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HEWLETT PACKARD

● Malcolm Kerr (left) and Rob Byrne at Apollo's Albert Road, Melbourne, office.

Recent merging of the Hewlett-Packard and Apollo companies in the United States has had consequences around the world wherever both have been trading.

In Australia and New Zealand, it means that the business, staff and facilities of Apollo Domain Computer Pty Ltd are being merged with those of Hewlett-Packard Australia Ltd.

Managing Director Malcolm Kerr has extended a warm welcome into the HP family to Apollo General Manager Rob Byrne and everyone in his team.

The merger makes Hewlett-Packard the leading workstation sales, marketing and support organisation.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Merger makes us market leader

True to the HP tradition of openness and fairness — and indeed to similar attitudes possessed by Apollo — the merger of the companies is proceeding smoothly and amicably.

In the US, **Lindsay Yelland**, Apollo's vice-president for Asia-Pacific, was an early appointment to the transition management team led by **Alan Bickell**.

And in Australia we have a strong team working co-operatively to consolidate our leadership in the workstation field.

Our new status is gratifying, of course, but no cause for complacency. Workstations are the fastest growing segment of the market and competitors will be doing all they can to cut us back.

We must make full use of these advantages:

● Quality of our two product lines;

● Aggressive and entrepreneurial Apollo marketing;

● HP's commitment to customer satisfaction, the thing that most differentiates us in the marketplace; and

● HP's strengths in graphics and networking.

Over two to three years, we see three phases in the merger:

1. Two separate product lines for three to six months;

2. Two separate but rationalised product lines with some degree of compatibility for two to three years;

3. Then a single consolidated OSF UNIX-based workstation product line.

We aim to keep sales at current levels or better, also the order flow rate on a per customer basis.

We certainly don't want to lose customers from either HP or Apollo, particularly end users and our OEM VAR partners.

With this in mind, we are focusing on the three main parts of our business:

● Our dealer channel program headed by **John Bieske** and his team;

● Our network systems, covering both installed base and our new business districts, and the VAR program headed by **Bob Robertson** in his new role of National Manager for Computer Systems; and

● Our workstation program now headed by **Rob Byrne**.

We have already had meetings of HP and Apollo people to exchange information about our major customers and Value Added partners; to identify big deals; and to minimise conflict between the two companies.

We will carefully watch the customer complaints hot line and escalation rates.

One measure of the success of the merger will be the effective fusion of the talents of 75 Apollo people with those of 700 already serving HPA in seven locations in Australia and New Zealand.

We want the computer public and media to have a positive perception of both companies and what the merger represents.

To that end, all relevant bodies and organisations, and employees of both companies, will be given the latest information of the progress of the merger.

I know all HPA people will welcome our new colleagues in a very positive way and that the strengths of Apollo and its people will add to the new combined workstation team.

I think they will quickly respond to the openness and friendliness that is a characteristic of the HP Way.

These are really exciting times. I do hope you share my enthusiasm and my confidence about the aggressive posture HP has taken with our workstation business.

MALCOLM

A good year

Taking out Australian citizenship and HPA being named by Intercon as the most improved analytical team for 1988 have combined to make it a good year for Region Analytical Support Manager **Leong Tan.**

Leong came to Australia from Malaysia in 1975.

His wife Swee Tan was naturalised three years ago.

"She made up her mind quicker than I did," Leong said. "But **Bob Congdon** will testify that I swore louder than anyone at the Kew Civic Centre ceremony."

He meant he was louder in swearing loyalty to Australia, not that his language was over the top.

Region CEO Manager Bob went along to lend support.

● **Leong and Barbara Williams with certificate and trophy.**

"I really appreciated that," said Leong.

Swee and Leong have two daughters — Yue-Li (30 months) and Yue-Ying (8 months).

Both "full-blooded Aussies." ■

The Transition Management Team

Team leader: **Malcolm Kerr**.

Market analysis and marketing program integration: **Bob Robertson** (HP) and **Rob Byrne** (Apollo).

Sales team demographics, integration and organisation: **Bob** and **Rob**.

Personnel policy, Compensation & Benefits reviews and overall personnel integration activities: **Geoff Windsor** (HP) and **Rob**.

Customer support demographics, integration and organisation: **Roger Kane** (HP) and **Brendan McAdam** (A).

Legal issues related to acquisition and integration: **Bruce Thompson** (HP) and **Bob Cowley** (A).

Financial analysis, administrative systems integration, facilities management and general accounting issues: **Bruce** and **Bob**.

Banjo's spirit stirs Orly

Australia's favorite poet Banjo Patterson wasn't thinking about ALLBASE/4GL when he penned the words of *Waltzing Matilda*..

Back in 1895, there wasn't much technology involved in nabbing a jumbuck, a trooper trio trotting up on their thoroughbreds and a defiant swagman jumping into a billabong.

But at the SPARC '89 dinner at Sydney's Hilton Hotel, **Orly Larson** led an enthusiastic chorus of HP employees and HP-users in the ALLBASE/4GL Song to the tune of Australia's unofficial anthem.

Orly's quieter moments are spent as an Information Management Specialist at HP Cupertino. But through user gatherings around the world, thousands know him as a fervent and tuneful supporter of all things HP.

These are the words that made chandeliers tinkle in the Hilton banquet room:

Once a jolly prototyper sat down with an end-user,
Logged on the system — from HP!
And he said as he smiled and he programmed on his terminal,
You'll come a-pro-to-typing with me!

ALLBASE/4GL, ALLBASE/4GL,
You'll love to prototype with ALLBASE/4GL,
He designed as he sat composing while his user smiled,
Now you'll see what pro-to-typing can be.

Down came the users, to try out the prototype,
Up jumped the leader and grabbed him with glee!
And he thought how much time this prototype had saved him,
Now I see what Pro-to-typing can be!

ALLBASE/4GL, ALLBASE/4GL,
You'll love to prototype with ALLBASE/4GL.
And he laughed as he stuck that version in his fileset,

Oh, how effective a prototype can be!
Down came the manager, smiling as he seldom does,
Down came the users, one, two three!
Oh, where is the version that will help us do our jobs?
We want to pro-to-type with thee.

ALLBASE/4GL, ALLBASE/4GL,
We love to prototype with ALLBASE/4GL
Oh, where's the latest version you've got in your fileset?
You'll come a-pro-to-typing with me.

Up jumped the user, grinning at the terminal,
"I've never seen such a system!", said he.
And his words may be heard as you're walking by his cubicle,
"This prototype is amazing to me!"

ALLBASE/4GL, ALLBASE/4GL,
And his words may be heard as you're walking by his cubicle,
"You'll come a-pro-to-typing with me!. ∎

● **Orly gives out with help from Bob O'Connor (left) and visiting SPARC choristers.**

● **More voices, many long years since they broke: John Toppel (left), Alan Nonnenberg (Network Systems Sector Intercon Sales Manager) and Malcolm Kerr.**

Strong support for SPARC '89

Sydney's impressive Darling Harbor Centre was the venue in mid-April for SPARC '89.

HP-users and dealers came from all around Australia, New Zealand, the South Pacific and Far East.

Marketing Services Manager **Bob O'Connor,** co-ordinating HP's input, was pleased by the backup of HPA sales and support people and the leads that were generated.

More than 100 employees in shifts serviced our stand for SPARC and the two Productivity days that followed in Sydney and the next week in Melbourne at the Albert Park Convention Centre.

An appreciated SPAAC feature was the free-and-easy discussion led by Managing Director **Malcolm Kerr.**

"How long for delivery?" and "What's coming along?" were the most-asked questions. ■

● Helpers at the HP stand. From North Ryde: Raj Dalal (left), Michael Ossipoff **and** Bill Sommer.

● From left: Robert Dey (ASO, Ringwood), David Booth (Melbourne), David Honey (Ringwood) and Michael O'Connor (Perth).

● From Melbourne: Paul Curtis (left), Denis O'Halloran (Rural Water Supply) and Bill Clarke.

● New Zealanders: Mark Wilson and John Hert (both from Dominion Breweries) with Carmel Molloy.

● Vivek Pathela (HP Singapore) and Phillip Merrick (Sydney).

● Peter McInnes (Melbourne) and customer.
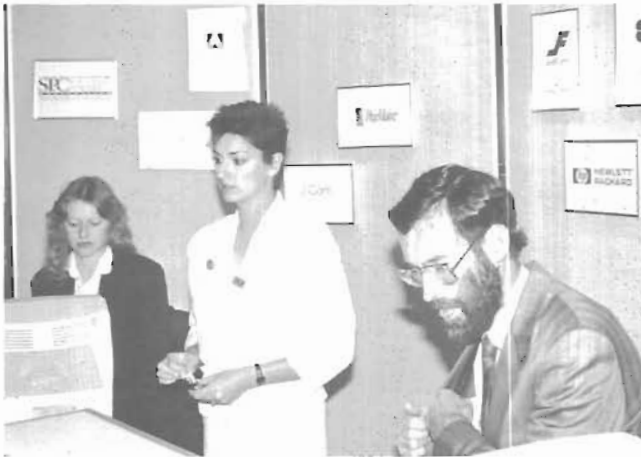

● Michael Cheverton and Paul Hoolahan (Sydney).

Standing out from the crowd — graphically illustrated by a poster of the boss bird standing out from a waddle of penguins — was the theme of *Great Impressions*, this year's HP PC promotion.

PC Field Marketing Manager **Robert Miles** staged the show, first at Melbourne's Hilton Hotel in May and then a repeat at Sydney's Centrepoint Convention Centre.

Visitors appreciated attending product presentations in a number of satellite rooms and then being able to see in the ballroom equipment being used as it would in a real environment.

As usual, many sales and support people from HPA and our dealer partners helped set up stands, answer inquiries and follow up leads. ∎

● **Robert and Norika Traue . . . in a rare quiet moment at the PC show.**

Valued members of a team

Sales people are the shock troops of a trade fair because success finally comes down to what business is generated; but no one under-rates support personnel.

Like **Robert Miles** at *Great Impressions*, Melbourne's **Arthur Booth** and Sydney's **Betty Murray** were important players at *SPARC* and *Productivity*.

Their duties ranged from supervising erection and dismantling of the HP stand to seating 200 dinner guests.

Murphy's Law saw to it that the worst always happened and trouble-shooting was an hourly preoccupation.

Arthur imagined a 4am start was the way to beat a tight deadline erecting the stand.

"That didn't allow for a shop steward declaring no one got into *his* building before 6am," Arthur recalls.

It looked like everyone cooling heels until they 'came up with a formula'. Details aren't given.

Getting a 9000 into the Albert Park building was over the bowling green and through a window.

"The crane driver oozed confidence but the rope looked horribly slender. I couldn't watch so I went into another room and rehearsed my resignation speech," Arthur remembers.

Betty never retired before 1am in the fortnight before *SPARC*. Once she hit the sack at 4am and rose at six. ∎

● **Helping at the Melbourne Hilton: Kay Hosking (left), Maria-Luz Bernabe and Graham Thomas.**

● **More Kiwis at SPARC: Neil Arnold (back, left) and Ken Buckler, of Computer Time, and Hugh Morrison (Glaxo); Simon Molloy (front left), Phil Hayward (Glaxo) and Ian Rawnsley (Computer Time).**

● **Betty . . . little sleep.**   ● **Arthur . . . "a formula"**

Picnic voted big success

The major Melbourne celebration of HP's 50th anniversary was the picnic at Emerald Lake in the picturesque Dandenongs.

Rain had threatened but the day dawned fine for 600 employees and family members.

Most arrived by car and walked the last quarter mile to the site but quite a few travelled by Puffing Billy.

The mini-train was an enchanting visual and audio backdrop hissing and huffing up and down the track that spiralled around the picnic area.

Careful planning was evident — particularly pitched to children — and it was judged one of the best social events Melbourne has staged.

Park rangers were impressed by the high standard of catering, generosity of the prizes and general decorum.

"Hewlett-Packard must be a good place to work," said one. "You seem a friendly lot, from the boss down. There hasn't been an unpleasant incident and the place has never been left tidier."

Preparing the site and leaving it tidy meant an early morning start, not much chance to join the fun and a late finish for Social Club committee and volunteers.

Managing Director **Malcolm Kerr** made a big speech in that he spoke from one side of the valley and his words were amplified to listeners hundreds of metres across a lake.

"It's a big occasion for HP people, commercially as well as socially," he said.

HP was entering its second half-century in very good shape and he thanked all the HPA family for their various contributions to its successes.

Malcolm was accompanied by his wife, Barbara. **John Warmington**, founder of HP Australia and now chairman, and his wife, Joan, were special guests. ∎

• **Wayne Willoughby and family with Leong Tan's daughter, Yue-Li, on the merry-go-round.**

• **John Cromie leads early but loses to champion blower Peter Burford (right).**

• **Lynda Drew (right) and Peter Ratten's family (left) among those in the barbecue queue.**

• **Pulling uphill.**

New committee

Next target for the Melbourne Social Club after its picnic success is the annual dinner dance at the Hyatt on Collins on 16 September.

SVC Technician **Rolf Stoekle** is the president. Other members are SVC Co-ordinator **Kitty Aerts**, PC Production Manager **Iris Brinkman**, Librarian **Karen Harris**, OA Administrator **Judi Elliott** and SVC Technician **Gary Visser**.

● Kitty.

● Iris.

● Rolf and Judi.

● Karen.

● Gary.

● Carmen Dousset and Phil Payne.

● Pony and camel rides, like the merry-go-round, were part of the picnic fun.

● Pulling down.

● Rolf Stoekle talks tactics . . . Malcolm doesn't know pitch is greased.

New users for ARO products

Four years ago, **Brian Marsh** had sole responsibility for refurbishing used equipment for reuse.

After bringing suitable items up to current specifications, he then looked for buyers with the help of SRs.

Nearly two years ago he was joined by **Robert Underhill** so he could spend more time on selling and administration.

Today the Australian Remarketing Operation has expanded to two engineers, a manufacturing manager, a marketing development representative, two administrators and a materials handler.

Essentially, the group deals in equipment that has ended its first life with one customer but, refurbished and upgraded, can give full satisfaction to another.

While ARO people don't dispute they deal in 'used' equipment, they shun banalities such as 'pre-loved' and are moving away from 'refurbished' and even 'remarketed.'

"A survey at the SPARC Regional Users conference in Sydney found that such terms generate a negative response," says ARO Marketing Development Representative **Ian Webb.**

"The term 'remanufactured' projects positively and is thoroughly

● **Ian and Petere at SPARC.**

● **Muan, Connie and (right) Ian Williams (Finance Consultant).**

● **Upgrading for resale: Robert (left), Brian and Cal.**

They are led by **Muan Lim**, back in Melbourne as Finance and Remarketing General Manager after a period as New Zealand Administration Manager.

And now the group has been given separate entity status, responsible for remarketing in the Far East as well as Australasia.

The ARO plans to supply all the Far East's needs for remanufactured equipment by the end of this year and within five years to ship goods valued at $10 million annually (half to Asia and half locally).

Overseas sales will be an important contributor to HPA meeting its export productivity commitments to the Australian Government.

'Remanufactured' is a term that has recently come more strongly into the ARO vocabulary.

truthful because everything in our product range is brought up to new equipment specifications, mechanically and cosmetically.

'Remanufactured'implies 're-built, updated, fully reconditioned, value for money'.

'We claim that the new and the remanufactured are identical, except for price. You shouldn't be able to tell them apart.

"To get people at SPARC to our stand and complete the questionnaire, we had a competition each day for a 12C calculator. One requirement was to pick a remanufactured 700 Series terminal from one alongside that was new. Many picked wrongly."

ARO stock comes mainly from customers simply upgrading, from others terminating or renegotiating

leases or rentals and from demo equipment.

"We don't compete against SRs selling new equipment. In fact, we sell only through our SRs," Ian says.

"Sometimes selling a new item is just not on — mainly because the prospect at that time doesn't have resources to pay the new price.

"Not only does an ARO sale earn a profit but it may introduce HP equipment and service to someone who would go looking elsewhere."

Muan takes up the story:

"As with new sales, we give a range of financing options which not only ease the purchase for customers but protect HP in the market. Asset management is one of our roles."

Have manuscript, will deliver

Having a book published is an ambition Adelaide CE **Rick Fisher** hopes to fulfil.

But present prospects are not promising.

"If you've had one book published, editors look for more. But until you get that first book on the shelves, they don't want to know you," says Rick.

But he's determined to succeed. He's even started using tricks of the trade to trip up fibbing editors.

Some have been known to send back rejection slips saying it's not quite what they needed, or it would be better with some bits reworked.

"You stick together a couple of early pages and if they're still that way on return you know the publisher hasn't bothered to read the thing," Rick says.

"Or perhaps it's a measure of how bad they think it is right from the first paragraph," he adds with modest candor.

Rick has written two works of fiction. Some characters and issues are from his own experience, others drawn from imagination.

He's been with HPA going on six years. He came from the RAAF where he served for 12 years with postings all round Australia and Malaysia.

Jo-Ann Egel, pictured with Rick (right), encourages him to keep trying.

Receptionist/Telephonist Jo-Ann has been at HPA for 17 months.

"It's great. We're part of a big friendly family. When you meet people from our other offices at the reception desk, you note they have the same HP stamp of openness on them," she says. ∎

Not a stranger

Systems Support Engineer **Bill Davis** was excited at the prospect of spending two years or more in the US but he is no stranger to his new environment.

He had previously spent periods at the Product Research Division at Mayfield Mall, where he has returned to give more network training.

Bill will earn his 10-year HP service badge in August.

He started as a CE and moved to technical support six years ago. ∎

ARO products (ctd).

Cal Burns is the second ARO engineer; **Huo-Lian Chew** is Admin Manager, assisted by **Richard Pike** and **David Yuen**; **Sean Mellerick** is materials handler; and **Connie Bala** is secretary.

Frances Ma works out of Hong Kong.

Petere Miner, Engineering Manager from Finance Remarketing Division in the US, is spending six months in Melbourne helping develop manufacturing systems.

"I've been impressed by what's been done so far, especially the innovation. There's an admirable attitude of, 'Let's get it done.'

"However, with big expansion ahead, manufacturing resources need enlarging," she says. ∎

Births

● James Walter, son of Sales Representative Susan Fielding and Steven, at Monash Medical Centre (Jessie McPherson) on 11 April (3799gr/8lb 6oz).

● Freya Anne, daughter of Senior Sales Representative Gregory Lister and Sherrill at Hawthorn Birth and Development Centre on 12 April (3050gr/6lb 7oz).

● Adam Michael, son of ASO Production Co-ordinator Andrew Katz and Sandra at Jessie McPherson on 9 May (3884gr/8lb 90z).

● Jo-Anne and Rick.

● Bill . . . network training.

Straining the friendship

Queensland's Gold Coast was chosen by the film crew doing a remake of the US television series, *Mission Impossible*.

They asked if HPA could lend a small printer. Delighted, we said.

Then a few days later, they asked if we could provide a terminal. Delighted, we said.

Then a computer. Delighted again.

Then a terminal that didn't work so it could be blown up in one of the scenes.

Ah, that was mission impossible.

We weren't about to admit we had any equipment that didn't work.

And even if it didn't, that was too harsh a fate for any piece of HP gear.

They didn't persist.

Hope you enjoy the program and can recognise the part we played in producing it.

TONY HOLMAN
Brisbane BBM

Girls shown the non-traditional

Hard work and determination, not 'tokenism', earned fulfilling careers for women, 19 secondary school students were told on a visit to Joseph Street recently.

The girls spent a morning with HPA employees as part of the Department of Labor's *Technical Skills for Girls* program, designed to increase awareness of the availability of non-traditional occupations.

HPA hopes to offer work experience this year to five girls in non-traditional areas.

The students came from Cranbourne Meadows Technical School, Hampton Park Secondary College and Berwick High School.

Affirmative Action Officer **Rose-Marie Todes** arranged for them to meet a panel of women who were pursuing successful careers, to have hands-on experience of computers, see product demonstrations and discuss employment opportunities.

Careers Counsellor **Serena Prelaz** said the department was building a data base of sympathetic employers.

Panelists made these points

Marketing Associate (Medical) **Debbie Kondelos**: "Women working for HP can do anything they want if they have drive, enthusiasm and interest."

ASO Engineering Manager **Laurie Wood**: "A technical career is challenging, interesting, sometimes exciting, sometimes absorbing all of your time. It can also be hard work, frustrating and exhausting.

"I have another career — motherhood — which is also hard work, frustrating, exhausting, challenging and rewarding. It's possible to have a successful career and a family."

Also on the panel were Finance Remarketing Division Engineer **Petere Miner**, visiting from the US, Field Development Manager **Danielle Segal**, SE **Jenny Barker** and Region CE Training Manager **Paul O'Brien**.

Paul said he wasn't on the panel as a token male but because bench repair was an area where HPA had no women to contribute to the discussion.

"But we are trying to encourage applications from talented women with a technical knowledge base. The versatility of the work gives them an open door to advancement," he said.

Corporate Development Manager **Bruce Graham**, welcoming the

Newcomers

Karen Aliferis, Telecom Sales Secretary (Melbourne).

Nelson Chong, AEO (Melbourne).

Ray de Jong, Customer Engineer (Melbourne).

Mark Evans, Customer Engineer (Melbourne).

Helen Fielding, Sales Secretary (Melbourne).

Nicole Hamilton, AEO Secretary (Melbourne).

Michelle Harvey, Receptionist/Secretary (Brisbane).

Donna Kennedy, Sales Secretary (Melbourne).

John Low, Response Centre Engineer (Melbourne).

Janine McDonald, Response Centre Secretary (Melbourne).

Adele Madjecki, PC Sales Secretary (Melbourne).

Yousri Mikhael, Customer Engineer (Sydney).

Colin Robinson, Co-ordinator, Warehouse (Sydney).

Mary Russell, Sales Secretary (Melbourne).

Shelley Schwinn, Sales Secretary (Melbourne).

Una Stone, Senior Sales Representative (Melbourne).

Eleanor Susnich, Secretary (Melbourne).

Jim Vavarouksos, Customer Engineer, Analytical (Melbourne).

Virginia Viers, Service Co-ordinator (Brisbane).

Peter Wilkin, Customer Engineer II (Adelaide).

ASO (RINGWOOD)

Darren Allen, Software Development Engineer.

Lynda Cavalera, Technical Writer.

Doug Davies, Technical Writer.

Neil Justusson, Software Development Engineer.

Brad Morford, formerly IAC, US, Software Development Engineer.

Jennifer Morford, Quality Productivity Co-ordinator.

Ian Otto, Software Development Engineer.

Lee Otto, Software Development Engineer.

Graeme Port, Software Development Engineer.

NEW ZEALAND

Elizabeth Hannagan, Finance Accountant (Wellington).

Quentin Tatham, FRC Engineer (Wellington).

Suzanne Walker, Senior Sales Representative (Auckland).

Raewyn Shisker, Shipping Co-ordinator (Wellington).

Transfers

Chris Crowle, Systems Support Consultant, Escalation Centre, to Grenoble (France).

Bill Davis, Systems Support Engineer, Escalation Centre, to USA.

Hugh Hocking, Customer Engineer to Sales Representative (Adelaide).

Dave Holland, Sales DM (ACT) to Telecom DSM (Melbourne).

Chris Malone, UK to Response Centre Engineer (Melbourne).

Sean Mellerick, CE Logistics to Finance Remarketing Operation (Melbourne).

Peter Sheehan, PC Service to CEO (Melbourne).

Jennifer Stanley, Telecom Sales Secretary to Field Development Co-ordinator (Melbourne).

Glen Taylor, BBM (Perth) to Marcom Manager, T&M (Hong Kong).

Norika Traue, PC Marcom Co-ordinator (Melbourne) to Staff Sales Representative (Sydney).

NEW ZEALAND

Herrick Wong, Order Administrator to Payables Controller (Wellington).

Lee Yoong, Order Processing to Systems Administrator, MIS (Wellington).

visitors, said companies involved in Affirmative Action were usually enlightened and saw management as being about helping people extend their personal growth.

"For such companies, it is rewarding in many ways, particularly in filling the urgent need to tap all of the potential we have in our society," he said. ∎

How come?

The sheriff in downtown Chattanooga (within a whistle blast of Track 29) was having computer trouble.

He and a couple of deputies had had a go at making a fix but it was getting into the evening and he decided it was sensible to talk to the experts.

So he rang the US Response Centre's 24-hr number.

In Blackburn, **Rick Smart** lifted the phone and said in his brightest manner: "Hello there, how can I help you?"

"How come? What's that accent? Who are you? Where you talking from? Melbourne! Australia! What time is it down there? What kinda weather you got?

Chattanooga's finest are only some of the callers from around the globe who are taken aback when their call is automatically re-routed to Joseph Street.

For more than a year, calls from Australian customers after-hours have been redirected to the US or UK, wherever the sun is up at that time.

The thinking is that it's better to have a problem tackled by wide awake people in their normal daytime shift, and with back-up expertise sitting alongside them, than by an on-call engineer rubbing eyes while shuffling to the phone.

Now we're servicing as well as generating calls.

Kevin Leseeleur, of Hertz Europe, was another surprised when Rick responded to his call for help.

It was 1.05am in England when he gave up on the problem of a LAN dropping out and rang the UK Response Centre from his Hounslow, Middlesex, office.

He got through to Atlanta, which took a precis of the trouble and then notified Melbourne. Rick lost no time ringing Kevin back.

"We don't always make a permanent fix but we usually get a customer out of strife and into production until local people can take over next morning," says ARC Manager **Graham Gunson.** ∎

● **Elizabeth .. marrying in May.**

All to be fit

Two HP Auckland teams pounded the streets for 11.5km contesting the annual Round the Bays Fun Run.

Along with 60,000 other sweaty runners, we showed our fitness and willingness to push ourselves to the limit.

We didn't win but celebrated anyway with drinks and a BBQ at the beach, attended by most HP staff and their families.

The ladies team: **Jenny Vazey, Donna Dyer** and **Sue Potter** (in spite of twisted ankle).

The men: **Peter Shaw, Nigel Owen, Kevin Matson** and, giving Wellington support, **Robert Lee.**

DONNA DYER

● **Rick ... accent intrigues.**

Engaged

● Personnel Representative **Elizabeth Densky** (pictured left) and David Dawborn, who plan to marry next May.

Elizabeth came to HPA in 1987 as a graduate of Melbourne University. ∎

Converting a disadvantage

Research shows that customers whose complaints are handled effectively can become more loyal to a vendor than if a problem had never arisen.

Region Quality Manager **Roy Armour** uses recent correspondence to demonstrate.

The first letter started with a fine show of aggro. The reference label was *LEMONS.*

Then followed a tale of "frustration and regret" at having made his purchase of computer, disc drive and printer.

The second letter, to Region CEO Manager **Bob Congdon** was a complete turnaround. Here are relevant excerpts:

Dear Bob,

Just a note to thank you for your concern and the prompt response to my letter, which was written in a state of indescribable frustration . . .

May I say that I was most impressed by the very professional manner with which this matter was dealt. All too often, both hardware and software manufacturers are quick to blame the poor end user for any difficulties.

I would particularly like to thank **Paul Solski** for his understanding and open-minded approach to my problems and I was quite relieved to know I was not doing anything that was causing the troubles.

I now have a tableful of functioning Hewlett-Packard equipment with which I am quite delighted.

If nothing else, it has made future hardware purchases easier for me as I will not have to think twice about the brand I will buy.

Roy urges, if you receive a complaint, use the HPDesk form to log it on the Customer Complaints System. ∎

Fighting fire

Calling cold on a Rotorua engineering company, Auckland Sales Support Engineer **Steve McConnel** received a friendly reception but it took two years to make a sale.

The company was Mills Tui Trailers Ltd, which supplies 80 per cent of New Zealand's fire-fighting equipment.

Mills Tui starts with the customer's choice of truck chassis and then designs all the body and fire equipment that goes on it.

Steve's sales pitch was that an ME20 CAD system would save draftsmen an awful lot of tedious pencilling and it was bought with that in mind.

"But the design engineers saw so many uses for themselves that the drafting staff hardly got near the keyboard," Steve says.

"Six months on, design benefits are so great they look like buying another system but earmarking it for the original purpose."

With CAD, engineers can study breaking, bending and twisting limits of metals without building a series of prototypes for destruction testing.

Graeme Packer, who came from Rotorua, is manager in Adelaide for Mills Tui Fire Apparatus Co Pty Ltd, which handles sales to Australian fire-fighting authorities.

'Tui' is Maori for the New Zealand native bird with a white frill under its bill (also known as the parsonbird.) ∎

Bi-lingual Dawn

Most of us retain a smattering of French from school days, a few stumbling words, enough to report the bare fact that aunt-is-in-the-garden.

But Wellington Secretary **Dawn Ewing** could tell you fluently in French why the good lady went there, what she's doing and when she's likely to come out.

Whenever it's possible, she holidays in a French-speaking country and enrols for language classes.

● **Steve with Parnell Station Officer Mike Hart.**

● **Sharon.**   ● **David.**

● **Two Swinburne CAE students — Sharon Howell and David Lock — are spending the third year of their four-year marketing course at Joseph Street. It is a trend in tertiary education that makes study far more practical, they say.**

Travels have taken her to France, New Caledonia and Tahiti.

Dawn is secretary to Country Manager **Hans Neilson**. She worked in graphic design; then, looking for a bigger challenge, joined HPNZ in 1986, never having sat at a computer.

She's married to Sandy, a shore-based sailor who doesn't match her French but retains his delightful Scottish burr.

Sandy is Controller of Marine Administration in the Ministry of Transport but is seconded for two years to the Ministry for Internal Affairs, liaising with the Commission for 1990 (NZ's 150th Anniversary celebrations). ∎

● **NAVY AWARD: Captain Gary Stewart, of the Royal Australian Navy's Department of Quality Assurance, came to Joseph Street to present a framed certificate to Ian Richards.**

The certificate formally recognises that HPA meets the Australian Standard 1822 for suppliers' quality systems.

● **Dawn . . . polishes French.**