venue:  
THE HILTON  
The date:  
17 SEPTEMBER  
The price:  
\$20 to Melb  
Social Club members  
The cut-off:  
1 September  
The contact:  
JOYCE THOMPSON  
(Ext 2560)

## Personnel visit

It was two years since his last visit when **Art Dauer**, Director of Personnel, HP Company, made calls on Australia and New Zealand in late April and early May.

Art was accompanied by his wife Ann and **Ed Truitt**, Company Compensation and Benefits Manager.

Art, as the senior personnel executive

for the Company, has responsibility for 82,000 employees in 70 countries and reports directly to **Dean Morton**, the Chief Operating Officer.

He has had his present position for nearly three years. Before that he was Director of Marketing; and numerous other key management roles in 25 years with HP have included Region General Manager for the US mid-west sales region. ■



• Art Dauer (left seated) and Ed Truitt; Personnel Secretary Heather Duncan (standing left); Field Personnel Manager David Peake; Region PM Geoff Windsor; Personnel Representative Elizabeth Densky; PR Ian Watt; and Head Office PM Ray Gerwing.

## Friendly to foreigners

Former Sydney SE **Lyn Ingram** appreciates the welcome she has received from her new Brisbane colleagues.

And Secretary **Anne Hamilton**, from the deep, deep south (Melbourne) agrees.

"They're a sociable lot. We do things together after work," Lyn says. "I like them."

She speaks excitedly of her new property at Nerang just 13km from Surfers Paradise on the edge of 70,000 hectares of the Beechmont Range national forest.

Friendly koalas and kangaroos greet her on the 6km walk she takes before the 50 minute drive to work at The Gap.

"In distance, it's a fair journey but no longer in time than many take getting to work in Sydney," she says. ■



• Lyn Ingram (left), secretaries Anne Hamilton and Penny McClelland and SVC Co-Ordinator Mandy Jack.