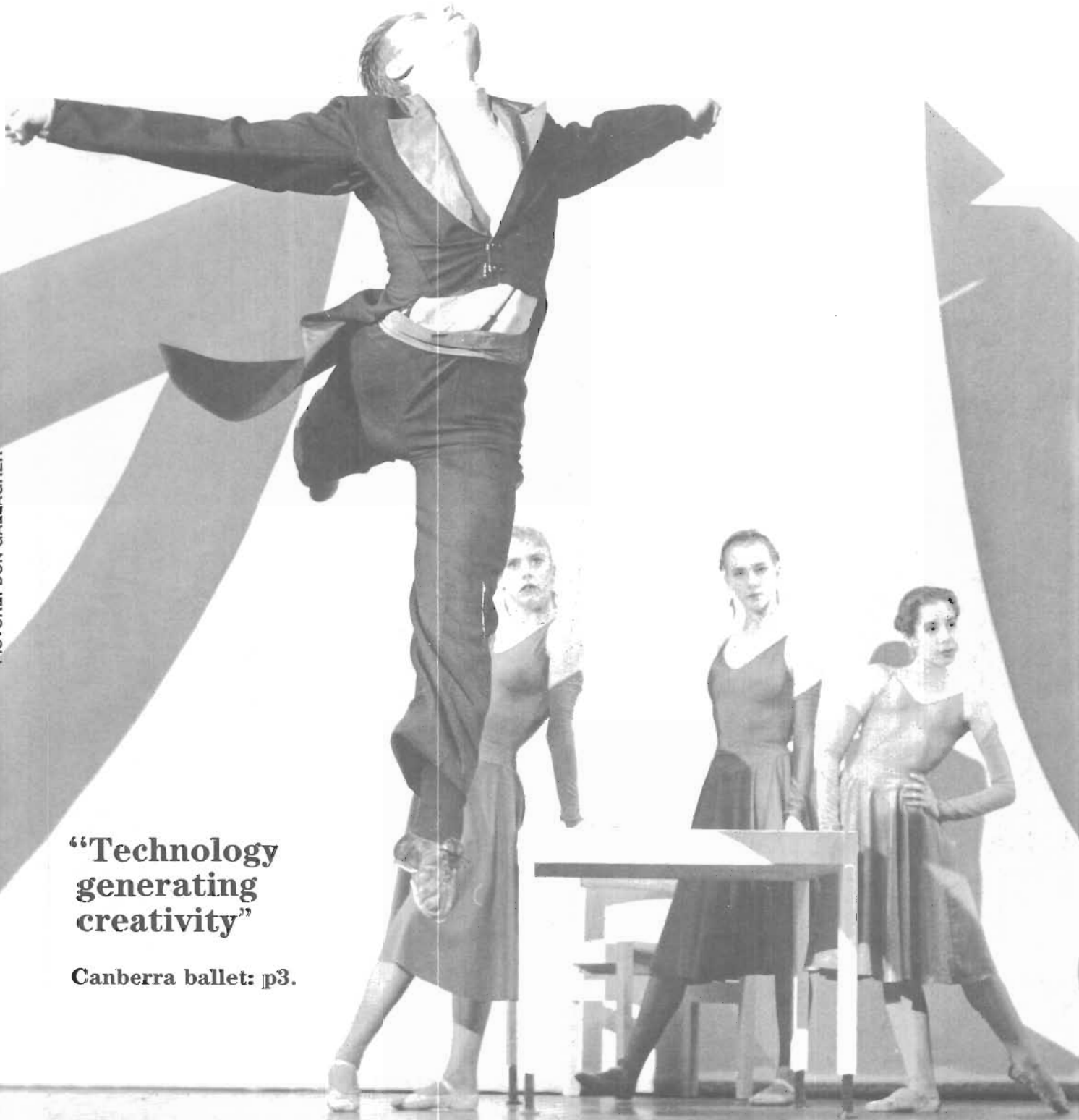


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FOR HP/APOLLO EMPLOYEES AND  
FAMILIES  
IN AUSTRALIA AND NEW ZEALAND  
No 41 December 1989



PICTURE: DON GALLAGHER

**“Technology  
generating  
creativity”**

**Canberra ballet: p3.**

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

## Congratulations

### It was a great year.

I would like to congratulate all of you on what has been an outstanding year for our company in this region.

We achieved 120 per cent of quota and, in US dollar terms, overall growth of 39 per cent.

Much of our growth was across the board but we must highlight Sales Force 12 for growth of 70 per cent.

It is clear, however, that all the industries we are in are changing rapidly and this brings us to the challenges we face as we enter the last decade of this century.

Many of our competitors are in desperation mode with severe financial problems, not only in our region but also overseas, and are downsizing their staffs and doing some very strange deals in the marketplace.

So as we enter FY90 we need to make sure all our programs are effective and we achieve peak productivity gains that are measurable.

In this, open communication is vital at every level within our company and with our customers. We must ensure that it occurs in all our dealings with our new colleagues from Apollo.

Open communication improves effectiveness and productivity. The onus is on each of us to listen to the other person's point of view.

Many of the problems and issues we face demonstrate that we have not listened effectively

enough, either to our colleagues or our customers.

We have embarked on changing the image of our company through our awareness programs.

Not just a change in perception but real change with each one of us taking responsibility to act as a leader in our respective functions.

We need to recognise that it is only the customer who keeps us in business and allows us to grow.

There is no doubt that in the 90s we will have to increase our discipline as we prioritize and focus on our various activities. Teamwork will remain a cornerstone of HP success.

We must be adaptable and innovative as we try to differentiate ourselves in the changing marketplace.

From all my own observations, it is clear that our HP team spirit makes the difference. And I know that you are all up to the challenge of maintaining our current momentum.

I had a small wager with our Latin American colleagues that we would beat them in percentage of quota and growth this last year and it was great being able to collect at least on growth.



Along with Barbara, I would like to take this opportunity to wish everyone a happy festive season and success in all your endeavors in the New Year.

MALCOLM

Fortunately, there were no fatalities and only three of the 110 buildings the company occupies in the San Francisco Bay area were put out of commission for an extended period.

**Don Paul**, Intercon Service Centre Manager, in Australia for the CEO meeting, said 'quake-proofing HP buildings had been effective.

"I came in to find our building intact but everything on my desk had been thrown to the floor... which

## The scoreboard

**Distribution Centre:** In 1987, we handled 39,000 boxes; in 1988 59,000 boxes weighing 1050 tonnes; and in 1989 70,000 boxes weighing 1250 tonnes. Throughput doubled in two years.

**Citizenship:** Donations, sponsorships and philanthropic grants in FY89 totalled \$750,000.

**Support:** We earned the right to be known as No 1 in Overall Support (judged by the Compass Survey).

Also No 1 in Software Support, a dramatic advance against all other computer vendors.

We earned \$250,000 in export revenue from the Australian Response Centre (currency earnings for Australia as well as HPA).

Immediately the earthquake hit San Francisco, calls were switched to Blackburn and the Response people handled the load without fuss.

**ATO and ARO:** The Australian Telecommunications Operation and the Australian Remarketing Operation were created.

**ARO** shipped goods worth \$US 5,300,000 in its first year. Now just watch both of them grow.

**PCs:** We had growth of 70 per cent and our share of the PC market jumped from 2.7 per cent to 9.4 per cent, according to Compass. IBM's share was 11.2 per cent so we're closing fast on the leader.

**Laserjets:** Our market share went from 25 per cent to 35 per cent, making us the industry leader in this market segment.

**Development:** We met our Partnership for Development commitments to the Australian Government.

**Advertising:** The campaign, based on the theme, "Engineered for Peace of Mind," gave us a 50 per cent increase in calls to the Customer Information Centre.

In public awareness terms, it lifted us from No 5 to No 3 in the industry.

I took as a strong hint to keep a tidier desk in future," he said.

"Luck played a part as well as good engineering. The 'quake did funny things like devastating buildings on one side of a hill and leaving those on the other side untouched." ■

## Family shows concern

Minutes after news of the San Francisco earthquake was flashed by radio, members of the far-flung HP family were showing their concern.

The epicentre was close to Palo Alto and anxious calls flooded in offering sympathy and help, if it was needed.

## Canberra ballet premiere wins warm praise from arts leader

Hewlett-Packard Australia's sponsorship of the National Capital Dancers helped, among other things, the creation of two new ballets.

**Natalie Weir** choreographed *The Host* and **Joseph Scoglio** created *Midstream*.

Together with *Pineapple Poll*, choreographed by **John Cranko**, they were performed in The Playhouse on 20 September.

An appreciative audience was impressed by the professionalism of the company and also by their youthfulness. Some dancers were as young as 12.

Managing Director **Malcolm Kerr** and Branch General Manager

**Dave Beaton** hosted pre-theatre drinks and a late supper, assisted by their wives, Barbara and Cindy.

The chief guest was **Mr James Mollison**, former Director of the National Gallery and the new Director of the National Gallery of Victoria.

He congratulated the dance company and HPA on the outstanding success of the performance, re-

marking that it was more evidence of HP's commitment to good citizenship.

**Bob** and **Annette Robertson** journeyed from Melbourne and **Shailesh** and **Bhavna Naik** from Sydney.

Because of the air pilot dispute, Malcolm and Barbara flew to Cooma and then hired a car to get to Canberra.

Among the guests were **Air Marshall Ray Funnell** and his wife, Sarah.

Invitations, catering and ticketing were organised by **Gayle Payne**, **Beate Reader** and **Robyn Bailey**. ■



● James Mollison (left), Artistic Director Janet Karin and Malcolm Kerr.



● Beate Reader (left) and Robyn Bailey.



● Linda and Dave Beaton (left) with Annette and Bob Robertson.



● Apollo's Sally Leaver, a new face in the Adelaide office.

## What's in a name? (1)

Meeting, training and demo rooms in all Australian and New Zealand offices, except Wellington, are named after famous persons, places or things.

Reporting from Perth, **Fiona Cleland** said naming their rooms was originally 'put to tender', with a prize for the best theme and this was the result:

**KIMBERLEY** — after an area in North-West WA and the mountain range named for a British Colonial Secretary.

**PILBARA** — a largely unpopulated area in the North-West and location of extensive iron ore mining. As with the localities, the Kimberley and Pilbara Rooms adjoin.

**NEWMAN** — an iron-ore town; acknowledges HPA's relationship with the mining industry.

**KALGOORLIE** — centre of the state's gold mining industry, about 600km east of Perth.

**CARNARVON** — NW town named after Lord Carnarvon, Secretary of State to the Colonies (1866-1874).

**YORK** — town 160km east of Perth, first settled in 1830, which opened up agricultural areas.

**COLLIE** — town and river in the SW, named after a naval surgeon and naturalist on HMS Sulphur, who explored the region in 1829.

**FREMANTLE** — the famous port named after Captain Fremantle, commander of the Challenger; and where Australia's America's Cup victory was planned.

Fiona's postscript: "You probably will cut out most of this (she was wrong) but I have thoroughly enjoyed this brief journey through WA. It's made me more aware of the state in which I live.

**Tony Holman**, now back in Melbourne as Distribution Marketing Services Manager, gave a holding

report for Brisbane. Their rooms are named after Queensland towns — TOWNSVILLE, MOUNT ISA, BUNDABERG and MACKAY.

A new office is planned soon for Brisbane. Was Tony really serious when he said the rooms would be named after famous English dart players?

After all, he came from England and is known to throw a mean dart himself.

**Gayle Payne** reported that rooms in the new Canberra office at Bruce are named after district painters — STEVENSON, BURNS, PALMER and WILSON.

A painting by each of the artists was purchased to hang in the rooms.



• **Not one of our rooms . . . Sandra Carter and Phil Hunt at the South Australian Centre for Manufacturing.**

**Sandra married former HPA employee Ralph Baer on 19 November.**

**Sandra Carter** advised Adelaide's rooms are named after famous South Australians: PLAYFORD and DUNSTAN (Premiers), BRADMAN (Australia's greatest cricketer) and OLIPHANT (scientist and Governor).

**Pam Tamplin** reported that rooms at Talavera Road are named after a famous yacht designer and Sydney beaches: LEXCEN, AVA-LON, BILGOLA, NARRABEEN and MANLY.

Rosebery also chose a theme of rivers and waterways: HAWKES-BURY, PITTWATER, GEORGE'S and PARRAMATTA.

From Auckland came **Joanne Palmer's** report that their names came from 'twees' — MATAI, TAWA, RATA, KAURI and KOWHAI.

KAURI was the giveaway that she meant 'trees'.

Even dumb Australians know it's "a perennial woody plant having usually a single self-supporting trunk of considerable height with branches and foliage growing some distance above the ground."

Smart ones know the kauri is called *Agathis australis* which suggests the Kiwis might have pinched it.

Wellington has not named its rooms — yet.

The ASO at Ringwood settled on rivers and mountains: YARRA RIVER, MURRAY RIVER, MT HOTHAM, MT BULLER and MT BUFFALO.

Finally, at Blackburn the rooms take their names from Australian and New Zealand cities and towns, explorers, rivers and educational institutions:

AUCKLAND, WELLINGTON, CAN-BERRA, SYDNEY, BRISBANE, PERTH, ADELAIDE and HOBART. WILLS, FLINDERS, LAWSON and WENTWORTH.

LACHLAN, YARRA YARRA, COLLIE and TULLY.

RMIT, SWINBURNE, PHILLIP, DEAKIN, MELBOURNE, CHISHOLM, LA-TROBE and MONASH. ■

## What's in a name (2)

Perth Branch Support Manager **Peter Lalor** has a famous namesake — the goldminers' leader at the Eureka stockade who later became Speaker of the Victorian House of Assembly.

Peter — that's the Perth Peter —

is a great-grandson of Ballarat Peter's brother.

He — that's the Perth Peter — isn't at all fussed over the debate that rages from time to time over pronunciation of the family name.

Our Peter opts for L-a-y-l-o-r. But at Lalor, a Melbourne suburb that is part of Whittlesea municipality, half the population agree but the

other half are dogmatic that it's L-a-w-l-o-r.

On a regular cycle the Whittlesea Post publishes stout letters pushing one pronunciation or the other.

Lalor High School supports L-a-w-l-o-r. Lalor North High School just down the road infuriates LHS callers by answering the phone with L-a-y-l-o-r. **Ctd p5.**

## Quota beaten

Six months after moving from Melbourne to Adelaide as Business Sales Manager, **Graham Barnes** had the pleasure of reporting the branch had broken quota for FY89.

"Obviously, in the short time I've been in South Australia, I can claim little credit for the upturn. It was a result of fine team work going back before my arrival," he said.

"Our people give enthusiastic support to each other. They have come through difficult times with morale intact."

Sales to Laubman & Pank, Adelaide optometrists with interstate branches, and to British Aerospace were good successes.

L&P have moved into the new generation of business systems. With strong support, **Brenton Rule**, made this sale.

**Ken Jackson** sold radio frequency and microwave test and measurement equipment to British Aerospace for installation at its calibration laboratory at Salisbury.

The company is a sub-contractor to Hughes Corporation of the US, the prime contractor to Aussat.

Ken's sale complemented sales by the Melbourne T&M team to other sub-contractors in the eastern states.

It was necessary for HPA to negotiate favorable sales terms and provide calibration certification for most of the equipment. Calibration was done in the Joseph Street lab.



● **Graham Barnes.**

HP's global calibration service was the selling edge. Being able to calibrate here initially, and then recalibrate at required intervals, means equipment does not have to be returned to the US.

The policy of strengthening lab facilities in New Zealand is being implemented by **Keith Baucke**, who came to HP from the Army Calibration Centre three years ago.

Previously he had been 10 years in the Royal New Zealand Electrical and Mechanical Engineers, with tours of Singapore and Malaysia.

"New Zealanders are being educated in performance verification for their exported products. Our potential markets are defence, Telecom, aviation and manufacturing," Keith says.



● **Keith Baucke.**

A goal shared by Keith and Region Service Manager **Nigel Marrion** is having the Wellington lab approved for certification of NZ standards, just as Joseph Street received AS1822 recognition early this year. ■

## Thanks

New Zealanders appreciated the assistance given by **Dennis Hoff**, Dealer Channel Major Account Manager at Vancouver, over a three-months' assignment.

His enthusiasm and help maintained sales momentum while awaiting the appointment of an SF12 Business Manager.

Dennis, his wife Susan, one-year-old Kelsey and Susan's parents were based in Wellington and spent their spare time sightseeing in the North and South Islands. ■

Pat Lalor, a power in the land as chief stipe of the Victoria Racing Club, is a L-a-w-l-o-r.

The official history of Whittlesea, compiled by the local Historical Society, plumps for L-a-w-l-o-r. But railway porters announce their station as L-a-y-l-o-r.

All of which, we repeat, leaves Perth Peter unperturbed. And Marea, his wife, and their four children.

He's been involved in the sale of a 950 and 925, which run a money market package designed by the software arm of Perth's Campbell, Cook and King. There is hope of ongoing sales to Singapore and London. ■



Mitchell Library

● **Eureka's Peter.**



● **Peter, of Perth.**



## High life at the Hyatt

Joseph Street Social Club followed the 50th Anniversary picnic with another big social success.

It was their dinner dance on 16 September at the Hyatt on Collins, one of Melbourne's up market hotels.

These pictures show just a few of the more than 400 who dined and danced the evening through.



• Anne and Greg La Fontaine.



• Adam Boxshall and Catherine Berry.



• Nella Accetta and Tony Bonnano.

## Good start to school program

Two thousand students in Year 10 took part in the first year of the *Choices* program.

*Choices* is sponsored by Hewlett-Packard Australia with the aim of persuading students that in most life situations they can make choices and that consequences flow from the decisions they make.

One choice that will increase career opportunities is to stay longer at school — at least through to Year 12 and desirably on to tertiary studies.

Twelve Melbourne and nine Sydney schools assisted with the pilot program, which was presented by thirteen HPA volunteers in Melbourne and eight in Sydney.

Already plans are in place to expand the program in 1990. **Gwen Welsh**, who recently transferred to the Public Relations Department as Corporate Programs Administrator, continues as coordinator. ■



• Trudy Edghill . . . a Sydney *Choices* presenter.

## Grand Prix fever

Motor racing makes a bigger impact on Adelaide than sporting events in other cities.

Everyone takes an interest. It's difficult not to when the roar of Formula 1 engines can be heard for miles around.

Our computers manage bookings for hotels, motels and private

homes for the thousands who flock to the event.

Only one HPA person is needed on site to support the system . . . but there are volunteers aplenty who unselfishly share the load.

Here are familiar faces in the crowd (hoping pagers won't beep and call them to other sites).



• Dennis Kingisepp (left), David Booth and Gary Baker.



• Craig Clements.



• John Townsend.

## Only choice

Perth company Qubit Pty Ltd started life with a contract to help lay the natural gas pipeline nearly 200km under the sea from the West Australian coast.

Its surveying and data management skills were needed to lay pipes in difficult waters.

Engineers had to know within centimetres where to excavate a trench, place the pipe, cover it with stone and go back and find any section that might need repair in the future.

HP computers were at the heart of equipment that collated information from gyros, radio and satellite navigation devices, echo sounders and the like.

Qubit director **Brent Dodgson** told Depth, when discussing a recent Australian Navy order, that his company had always opted for HP gear.

The Navy's order is for 14 gyrographic data logging and processing systems for nautical charting.

"Where you have vibration, swings from high to low temperature and repeated pick-up and movement of gear from one ship to another, we have never looked beyond HP," he said.

"We might get marginally better performance from this box or that but in our field nothing comes even close to HP engineering.

"For the pipeline job, we had our own people on site but the gear was so reliable that I can't recall ever having to call on HP service."

After the North-West shelf, Qubit turned to the North Sea oilfields. Then to nautical surveying and polar research.

Qubit systems and HP computers will be aboard the new ship being built at Newcastle for scientific research by Australia in support of its claim to 42 per cent of the Antarctic land mass.

Also in charting systems that Qubit sells to many navies, including the British, Italian and Turkish.

"There's no conflict of interest," Brent said. "We only supply the gear; we don't get to see the information it gathers. Actually, most of it has non-military application."

Sales Representative **Cliff Wilkinson** manages the Qubit account. ■



● **Cliff Wilkinson.**



● **Brent Dodgson.**

## Novel launch

Introduction of the Vectra 486 in October created an advertising first for HPA and Sky Channel.

Dealers and media breakfasted at 29 hotels and clubs around Australia to view the presentation beamed by satellite from Joseph Street.

**Robert Miles**, PC Field Marketing Manager, had six days to set up the venues, assisted by Epic Events, of Richmond.

Melbourne venues were the Southern Cross Hotel in the city, Doncaster Shopping Town Hotel, Rainbow Hotel in Fitzroy, Curry Family Hotel in Abbotsford and the Hawthorn Football Social Club.

In Sydney they were the New York and Royal Pacific Hotels in Pyrmont, North Sydney Hotel and Leonard's Tavern, in St Leonards, El Rancho Hotel in Eastwood and Three Swallows Hotel in Bankstown.

In Canberra it was Smokey's Tavern; in Brisbane the Paddington Tavern, Milton, and Melbourne Hotel, South Brisbane; in Adelaide the Hilton Hotel; in Perth the Sheraton Hotel; and in Hobart the Brisbane Hotel.

Other venues were at Newcastle, Coffs Harbour, Wagga Wagga, Darwin, Maroochydore, Mackay, Rockhampton, Cairns and Surfers Paradise. ■



● **Edmund Wong . . . host to Paul Dousek, of Quadrant Computers (right) and Christo Simeonoff, of MicroUnix, at the Southern Cross Hotel.**



## Modern approach to credit

There's a type of creative accounting that upsets the National Companies and Securities Commission.

It's called 'cooking the books' and can earn a stiff spell in the slammer.

That's not the kind that **Dennis Teen**, recently appointed National Credit Manager, means when describing the role of a modern credit officer.

Dennis concedes that some accountants deserve to be caricatured as humorless beancounters with 'nyet' the most-used word in their vocabulary.

"But creative accountancy can do much more to help a company's business than rigid credit policies and inflexible credit ratings," Dennis says.

"It doesn't mean abandoning prudent control over credit or careless monitoring of customers' financial health. There are times when you still say 'no' but not just because a credit ceiling has suddenly been reached.

"The creative accountant works closely with the sales team and is energetically proactive rather than grudgingly reactive. It means getting to know as much about a business as the owner.

"It can mean persuading customers it's to their benefit to make more use of a credit facility; even to volunteer a higher ceiling. It doesn't have to be reckless for HPA or the customer.

"Even when a financial squeeze is looming, the automatic reaction shouldn't be doom and gloom. There are often options. You look ahead and design a package with the hump in mind.

"When a customer expects a bigger than usual order, we may need to raise a credit limit. Both sides benefit."

Dennis doesn't play down the ability of sales representatives to make good credit assessments. Credit officers rely a lot on such help.

But there have been many times, working for HPA and previous employers, that he has seen credit of-



● **Joanne Harrison, Dennis Teen and Bob Calwell.**

ficers propose arrangements that neither SR nor customer thought were on.

Dennis, who joined us in July, says he wants everyone to know credit officers aren't just debt collectors. The credit processes extend wider than many think.

"We're working at closer integration of credit with sales and administration, particularly order processing.

"For instance, disputes do come up occasionally and we want the mechanism in place to resolve them speedily," he says.

Dennis came from Kuala Lumpur to study at Monash University in 1970. He has had accountancy positions with ACI, Nissan, Diners Club, MBF International and Grandys Fast Food.

He is responsible for credit for our Australian sales offices, together with Dealer Channel, Value Added Channel and Finance Company customers.

He also gives functional guidance to the HPNZ credit team of **Joyce Rattray** and **Louise Lentjes**.

His HPA team comprises **Bob Calwell, Joanne Harrison, Paul Langdon, Tami Moffat** and **Cheryl Moore** in Melbourne; and **Chris MacFadyen, Ingrid Scott** and **Kathleen Pitman** in Sydney. ■



● **Chris.**



● **Paul.**



● **Louise.**



● **Joyce.**



● **Ingrid.**



● **Tami.**



● **Kathleen.**



● **Cheryl.**

## Helping hand for students

Catering and hospitality students of Parkwood High School worked with Catering Supervisor **Ben Bramble** and his staff to prepare and serve dishes for the CEO annual dinner on 14 November.

It was part of their work experience. Each had spent one Friday in the cafeteria and Ben looked for an opportunity to bring them together for a joint project.

What function was coming up that would let them demonstrate things they had learnt?

**Bob Congdon**, who was recently appointed Region Manager, Technical Consulting and Sales Support, was happy to co-operate.

"We had guests coming from the US and all offices in Australia and New Zealand, so it wasn't a decision taken without thought," Bob said.

"But the dishes were right up to Ben's usual standard and guests commented on the pleasant and professional table service. We were all pleased to have taken part in an educational exercise."

The dinner was the social side of an intensive four-day review of the past year and planning for FY90. ■

APOLLO's Technical Support Manager **Brendan McAdam** races Superkarts, the two-stroke wonders that lap faster than Peter Brock in a touring car.

Brendan hits 200kph in his 125cc six-speed Honda on the Oran Park circuit in outer Sydney. CEO Manager **Doug Woodcock**, another petrol-head, has been supporting him as pit manager. ■



• **Bob Congdon** (left), guest speaker **Alastair James**, Director of Research and Consulting for IDC, and **Apollo's Steve Hall**.

Copy for next issue closes 29 Jan with Alison Teed



• **Service Administration Manager Joanne Turton** and **Region CE Training Manager Paul O'Brien**.



• **Showing the company colors at Oran Park.**



• **Brendan McAdam.**



• **Doug Woodcock.**

## Learning how business works

Eighteen students of schools in the Blackburn area were helped by HPA employees to form a company that manufactured and successfully sold a security device.

It looked like a hardback book but the pages were cleverly hollowed to make a hidden receptacle for jewellery and other valuables.

The product won an award at the Young Achievers' sales fair and was publicised by television, radio and newspapers.

It was the end result of a 26 weeks' project to study in practical terms all the facets of a modern business.

Once they had appointed a board of directors, a managing director, production manager, company secretary, sales manager and personnel manager, they researched potential markets and considered several proposals before settling on the book.

Some ideas called for more capital than they had; some were beyond the time they could allocate in addition to normal studies; and some were considered environmentally unacceptable.

While the students did all the planning, production and selling, they had continuous access to guidance from these volunteers:

**Joanne Turton**, as overall supervisor, **Rose-Marie Todes**, who was supervisor the previous year, and **Michelle Powell, Joseph Puthussery, Stan Karpowicz, Fiona Hender** and **Jim Macleod**.

The students were **Jason Chan, Anthony Watson, Matt Unwin, Walter Park, Tony Sargeant, Peter Simic, Jody Hussey, Nancy Sikes, Helen Pandos, Jane Willason, Tanya Vendrammi, Michelle Khong, Fleur Mulligan, Robert Porter, Nino La Scafa, Trung Luu, Karen Barrow** and **Di Pierrehumbert**.

The Young Achiever of the Year prize — an HP scientific calculator — was won by Trung Luu.

Making the presentation, Human Resources Development Manager **Bruce Marsh** said he had been impressed by the students' commitment and achievement.

"You have performed exactly the processes HP follows in its own business," he said.

"HP once spent four years and \$102 million developing a product and then it was canned. Time had moved on and it did not make a contribution to computing in the marketplace," Bruce said.

"What you have been through has positioned you very well for the future."

With the project completed, initial capital and profits were returned

to shareholders and the company disbanded.

Joanne said: "I'm so proud of their achievement that I'm offering to stay with the program in 1990."

This isn't Joanne's only community commitment. She works for the Big Brothers, Big Sisters movement whose members give guidance on a one-to-one basis to disadvantaged youths.

She would be delighted to sign up volunteers. ■



● **Financial Accountant Fiona Hender (right) and Young Achiever Karen Barrow.**

## Achievers

These employees were named as Melbourne's fourth quarter High Achievers:

**Paul Langdon:** *A year ago we decided to locate part of our credit team with the action in the Distribution Centre to give better service to internal and external customers.*

*He single-handedly took responsibility as Dealer Credit Administrator in the DC, doing an outstanding job making this new position work.*

*He handled more than 100 dealers in a high-volume business turning over more than \$100 million a year.*

*Moreover, we received numerous compliments from major customers on the improved service provided by Credit in the DC.*

**Wayne Willoughby:** *He has managed a large and often difficult installation of 15 835 SEs at the Victorian Ministry of Housing and often worked long hours, including 28 hours straight into a weekend.*

*This was to ensure systems were up and available. He has not only fixed the site but has been able to*



● **Paul Langdon.**



● **Wayne Willoughby.**

*satisfy the customer, who views him as a complete professional. The customer often cites his expertise to potential buyers as an example of why they purchased from HP.* ■

## First class first-aid

First-aid services at Blackburn and Ringwood have been much improved by the training, by initial or refresher courses, of 19 volunteers and the provision of additional equipment.

Previously employees have been trained at St John Ambulance sites but for the first time we had the numbers to justify our own classes at Joseph Street.

St John Senior Instructor **Gabrielle Monkhouse** was pleased with the application of the volunteers. All passed their tests.

First-aid services will be progressively upgraded at all HPA offices.

The emergency phone number for assistance at Blackburn is 500.

These are the qualified first-aiders and their locations:

### BLACKBURN

#### Floor 1

Ben Bramble (Canteen)

#### Floor 2

Joanne McKellar (Facilities)

Christenc Okey (Personnel)

Heather Duncan (Personnel)

Alison Teed (Personnel)

Brendan Lynch (CEO)

Andrew Crawley (AEO)

Glenn Williams (AEO)

Liz Arthur (Sales)

Adrian Weiss (CIC)

#### Floor 3

Doug Hayne (CSC)

Bruce E Thompson (CSC)

Peter Simpson (CSC)

Joe Kakuscka (Warehouse 1)

Mark Wilkins (Warehouse 2)

Mark Nadolny (Warehouse 2)

Greg Beers (DC Office)

### ASO — Ringwood

Dave Kruger

Andrew Katz

Neil Cormick

## Perth functions

Dinner at Le Mirage Restaurant, ten-pin bowling and a Christmas picnic geared mainly to the children have been recent offerings of Perth Social Club.

Club secretary is Service Co-or-



● In good hands at Ringwood: Andrew Katz bandages Neil Cormick while Dave Kruger checks with the book.



● Everyone passed: St John's Gabrielle Monkhouse (left), Heather Duncan and (back) Glenn Williams and Christene Okey.



● Vincent . . . from Sth Africa.

dinator **Vincent Lee** who has been with HPA for a year. He had spent six years with HP in South Africa.

## Births

- Simone, daughter of Sales Co-ordination Supervisor **Paul Berner** and Heather, at Lilydale Bush Nursing Hospital at 10.40am on 9 September (3430gr/7lb 9oz).
- Daniel Peter, son of Service Engineer **Bruce E Thompson** and Christine at St Andrew's Hospital at 8.03pm on 14 September (3742gr/8lb 4oz).
- Ashley Matthew, son of Call Co-ordinator **Corinne Frenken** and Harry, at 6.45 on 14 October (3686gr/8lb 2oz).
- Michael Robin, son of System Manager **Robin Kenny** and Rosemary, at Monash Medical Centre at 8.50pm on 31 October (2892gr/6lb 6oz). Father's predicted first words: *Da, Ta, DaTa, Data*.
- Matthew Brian, son of Financial Accountant **Fiona Hender** and Brian, at Waverley Private Hospital at 9.50pm on 30 October (3799gr/8lb 6oz).
- Dylan James, son of Warehouseperson **Bronwyn Spencer**, at Knox Private Hospital at 6pm on 11 November (3175gr/7lb).
- Ashley Burnet, son of Support Engineer **Rick Smart** and Linda at 2.45pm on 13 November (3345gr/7lb 6oz).

Vincent came to Perth with his wife Marlene and three children, aged 21, 18 and five. ■

## Organising without talking

This article by **Ron Black**, Senior TQC Trainer/Consultant, Support Materials Roseville, is well worth reprinting:

How did we survive without Post-its, those yellow sticky pads of paper that can be used over and over?

The success many groups have had with the KJ method (or affinity diagram) proves we can't go back to a pre-Post-it world.

Named after its inventor, Kawakita Jiro, KJ is a tool used to organise opinions and issues into groups based on the natural 'affinities' or relationships between each idea.

With ideas arranged into a few meaningful groups, it is easier to choose the 'critical few' problems from the many that need attention.

It is also an excellent way to get a group of people to look at issues and opinions in new, different ways. The KJ method combines the creative and logical levels of thinking to efficiently organise a lot of ideas.

Begin by brainstorming.

- State the issue to be considered. KJ works best when the issue is stated vaguely. For example, "What are the issues surrounding getting top management support for TQC?" More details may bias the responses.
- While brainstorming, responses can be recorded two ways: On a flip chart and then transcribed onto Post-its or index cards; or directly onto Post-its or index cards.

The aim is to capture the essence of the data so the ideas should be recorded exactly as stated.

- The group should mix the Post-its and spread them randomly on a large table or a smooth wall.
- Sort the Post-its *without talking* for five to 10 minutes.

Look for two ideas that seem related in some way. Place those Post-its together. Looking for the ideas without talking forces us to silently ponder what affinities each person sees.

- Look for other related ideas and place them together. Eventually 'clouds' of Post-its will appear.

Repeat the process until you have all Post-its placed in groups. Don't force single cards into groups where they don't belong. These 'loners' may form their own group or may never find a 'home'.

'Silent arguing' may occur. One person may put a card in one group, another may put the card in a different group, then the first person



- **Our new Melbourne Sales office in Trenerry Cres, Abbotsford, is expected to be ready before Christmas for the move from Blackburn and the Apollo premises in South Melbourne.**

**Pictured above is the front of the building with builders' gear still in the courtyard and the view from back windows which overlook the Yarra River at Dight's Falls.**

may move it back to the original spot again.

If silent arguing continues, write the idea on another Post-it and list it in both areas. Also, don't refer to the groups as categories. They are simply groups of ideas that are related in some way.

- Discuss each group or 'cloud'. For each cloud, see if there is a Post-it within the group that describes the group. Place that Post-it at the top of the group.

If one Post-it doesn't sum up the group, write one. Each group should have a header or title card.

With the new group of ideas, teams can discuss the relative priority and importance of the groups and determine which to tackle first.

**Roy Armour**

## Marlene takes retirement

**A**fter 11 years' service, Secretary **Marlene Castrique** has retired and will be missed from the Adelaide office.

Though quiet and softly-spoken, colleagues admired the strengths she showed in her work and as a supporter of Birthright, an organisation helping bereaved and troubled families.

And also the daunting task of hand-making bricks for a house she was building. ■

## Profitable NZ initiative

New Zealand MD **Hans Neilson** recently announced a marketing agreement with Commodore Business Machines to offer a range of HP printers with Commodore PCs.

Commodore markets a range of low-cost, low-end PC products in the educational and home marketplace and has been increasing their capability and the company profile.

HPNZ was asked to offer HP DeskJets, PaintJets and Personal Printers as Commodore's preferred printer and it opened up an entirely new distribution channel.

Hans congratulated Sales Consultant **Suzanne Walker** for her initiative in recognising the opportunity that was presented and helping him and Sales Manager **Mel Weston** to settle the deal.

Commodore's initial order was for 50 DeskJets, 50 PaintJets and 50 LaserJet 11PCs, its first two-months' supply. Sales exceeding \$US1 million are expected in the first year.

**Dawn Ewing**

## Another voice

Here is another face behind the voices you hear when receptionists answer our switchboard phones.



● **Joanne Burn.**



- **Commodore General Manager Dick Anderson provided a special cake to celebrate the deal. Hans Neilson tenses on the knife; Commodore Business Manager Greg Magness and HPNZ Sales Consultant Suzanne Walker smile endorsement.** ■

## Employee referral

Recruiting the best people remains a top priority.

A recent review of the employee referral plan has given more flexibility and motivation to employees to participate in the plan.

By successfully introducing a potential applicant, an employee is entitled to purchase goods up to the value of \$250.

This is an alternative to a dinner for four which has been the incentive offered.

By successfully introducing a potential applicant, an employee is entitled to purchase goods up to a value of \$250.

From time to time, certain positions may be more difficult to fill than others and they may offer a

higher reimbursement to a maximum of \$500. However, these exceptions are expected to be limited.

Permanent full-time and permanent part-time employees are eligible to make referrals.

Those not eligible are managers referring applicants who join within their functional unit; past HP employees; and anyone directly involved in the hiring decision.

To claim a reimbursement, it is necessary to complete a referral form, gain appropriate approval and lodge it with Personnel.

All applications for reimbursement are to be made within two months of hiring the new employee.

Further details are obtainable from Personnel. ■

**Joanne Burn** has been with HPA in Canberra for 18 months. She was born in Tumut, high in Snowy Mountains country.

She takes good naturedly office jokes about country life like **Athol Barker** telling how she took a week's leave and spent a fortnight of it in Tumut.

"I might be able to tell them a

thing or two. Before HP, I worked for the Federal Police in gaming and liquor," she says with just the faintest trace of threat.

Joanne lives only five minutes away from our Fernhill office. Just one set of traffic lights to negotiate.

Her hobbies are walking and Rugby football (watching). ■

## Newcomers

**Nella Accetta**, Contracts Administrator (Melbourne).  
**Debra Barry**, Order Administration Clerk (Melbourne).  
**Kevin Bosward**, Customer Engineer/Apollo (Melbourne).  
**Rachel Brown**, Order Administrator (Melbourne).  
**Frank Chen**, Applications Engineer (Melbourne).  
**Tony Clarke**, Order Admin Clerk (Melbourne).  
**John Elston**, Service Engineer (Melbourne).  
**Norman Grosman**, Design Engineer/ATO (Melbourne).  
**Graeme Harris**, Manufacturing Manager/ARO (Melbourne).  
**Susan Johnston**, Sales Representative (Melbourne).  
**Zoran Jugovic**, Contracts Administrator (Melbourne).  
**Luke Kencevski**, Service Engineer (Melbourne).  
**Meagan Ladd**, Clerk/Accounts Payable (Melbourne).  
**Chin Keong Lee**, Response Centre Engineer (Melbourne).  
**Michael Loh**, Analyst/Programmer (Melbourne).  
**Andrew Mackenzie**, R&D Project Manager (Melbourne).  
**Geoff Marshall**, Warehouseperson (Sydney).  
**Sonia Pleines**, Secretary (Sydney).

**Darrin Romasz**, Response Centre Engineer (Melbourne).  
**Frank Tschärke**, Sales Representative/Apollo (Adelaide).  
**Henk Van Hoek**, Design Engineer/ATO (Melbourne).  
**David Wilkinson**, Service Engineer (Melbourne).  
**Robert Wallace**, Applications Engineer (Melbourne).  
**Andrew Wong**, Customer Engineer 1 (Melbourne).  
**Gordon Wood**, Staff Applications Engineer (Sydney).  
**NEW ZEALAND**  
**Liz Brazier**, Order Administrator (Wellington).  
**Philip Eyton**, Sales Representative (Auckland).  
**Dawn Gilmour**, Sales Secretary (Wellington).  
**Lin Jones**, Support Co-ordinator (Auckland).  
**Mel Weston**, Sales Manager (Wellington).

## Transfers

**David Close**, UK to AEO (Sydney).  
**Martin Fogarty**, Apollo to New Business (Sydney).  
**John Fuller**, AEO to ATO (Melbourne).  
**Sally Imberger**, Sales Secretary (Perth) to Sales Secretary (Melbourne).  
**John Lester** VAR Representative to Sales Representative/ Installed Base (Melbourne).

**Chris Malone**, UK to Response Centre Engineer (Melbourne).  
**Jeff Marshall**, Sales Engineer to Singapore.  
**Philip Moon**, Senior Sales Representative to DSM/Installed Base (Melbourne).  
**Doug Parsons**, UK to Response Centre Engineer (Melbourne).  
**Nick Race**, AEO (Sydney) to ATO (Melbourne).  
**James Radford**, VAB to PCGDM (Sydney).  
**Paul Taig**, CEO to Analytical (Sydney).  
**Mark Wilkins**, Contracts Administrator to Warehouse Team Leader (Melbourne).  
**Glenn Williams**, Senior Service Engineer to AEO (Melbourne).  
**ASO**  
**Jennifer Miller**, Response Centre Engineer to Product Manager (Ringwood).  
**Padmini Perera**, Analyst-Programmer/ ISG to ASO (Ringwood).  
**Tony Holman**, BBM Brisbane, to Distribution Marketing Services Manager (Melbourne).  
**Jeff Ineson**, Demonstration Co-ordinator to Inventory Co-ordinator (Melbourne).  
**Beate Reader**, Secretary (Canberra) to AEO Secretary (Melbourne).  
**Chris Saxton**, Accounts to ASO (Ringwood).  
**NEW ZEALAND**  
**John Axe**, UK to District Support Manager/CEO (Auckland).

## Journalism awards

Response to the inaugural Hewlett-Packard Australia Computer Journalist Awards was most encouraging.

Entries in three categories totalled 128.

They came from journalists employed by nearly every computer trade publication, major newspaper and journal featuring computers and high technology.

Those named Computer Journalists of the Year were **Janet Forrester** in the 'news' category and **Beverley Head** for 'features'.

Australian Personal Computer was named Computer Journal of the Year.

At a presentation dinner at the Sydney Regent Hotel on 25 November, Public Relations Manager **Doug Forsyth** said the awards had created a great deal of competitive enthusiasm and HPA would look at the possibility of expanding them in 1990.

The nine finalists and representatives of government and the computer industry were guests at the dinner.

Judges were:

- **Bob Mounic**, Chief Executive Officer of the Australian Information Industry Association;
- **Lyle Tucker**, Managing Editor of Editorial Associates and former head of the RMIT School of Journalism; and
- **Bill Broockmann**, General Manager Systems and Technology, Thomas Cook Pty Ltd. ■



• **Doug Forsyth (right)** with competition judge **Lyle Tucker** at Melbourne Press Club lunch.

## From crystal to rings

Recognising that HP employees are so varied in culture, lifestyle and taste, a Corporate task force has reviewed the service award program.

The result is a new and exciting program geared toward our diverse work force.

As in the past, employees can choose accessories such as a pen and pencil set, tie tack or bracelet.

After 20 years, diamonds may be added to the logo and attached to a core set of accessories or employees may choose a more expensive accessory without the jewelled logo.

Popular gift items such as clocks will remain in the program with the addition of more crystal, silver and pewter items, beginning at 15 years of service.

An HP ring is now available after 25 years of service.

Illustrated are the ring and other 25 year items. The extended range of items for five, 10, 15 and 20 years of service may be ascertained from Personnel.

- 125. Cultured Pearl Necklace with 14K Gold fish hook safety clasp. 18"
- 126. Men's Longines Seafarer Quartz Watch. Features champagne dial, sweep second hand, stainless steel case with gold-tone bezel and matching band.
- 127. Women's Longines Quartz Watch. Features calendar, sweep second hand, gold-tone case and strap.
- 128. Men's Wittnauer Quartz Watch. Features two diamonds on dial, gold-tone case and matching band.
- 129. Women's Wittnauer Quartz Watch. Features eight diamonds on gold-tone case and matching bracelet.
- 130. Women's 14K gold Custom Ring with Black Onyx Cushion stone.
- 131. Men's 14K Gold Custom Ring with Black Onyx Cushion Stone.

**Elizabeth Densky**



## Dave's 25 years

Newly appointed National Order Administration Manager **Dave Reddy** completed 25 years with HP in June.

He joined at Bedford, which was HP's first UK site, in 1964, and then moved to Queensferry, where he stayed for 15 years.

Deciding with wife Jean that they would like a change of climate, he sent a Desk message to Region Personnel Manager **Geoff Windsor** inquiring about prospects.

The result was a job as Operations Supervisor in EDP.

Nine months later, HPA set up the Commercial Services section and Dave became Southern Area Manager.

Next task was helping **Gray Morgan** set up the Distribution Centre. That done, he returned to Sales Admin.



• **Dave Reddy.**

Recreations are "golf, jogging and squash, which I don't do well, and drinking red wine where performance is measurably better." ■



• **Perth Secretary Kay Hosking and AE Murray Thomas married on 25 November.** Kay, a Victorian, and Murray, a West Australian, have both worked in Blackburn and Perth.



## Enthusiastic collector

Melbourne Sales Representative **Ian Johnston** isn't satisfied with a radio in every room. He has more than 200 in one room.

He's a member of the Historical Radio Society and one hobby is restoring old radios and gramophones. Another is ham radio.

He kept watch on the amateur band in the hours following the San Francisco earthquake, ready to respond to any call for assistance. Ham operators are a brotherhood around the world and have helped in many disasters.

There are 1039 HP employees in many countries who have operator licences and most participate in an annual October talk fest.

Among them are **Bruce Marsh, John Lipson, Rob Plowman, Peter Westley, John Antonello and Peter Burford** in Melbourne, **Jim Hamilton** in Perth and **Lew Jennings** in Christchurch.

Ian discussed the earthquake with Pitcairn Islander **Irma Christian**, a descendant of the Bounty's Fletcher Christian. He also spent hours at his console relaying messages after Cyclone Tracy struck Darwin.

Others he's chatted to are members of the US Coastguard in Antarctica and a USSR cosmonaut crossing Australia. He's also picked up a Mayday message from a boat in trouble off the NSW coast.

Ian started school at Port Lincoln in South Australia, worked in Adelaide as an electrician and spent 12 years in the RAAF as a radio technician, serving in Vietnam, Malaysia, Fiji, Borneo and Cocos Island.

He worked on more aircraft than he can easily remember, including the Hercules (the first ferried from the US), Wirraway, Winjeel, DC3, Lincoln, Canberra, Sabre, Avro 707, Vampire, Neptune, Mirage, Meteor and Caribou.

In 1969 he joined HP at Weir Street, Glen Iris, recruited by **John Springall**. Eleven years later he moved to sales and for six years has been associated with Telecom.

Jogging, gym, snow skiing and the MG Car Club are interests he indulges when not restoring an antique radio or talking to fellow hams. ■



● **Ian Johnston . . . in touch with the world.**



● **Lew Jennings . . . Christchurch**



● **Jim Hamilton . . . Perth.**

## Leadfooted

The exit to 31 Joseph Street advises motorists to observe a speed of 15½ kph.

It doesn't reflect the super-tidy mind of General Services Manager **John Springall**.

And he doesn't propose changing to 15¼ in sync with the Victorian Government's reduction of the highway limit from 110 to 100.

"It was an amateur psychologist's pitch," John explains.

"For a while, people noticed and asked, 'Why so precise?' The sign was working."

A few still inquire but John laments that occasionally someone exits at 40 kph.

He hopes they drive better on the open road and live to see their children's children. ■

