

# epth depth de

FOR HP EMPLOYEES AND FAMILIES  
IN AUSTRALIA AND NEW ZEALAND

No 49 September 1991



HEWLETT  
PACKARD

World Class



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# Realising our potential

**F**ew people would argue that to be successful in the 1990s HP Australia and New Zealand must undergo fundamental change in the way it conducts its business.

The marketplace is changing rapidly and we, as a company and as individuals and teams, must not only keep pace but be one step ahead of these changes.

**Bill Hilliard**, with the Senior Management Team, understood that everyone in HP Australia and New Zealand must reach new standards of excellence to meet the changes and challenges ahead. To achieve this standard, all employees needed a shared vision that could be translated into action and sustained.

The Senior Management Team consulted widely inside and outside HP to identify and define where we want to be as a company, how we can get there and a measurement of our progress.

This work led to the development of our Purpose and Direction Statement, Vision Statement and Key Business Performance indicators.

## Purpose and Direction

Our Purpose and Direction Statement provides a framework of objectives and values that will allow us to achieve our Vision. They are -

- Excelling in setting and meeting customer expectations.
- Building enduring strategic business partnerships.
- Providing an environment for our employees which is consistent with the HP Way.
- Consistently achieving our business targets.

## Vision

With this statement as the focus of all our work activities, we have a set of guidelines that can realistically enable us to achieve our Vision, which is -

- We are a World Class Organisation, recognised for excellence in all facets of our business.
- We are the best at meeting our customers' expectations in the Asia Pacific region.
- Individual accomplishments are recognised and our employees enjoy a high level of satisfaction and achievement.
- We rank among the leaders in HP in all key parameters of business performance.

## Measurement

Each of us has a direct effect on at least one key business parameter and can make a real difference to our performance by raising our individual standards of excellence. These include -

- The amount of expense per employee.
- Administrative cost as a percentage of revenue.
- Amount of money owing to the company over 90 days .
- Number and value of orders per employee.
- Amount of field selling cost per employee.

Within HP, some of these measures of business performance are used to compare HP Australia and New Zealand against other Intercon countries, while most are used to compare our standing against other Asia Pacific entities.

In some cases, we are below average on these measures.

It is a fact of life that our standing in the HP World is based partly on these parameters, which influences our resources and ability to grow.

## Putting it all together

Bill understood that to succeed the majority of employees needed to take on the Vision as a fundamental part of their way of life at HP. To simply advise and direct all employees to do so would not achieve this result.

Instead, each individual must evaluate the Vision and Purpose and Direction Statements and define how their own job roles contribute to each of the Vision goals.

Each one of us has been charged with the responsibility to identify and elevate to World Class standards those aspects of our jobs that contribute to our meeting the Vision.

To help us in this process, a long-term communications program has begun that will provide the awareness and tools necessary for us to understand and become involved in the Vision.

To raise general awareness, HPDesk Logon messages, World Class Posters and Statement cards have been provided.

Bill has presented to every HP office in Australia and New Zealand to provide an introduction to the Vision. This article in *Depth* is yet another way to raise general employee awareness.

The next major step is for all HPA and New Zealand employees to identify their individual objectives that will raise us to World Class standard.

During September and October, Reviewing Managers will present the Vision and Purpose and Direction Statements to all managers, supervisors and employees.

A key part of these presentations will be an open discussion on how the activities of individuals and teams contribute to the Vision.

Each person will then set down their own World Class focus for the next six months.

We will also see the World Class Vision increasingly being integrated into our existing planning, personnel and training activities, until it becomes a foundation for all our current and future programs.

In this issue of *Depth*, we tell of one of the first World Class initiatives - that taken by Support Marketing Manager Chris Gibbins and his group.

Future issues will report on progress we are making in this ongoing program. ■

GEOFF WINDSOR  
Champion of the World  
Class Vision for HPA



## Aiming for the best

To Support Marketing Manager Chris Gibbins and others planning the annual meeting of Australasian support managers, it seemed logical that with *World Class* as the major theme, they should aim at starting with a world class assembly.

"We resolved that everything we did would be better than we had ever done before and the best of which we were capable," said Chris.

"We chose the venue with special care. Nigel Marrion did two trips to Lorne in his own time to suss out the facilities and reported they were as good as we could wish for our particular purposes.

"Ken Bailey negotiated a pleasing discount; and our enthusiastic planning group came up with great ideas.

"Immense effort was put into contacting top HP executives to get them to contribute their ideas of world class through a video presentation.

From John Young down, they responded generously.

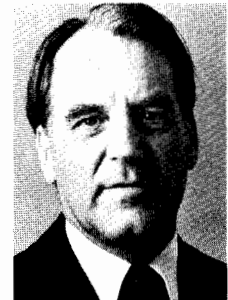
"John sent an encouraging message in which he said that the Asia Pacific Region was an area of keen interest to HP and one where we are rapidly expanding our presence.

"Time constraints prevented him recording at length his thoughts on world class but he said he would be happy to do something in the future.

"HP executives are highly mobile people. So getting them into a studio and then marrying six different formats of tape was a formidable task.

"Then editing two hours of video down to half an hour was an eye-bugging exercise. I must have spent 40 hours glued to monitors at home and at conferences with Melbourne-based audio-visual house, Editel, which did thoroughly professional job of splicing, cutting and presentation.

"So we set out along the Great Ocean Road in high spirits, hoping for a very satisfying conference."



• John Young

Computer  
Museum

» next page



• The banner said it all . . . world class was the theme on which the whole program was focused.

## Seeking world class at Lorne

Involved in designing and organising the Australasian Support Managers' meeting with **Chris Gibbins** were **Nigel Marrion, Graham Gunson, Susan Byrdy, Phil Hunt and Ken Bailey.**

Did the Lorne experience live up to their lofty goals?

**Bruce Thompson**, Region Administration Manager: "It was innovative, extremely well planned and executed and it definitely achieved its aims. It got people focused on the issues."

**Roger Kane**, Australasian Customer Support Manager: "It's the best meeting I've ever attended in Hewlett-Packard. I left with the real belief that each participant understood the meaning of world class and was going to do their damndest to pull the organisation in that direction."



• **Bruce Thompson** . . .  
"achieved aims"



• **Roger Kane** . . .  
"best ever"



• **Chris Gibbins** . . .  
led the planners

In addition to managers, seven employees from around Australia and New Zealand were invited as guests in recognition of their consistently excellent performance in various support functions.

They were **Andrew Bolwell** (Response Centre, Melbourne); **Eli O'Han** (Project Centre, Sydney); **Mark Richter** (Project Centre, Wellington); **David Williams** (Customer Service Centre, Melbourne); **Vicki Hatzidis** (TCG, Sydney); **Gil Maravillas** (CEO, Perth); and **Wendy Yee** (Contracts Administrator, Wellington).

"The guests not only got benefit from the conference but made worthwhile contributions themselves," Chris said.

The economist **Dr Neville Norman** was an entertaining but also thought provoking guest speaker who made parallels between open systems for the computer industry and open competition for sectors of Australian industry, notably Telecom and the airlines.

Those who shared insights into what it means to be world class, or taped messages of encouragement and support were:

- **John Young**, HP President and Chief Executive Officer.
- **Dean Morton**, HP Executive Vice-President and Chief Operating Officer.
- **Bill Terry**, Executive Vice-President (Components, Measurement and Design Systems).
- **Dick Watts**, Worldwide Sales and Distribution Manager for Computer Products Organisation.
- **Mike George**, European Professional Services Organisation Manager.
- **Geoff Bonham**, European Systems Support Manager.



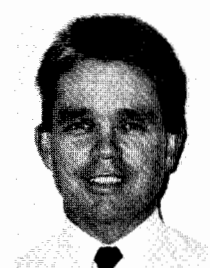
- Taking a breather from the conference room on the beach at Lorne. But even the games had a message: successful business needs a team effort. So Kiwi Wendy Yee gets a helping hand over the bar.
- **Claudia Davis**, Support Marketing Manager for Europe.
- **Roger Costa**, General Manager Systems Support Division.
- **Bill Murphy**, Worldwide Marketing Support Manager.
- **Lane Nonnenberg**, Group Marketing Manager Worldwide Support.
- **Paul Balnys**, Asia Pacific Customer Support Manager.



• **Susan Byrdy**



• **Nigel Marrion**



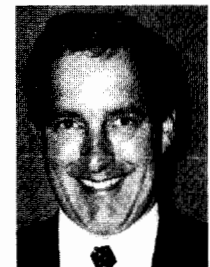
• **Ken Bailey**



• **Graham Gunson**



Praised  
for  
their  
planning



• **Phil Hunt**

Because contributors to the video presentation were scattered around the world, they did not discuss their themes among themselves and there was some duplication of responses to the set question, *What does world class mean to you?*

So Chris did gentle editing. Nevertheless, much of the stimulation and excitement generated by the video comes through in print. Here are excerpts from the speeches:

## DICK WATTS:

I believe that in today's competitive environment HP had better be world class in all areas of our operation if we are not only going to be successful but even to survive.

This is a critical issue and it is well worth your spending some time talking about it.

I was asked to comment on what World Class means and I guess like most of you the first thing that jumps to mind is in the area of sports. You think of the leaders in the field, people like Joe Lewis, Pele or Stirling Moss, characters who have built worldwide reputations of excellence in their fields.

And then of course on that list you come up with companies, large organisations that also have achieved world class and stature, people like Sony, Boeing and indeed on most people's list, not just ours, you would find HP.

If you look at what these organisations have in common, I think you will find it is more than just being the best in their field. These people have gone beyond simply beating the competition to completely resetting the rules of the game, to setting new standards, new levels of excellence against which everybody in that particular field of endeavor is tested.

### . . . pushing the envelope

It's kind of what they do and how they do it that distinguishes them from the rest of the field. What they do is they are always pushing the envelope, they are always looking for new ways to stretch the capability of their organisation and again change the rules, set whole new fields in which everybody is going to have to compete.

They are known for innovation. They are not, surprisingly, the organisations that rest on their laurels, which is what you think they would be because they are at the top of the pyramid. That would be where conservatism might tend to set in.

What differentiates the world class is that just when they are on top and you would think that they would want to hold the status quo they are ready to go out there and break the paradigms and set a new set of ground rules and then go win in that environment as well.

How do they do it? Well, that has to do with execution, superb execution, excellence in every facet of the organisation and perhaps most of all an intense focus on a common set of goals, on the customer and on absolutely being the best they can to satisfy those customers' needs.

They are consistent in what they do. They continually reinforce, year after year, high values, focus on the customer and on excellence in execution throughout their organisation.

### . . . LaserJet is world class

Looking closer to home is the HP LaserJet. You look at a product offering that has achieved world class status and real excellence in its field. The LaserJet stands out.

HP identified a need early on in the desktop printing market, filled that need but then went on again to keep changing the status quo, to keep re-inventing the way of succeeding in that business and setting new levels against which the competition had to move.



• Gil Maravillas



• Vicki Hatzidis



• Eli O'Han

We formed new sales channels. We formed major alliances, not just with the engine supplier, like Canon, but with literally thousands of individual software vendors to make sure that, as we rolled new products, the software that was necessary to work those products was available at the same time.

Again, continual focus on customer needs. I don't know of any organisation in HP where there is a more intense focus on getting real time feedback from each, or as many as possible, of the thousands of customers who are buying LaserJets, to find out what they need for the next product and how we can better serve their requirements.

Again, keep raising the standards so that you can keep fending off the competition.

People like Epson, very well established in the printer market, made a run at us in the laser end of the business and have fallen by the wayside. We now sell more units in the US in printers than Epson does even though they are in the low end of the market and we are in the mid-range and high end.

IBM, perhaps the biggest potential threat, threw literally hundreds of millions of dollars at the laser printer market, in both R&D and massive marketing and sales programs. Well, IBM has now put their printer operation on the block. They are selling that part of their operation and basically getting out of the business.

That, I think, can be a true mark of a world class organisation when you can tackle the leaders like that and push them back.

### . . . sleep like a baby

There is a standard joke going around the industry in the US. A competing printer manufacturer was asked how he sleeps at night, knowing that he's competing with HP. Well, he said, "I sleep like a baby. Every four hours I wake up crying."

If you can establish that kind of reaction in your major competitors, I think you have got a world class organisation.

Finally, there is opportunity for world class performance, of course, in the areas of service and support. And the good news is that indeed HP has that position right now. Throughout the 80s we built the clear status of the No 1 support and service provider as measured by customer satisfaction in our fields of interest.

It is not going to be enough, however, to rest on your laurels and provide those same levels of service and use those same techniques and processes in the future. It is, like I said, what differentiates the world class suppliers and the world class providers is this constant renewal, this constant revisiting of the basic object-





• Improving processes . . . a game of passing a ball from hands to hands demonstrates how, with practice and co-ordinated teamwork, the time for the performance can be halved, then halved again.

ives, and resetting the standards to make it ever tougher for the competition to catch up.

Obviously, having the leadership position we have in support is a great place to start but it is only a start.

The rules are changing, the rules are getting more complex, customers are shifting their requirements in what they expect of us in the way of support; and the role of partners - dealers, ISVs, VARs and systems integrators - is becoming ever more important and has to be integrated with our overall support offerings.

Believe me, continued world class support is absolutely critical to HP's success in the 90s.

#### LANE NONNENBERG:

I think that we have a good team of people that can play together well. They might not all be superstars but the combination of strengths and weaknesses of people make up a very good team, world class people who can compete any time, anywhere.

#### PAUL BALNYS:

What does world class customer support mean to me? Well, there are a few items and first and foremost in my mind is recognised leadership in our chosen fields and that's leadership recognised by our competitors, by our customers, by the press and by industry watchers.

It also means setting the standards. We have to be out front in terms of the leadership position in setting standards for the rest of the industry. It also means leading with innovative programs and services.

We must always be looking for ways to improve and always trying to better understand our customers' ever changing needs.

It means achieving the highest level of customer satisfaction in the various industry surveys that are available to us. I think that is a good measure of understanding when we are achieving a world class position.

Now, how are we going to achieve this world class leadership position?

I think foremost it means by understanding our customers' business goals and being able to design and

#### . . . knowing your customer's customer

deliver valuable services to help customers achieve those goals.

And what that means is that you will need to understand your customer's customer.

An organisation is only as good as the people in the organisation so what does world class support mean to the individual? Well, I think it means dedication to excellence and that means not tolerating mediocre performance from oneself or from the rest of HP.

It also means confidence, confidence in our ability to deliver services that meet customers' needs.

It means motivation. That means a keen interest to help your customers and work with the other individuals in HP.

It means being highly skilled, in specialised technical areas as well as in business areas so that you can relate to your customer's overall business goals.

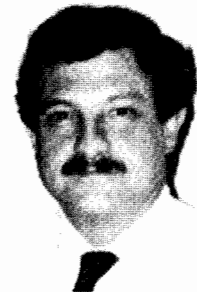
It means being demanding, demanding on oneself and the rest of HP to achieve the highest level of customer satisfaction.

And lastly, it means being part of a team. We need to be able to motivate ourselves and the individuals around us to achieve this high level of excellence.

In summary, world class people do everything to the best of their ability, work at not becoming complacent, enthusiastically accept challenges and changes and find new and better ways to do the job.

And let me reiterate, what is the job?

The job is to understand your customers' business goals and define the services and solutions to meet those goals and deliver with excellence in execution.



• Paul Balnys

#### DEAN MORTON:

I want to give you a personal experience that I had not too long ago which I think illustrates HP's ability to deal with our customers in a world class fashion. This had to do with Wal-Mart, a customer for which I am an assigned account executive.

Wal-Mart, you may know, is the leading mass retailer in the United States today, growing rapidly, something like \$42 billion in turnover. So this was a chance for Hewlett-Packard to win a large amount of business. Basically these are store manager workstations, about 800 of them, to be installed in Wal-Mart stores around the United States.

This was an old-fashioned down-and-dirty shoot out in many ways. By that I mean there was an intensive period of demonstration involving Hewlett-Packard, IBM, DEC, NCR and perhaps others.

We were required to show on site our ability to do this job and to do it in a way that compared favorably with the other competitors.

We won this business - 15 to 20 million dollars worth of work stations. This was before Snakes. We were using our model 375 workstations to serve their

needs, which actually performed quite well and fully met their technical specifications.

But the trick was to demonstrate their applications, to demonstrate connectivity to their networks and compatibility with their existing information systems.

Basically, HP gave Wal-Mart no reason to say no. Our support people - the PSO organisation - went in and did every detail of this job in a way that clearly set Hewlett-Packard apart from everybody else.

This was done in a town not unlike some small towns in Australia, I suppose, but this was the home office for Wal-Mart, so we were all in this cauldron together fighting it out.

In my view, this kind of example is repeated around the world time and again for Hewlett-Packard. People like to do business with us when we can come through and show demonstrated capability on the front lines when it counts, to go in and win.

It is a new entry for us into an important and growing segment of our economy. I am personally proud to be associated with a team that had the ability to bring it in and win against what appeared to be long odds at the beginning.

#### MIKE GEORGE:

I must say that when I received an invitation from two fellow Poms, Chris and Nigel, it was hard to decline.

It reminded me of some work Chris did some years ago in the UK, a sales presentation to help counteract the threat from third party service organisations. I would say that presentation was truly world class.

We are a world class organisation today. Our customers tell us so but, of course, we can improve. And improvement is especially important for the PSO. So let me make a few comments about our Vision for the PSO in Europe.

We coined a phrase to capture what we think it's all about: *Nobody does IT, nobody does IT better than the PSO*. I guess you get the message.

#### . . . importance of people

We have been spending some time on our Vision, articulating what we think the organisation will look like three years from now; and let me just comment on one aspect of that Vision. That is the people. The people aspect is truly important.

Our Vision is that our people will be recognised as truly world class professionals. Or said another way, we are recognised as having star performance in the PSO.

People are what makes the difference. People are what makes things happen.

In the open systems environment, many people - of course, in customer support but also outside customer support - believe that customer services, customer support, will be what makes the difference.

It is the people however who will make that difference. We do believe the people are the only source of sustainable competitive advantage; so developing our people is absolutely critical.

Developing the attitudes of our people, the skills of our people, their ability to sell, their ability to

operate at strategic level in customers' organisations, their industry knowledge so that we can partner with the sales force to develop HP's business overall, the hardware business and the services business, the ability to sell their value. That's absolutely critical.

#### . . . realistic payment

Our people must not be shy to ask for realistic payment for real value added services and that is something that we really must work on.

We will be working from a true understanding of our customers' business needs and from that understanding designing and implementing the appropriate information technology solutions to bring clear business benefit to our customers.

We think that's what it's all about. If we are able to do that we will, I am sure, be truly recognised as a world class organisation, not only by our customers but by our competitors and by other organisations within HP and, in particular, by our friends in the sales force.

#### BILL MURPHY:

World class. What does that mean to me?

It means being the best. It means being No 1. It means being the one that everybody looks up to.

When you come walking down the street, they say, "Hey, there's No 1."

You can talk about it from a sports analogy perspective and those are the athletes who are put on a pedestal, who win, who are clear winners.

From an information technology perspective, those are the companies that are the leaders. Those are the ones that are really going to capitalise. Those are the companies that all your competitors want to work for.

Put it more specifically in terms of the opportunity that faces the Hewlett-Packard Company and open systems, the new computing paradigm: Being the leader, being world class, is how we are going to win, to capitalise on this tremendous market opportunity.

What does that mean for the support organisation? Quite frankly, you have got the No 1 position, you are world class.

But that's by the old rules, that's by the existing computer paradigms. What about open systems and standards? What about co-operative computing? What about the information technology industry in the 1990s?

That is where you have to become world class and I think the rules are going to be a little different. Your customers are going to demand a much closer understanding of their business problems and your ability to take them from where they are today to where they want to go in the future, to really capitalise on co-operative computing through open systems.

Being No 1, being the best in that, that is a world class vision. ■



• Bill Murphy

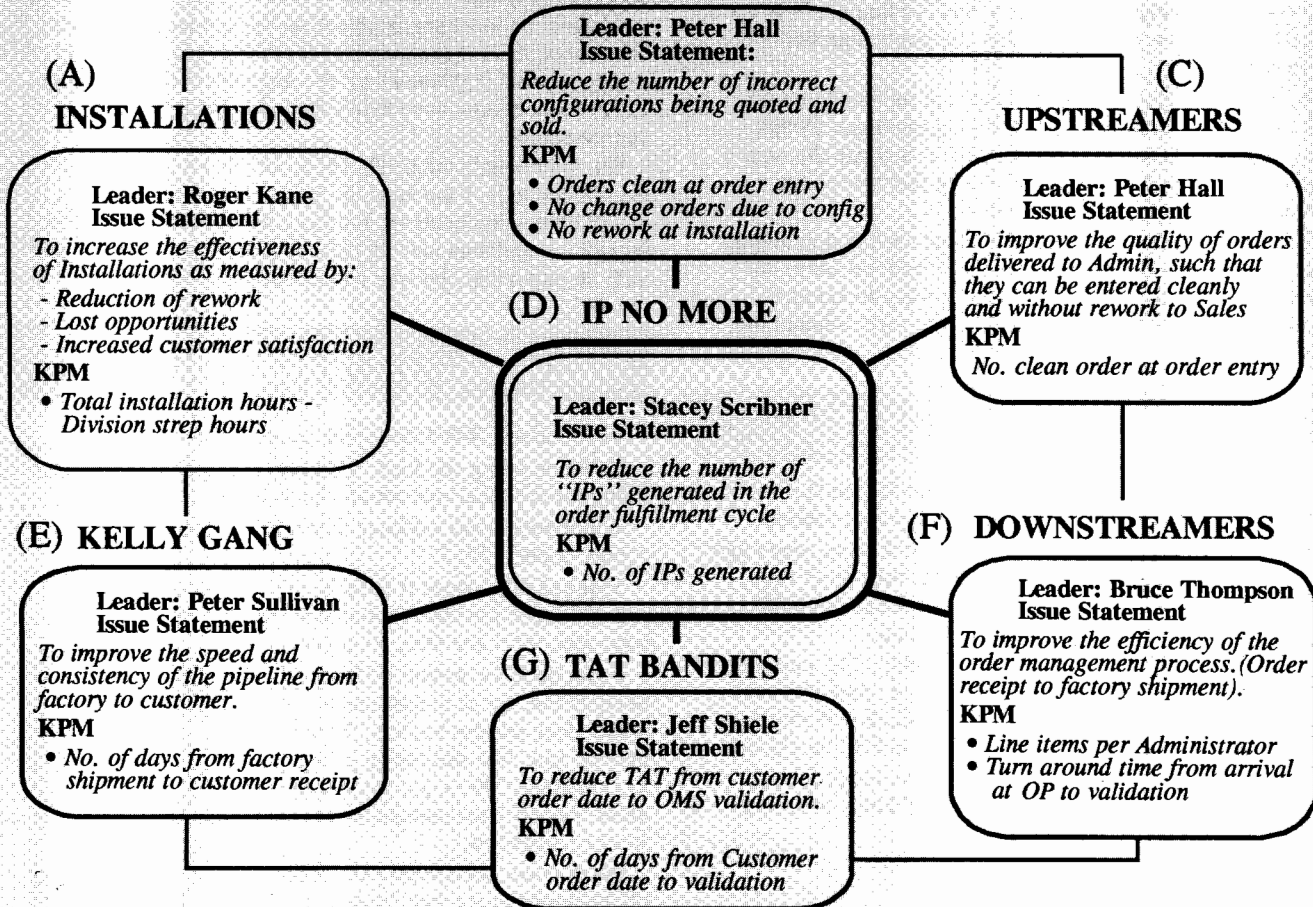




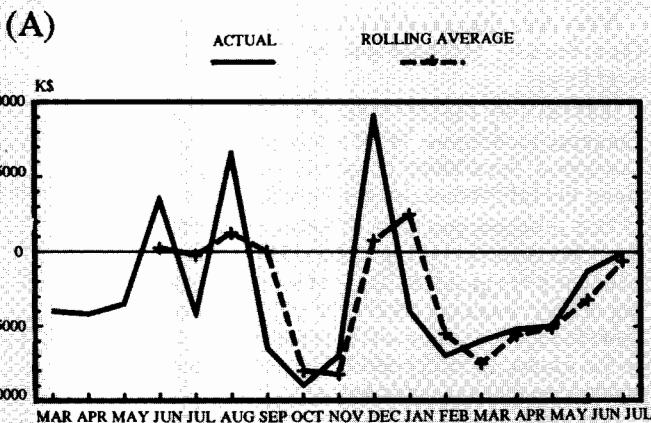
This update of progress towards the FY91 Hoshin objective shows a lot of activity, with some projects in their second stage but most having some way to go.

## FY91 SMT HOSHIN OBJECTIVE - "CONFIG TO INSTAL CYCLE"

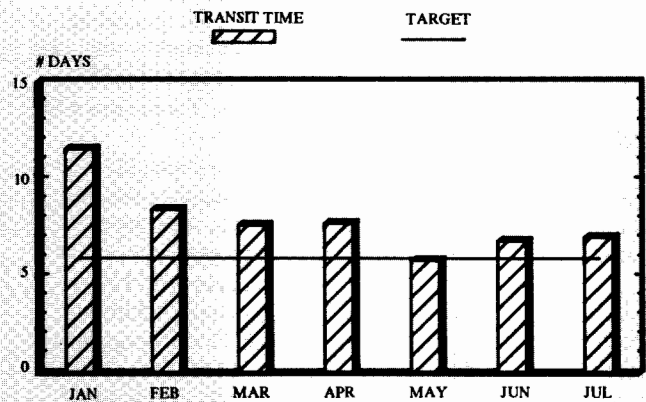
### (B) QUALITY ORDERS



**Instal TQC Process Performance Measure**  
 Standard Instal Charge (STREP) Minus Total Instal Hours



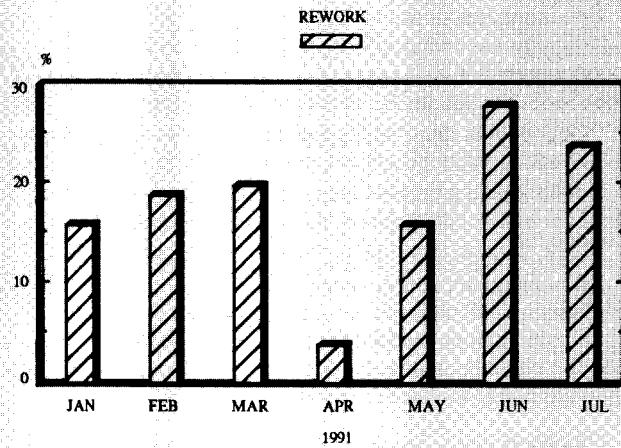
**(E) KELLY GANG**  
 Transit Time Factory To W/house



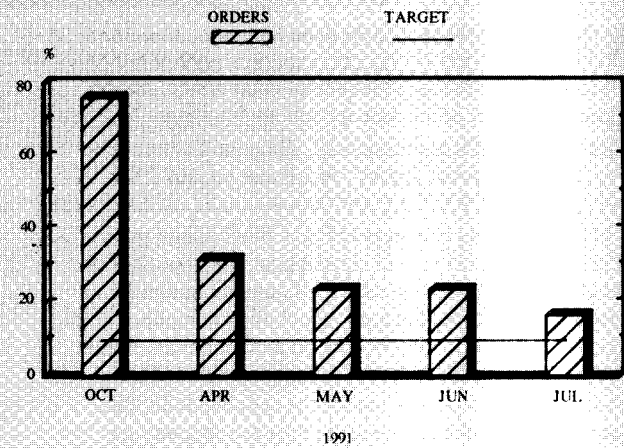
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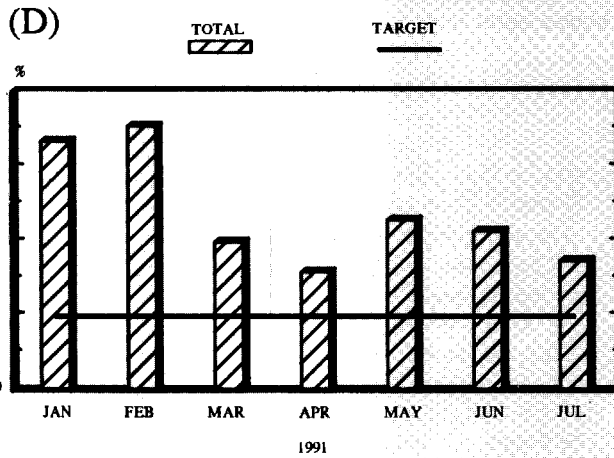
**(B) QUALITY ORDERS**  
% Of Change Orders Due To Configuration



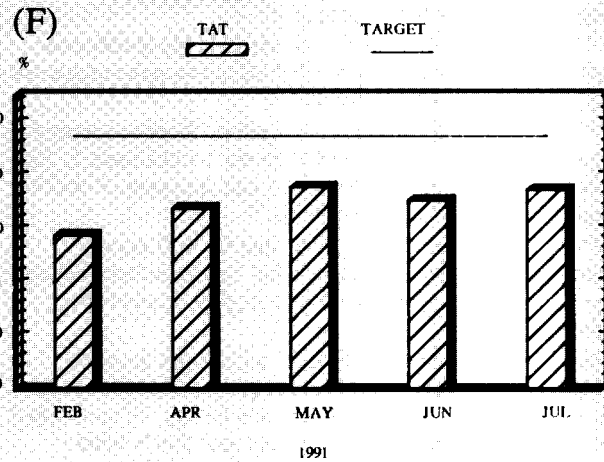
**(C) UPSTREAM OP**  
% Of "Unclean" Orders



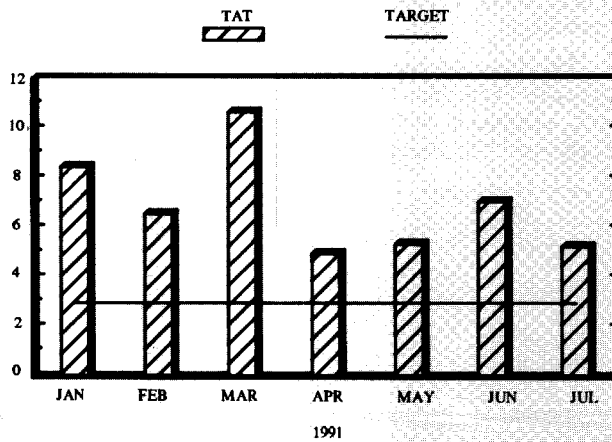
**COMMITTED OP IPs AS % OF MONTHLY INVOICES**



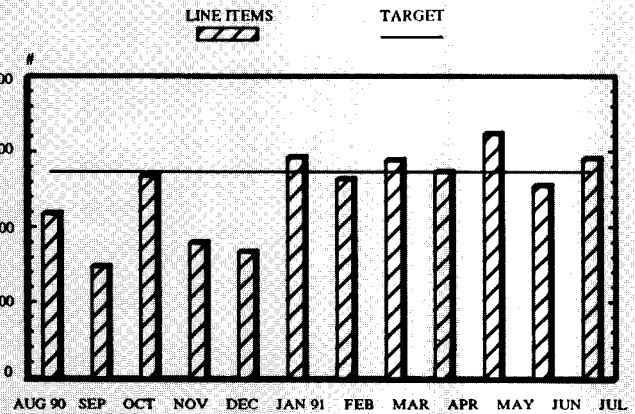
**DOWNSTREAM ORDERS**  
% Validated In 1 Day (Clean Orders)



**(G) TAT BANDITS**  
TAT HP Receipt - Validation



**(F) DOWNSTREAM ORDERS**  
Line Items Per Order Administrator



# Future of Blackburn

Bringing experience in building design, construction and project management, together with a Bachelor of Building degree from Melbourne University, **Peter Carrazzo** joined HPA last month as Facilities Manager.

Announcing the appointment, Region Commercial Services Manager **John Daley** said Peter would fill a technical gap in our building and construction management.

He will directly manage HPA's Melbourne properties and be responsible for all Australian sites through the Branch Office Administrators - **Carol Donaldson** at Abbotsford, **Chris MacFadyen** at North Ryde, **Gerri Hartley** at Milton, **Gayle Payne** in Canberra, **Angie Marshall** in Adelaide and **Fiona Cleland** in Perth.

Peter will help define options available with the Joseph Street building - whether to move away or redevelop the site.

"The Blackburn building was designed for an earlier age," said John. "There has been a dramatic change in the way business is done in the electronics industry and, with more change to come, the Joseph Street site no longer serves our needs properly.

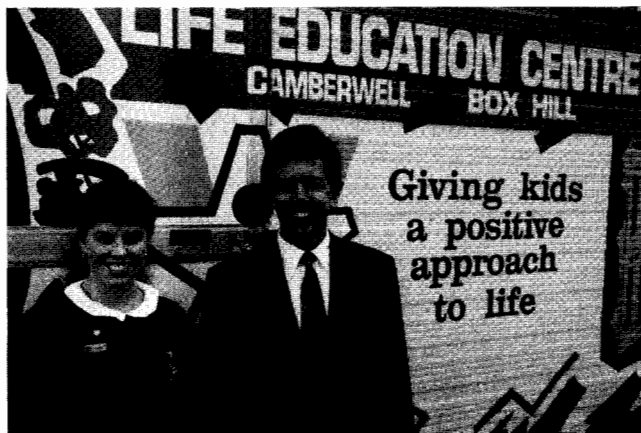
"We're currently looking at whether the location is right, whether its age allows for effective redevelopment and the cost of all the options.

"With a depressed property market, there are tempting buys around Melbourne; but then we would have to find a buyer for Blackburn. Whatever our decision, it will be largely influenced by economics."

Peter's approach to his job is that he will consult widely with employees about what facilities they believe they should have to perform in a highly competitive industry.

He said: "I want to be helped with input from all the people who are housed in our properties. It's quite the wrong tack for someone like me to say, 'I've worked out what I think are beaut facilities and that's what you're going to have.' It just doesn't work."

So, when you see him making his rounds, volunteer what you believe are pluses and minuses in a good working environment.



• Peter and presenter Felicity Hodges at the Life Education van when it visited Chatham Primary School.

Peter has operated his own design and construction company, for a time specialising in data centres. So he knows a lot about back-up systems - more than just saving it to disk.

Like duplicating power and water supply, heating and cooling. In big installations, it's prudent to keep a good volume of water stored in case the Board of Works man turns the tap in the street without telling you.

"One way to store water and use it at the same time is to build a swimming pool nearby," Peter said.

But he quickly fielded the question, "Is a swimming pool for every HP building high on your agenda?"

"Hey, fair go, I've only just got here," he pleaded.

Life Education is a consuming interest for Peter in his leisure time. It's the program designed by Kings Cross community leader, the Reverend Ted Noffs, to educate children about the dangers of drugs well before they are likely to have exposure to them.

Coaching junior basketball is another interest. He and wife Joan have three sons who play.

Born and bred in Carlton, Peter's football allegiance is firmly with the Blues. He's had to work hard to dissuade 7-year-old Andrew from apostasising to the Magpies (presumably calling upon all the persuasive techniques learnt from Life Education). ■

There they were dining Mexican just around the corner from the HP apartments in Cupertino.

The waitress was pert, friendly and attentive.

"Enjoy your meal," she said. And with focus on Abbotsford-based SE **Eric Millard**, "I do hope you enjoy your Fathers' Day."

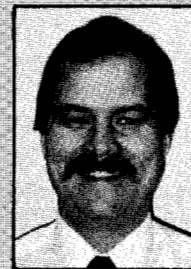
Then was nonplussed as the trio fell about in mirth.

The mother wasn't Maree Millard but Sydney AE **Sandra Dwight**, and the son was Sydney SE **Brett Hardman**. All were visiting the US for training.

That was the third Sunday in June when Americans celebrate the day.

In Australia, on the first Sunday of September, the group didn't get together for an encore but Sandra and Brett remembered to send Eric laconic Fathers' Day greetings.

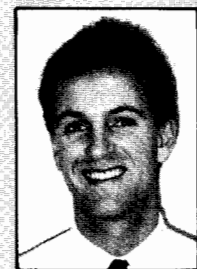
This time, Maree did the culinary honors with Eric's favorite casserole. Daughter Rachel, 16, and son Travis, 13, weighed in with a beer mug and tie; and Sheree, 10, had made a key ring at school with her photo attached. ■



• Dad!



• Mistaken Mum!



• The lad!

## User activity in NSW

The annual meeting of the NSW HP3000 Users' Group last month was combined with the Nova launch.

Eighty members attended the business sessions and the luncheon. It was a pleasing number.

Senior Systems Engineer **Chris Sweet** put normal TCG duties aside for a month so that he could manage the Nova upgrade program.

The result was modification of the US program to suit Australian conditions, development of a Lotus comparison, a localised installed base tool kit and a persuasive presentation at Talavera Rd.

**Shailesh Naik**, CSO Marketing Manager, and **David Close**, Business Systems Consultant, also gave technical presentations and **Sandra Fong**, Financial Consultant, showed how HP Finance could assist with Nova upgrades.

Event Co-ordinator **Betty Murray** handled the logistics of enrolment, registration, ticketing and literature.

"Betty's buggy" was in use as usual. It's known at most convention venues around Sydney, carrying everything needed to set up a registration desk.

Betty has been quite prepared to push it herself but a ritual developed. Commissionaires insisted on taking over at the front door, assuring that her assortment of lit kits, name badges, sticky tape, spirit pens, scissors and message pads would make its way safely by staff lift to the meeting area.

At the August meeting, enrolment was invited for the Users' next activity, their 1991 Workshop Program on 19 and 20 September, at which MD **Bill Hilliard** was scheduled as keynote speaker on *Future Directions*.

Presenters were to include 15 members of the Users Group and HPA's **Raj Dalal** (*HP's Imaging Solution*), **John Knaggs**, (*Workstations/Unix*), **Brian Close** (*The 'Open' HP3000*), **Eli O'Han** (*Project Management*) and **Chris Moyle** (*New Wave*). ■



• NSW Sales Manager, Commercial Systems, Gary Fisher (left), Neville Silverman, of Mercantile Mutual, and TCG Manager Jo Naylor.



• SE Bill Sommer (left), Catherine Hutton, of Hambros Australia, and Sandra Fong.



• Chris Sweet.



• Betty and her buggy.

## A date for dinner

Melbourne Social Club is staging its annual dinner dance at Centre Heidelberg on Saturday, 19 October.

The success of previous dinner dances is a good indication that this year's will be just as enjoyable.

The committee which organises Melbourne activities has Blackburn's **Andy Jaeger** as president. The other members are -

At Abbotsford: **Karen Harris** (movie bookings), **Donna Kennedy** (Photoscene) and **Wendy Hazeldine**.

At Blackburn: **Janine McDonald**, **Kitty Aerts** (treasurer, Photoscene and movie tickets), **Jon Danks**, (volleyball), **Nella Accetta**, **Judi Elliott**, **Kathy Hollingsworth**, **Julie Miller** and **Jenny Schubach**. ■

## HP gear in breath and water testing

Ever since New South Wales has been testing drivers for blood alcohol levels, an HP computer and Gas Chromatograph have backed the program.

That's nearly 10 years. The police test 50,000 motorists a year, taking three samples from each.

Another HPA customer is the NSW Water Resources Commission which monitors the quality of all water except the domestic drinking supply and that used for sewerage treatment and disposal.

It's responsible for quality of water in dams, streams and bores; and for keeping tabs on water resources.

Last year cotton growers argued against charges that they contaminated water flowing into rivers and dams. Heavy losses of fish were attributed to cotton farmers but they denied they were the culprits.

So they entered a joint venture with the WRC to monitor water quality and chose HP analytical gear.

Sydney SR Stephen Finch handled the sale of two gas chromatographs and an HP5970 mass spectrometer.

As Stephen and the Commission's John Hobbs tell it, a lot of chemicals are certainly used by the industry.

Cotton needs good growing conditions supported by fertiliser and irrigation.

Pesticides control insects; fungicides have a role; and at harvest plants are defoliated to remove the cotton bolls.

Trapping outflow of rain and irrigation water in holding dams is one way of reducing contamination before water flows into streams.

The jury hasn't given a final verdict but testing suggests that part of the blame for fish deaths last year was the dry season reducing oxygen in river water.

Stephen came to HPA in 1985 as a graduate. He lives in a town house at Marsfield and his recreations are photography and cycling. ■



• Stephen Finch

### BIRTHS

- Sebastian, son of Pauline and Abbotford Senior SR George Lee on 17 May.
- Chloe Maree, daughter of Jan and Blackburn Business Manager Craig Delainis, at St Vincent's Private Hospital on 13 July (3459gr/7lb 10oz).
- Michael, son of Sue and North Ryde CE Arthur Farmakis on

12 July at 10.38pm at Royal North Shore Hospital on 13 July (3175gr/7lb).

- Briana Jacinta, daughter of Sue and Warehouseperson Trevor Bale on 17 June (3459gr/7lb 10oz).
- Laura Maree, daughter of Maria and Blackburn SE Peter McInnes at Mercy Maternity Hospital at 12.52pm on 23 August (3827gr/8lb 7oz). ■

## Refighting the wars

Our first graduate hire, Sydney CE David Nash, has completed 11 years' service with Hewlett-Packard.

Since he joined us from the University of NSW with a degree in Electrical Engineering, just on 250 graduates have been recruited straight from campuses in Australia and New Zealand.

David started when we were located at Pymble and worked first on equipment that came in for bench repair and on desktop computers and plotters.

More recently he has been working with UNIX-based computers.

"There have been immense changes in the size and price of electronic equipment. A 2MB disc drive took up a whole cabinet. Today a 40MB drive fits into a box not much bigger than a hand and price has tumbled," he says.

David's hobby is war games.

Not games where you don jungle greens, slither around a rugged assault course and yell your head off, ostensibly to unsettle the enemy but most times only scaring the parrots witless.

"That's far too strenuous for a sedentary kind of chap, too perspiring," David says.

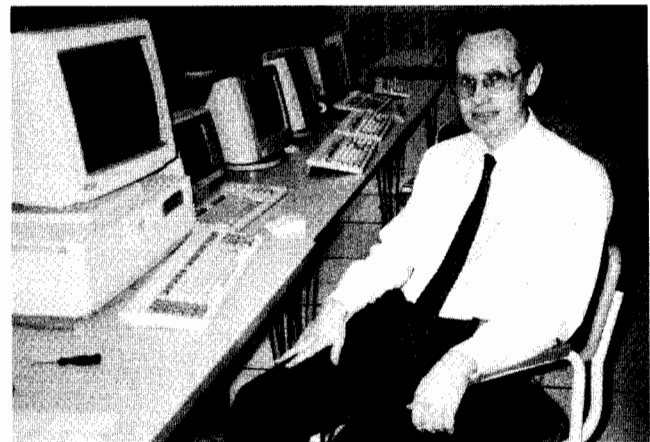
His preference is for board and computer games, pitted against maybe 50 players, all refighting classic battles of history with much seriousness.

He's particularly interested in medieval warfare and more particularly in Napoleonic.

He's had successes but not, mind you, to the point of boasting he could have taught Boney a thing or two. He admits that, even if General Nash had been in charge, there would probably still have been the Retreat from Moscow.

Each year around Australia Day, there is a war games convention in Canberra, where aficionados meet eyeball to eyeball with the other generals they have been jousting with by mail or modem.

David hopes to be there; and that he won't be prevented by a late Friday call to do battle with a bug in some customer's hardware. ■



• General D Nash marshalling forces at his Nth Ryde barracks.

# Anything that slides

October is a time of anxious waiting for Melbourne Analytical AE **Jim Vavaroutsos**.

An American research base in Antarctica has bought an HP gas chromatograph. The order was placed in the US but Intercon asked Australia to do the installation.

So Jim's on standby for the call to fly south via Christchurch and McMurdo.

Jim isn't sure what use the gear will be put to but, going on research Australians are doing, it could be to analyse prehistoric gases trapped in the ice.

"It's possible to measure the contents of the atmosphere as it was many eons ago," Jim says.

Another possibility is research into dioxins.

"It is hard to avoid contamination even in laboratories and data gets distorted. Should scientists show dioxins present deep in the icepack, it might suggest they have always been a part of normal human existence and not just a recent threat churned out by the chemical industry," he says.

Jim plans a documentary about some aspects of life in Antarctica, following up one he did recently on skiing at Bogong, Feathertop and Hotham.

"I'm grabbed by anything that slides," he tells you.

Mounting a camera on his helmet, he's been able to capture stunning sequences of the wild alpine outdoors.

**Jim Watson** is already claiming a top spot in film credits for his title, *Dancing With Penguins*.

Jim's wife Lilly, also fanatical about skiing, thinks it unfair that the installation budget doesn't run to including her as Jim's bag carrier. ■



• **Jim Vavaroutsos**

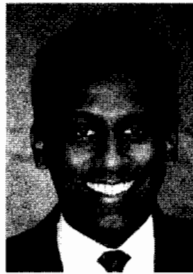
## Achiever Awards

These are the High Achievers to receive awards since the last issue of Depth:

**GILBERT PONNIAH:** *He has spent a large amount of time this year providing information to the Taxation Office for their various audits of our company's business. This involved co-ordinating retrieval of thousands of documents, accurate presentation of our accounts and analyses and generally acting as the driving force for the people who had to complete the tasks. His energy and leadership shortened the time of the audits substantially and enabled a 'return to work' relief for many HPA employees.*

**DAVID BURTON:** *He has been able to demonstrate the configuration of New Wave on the PC with an application running on the Unix Server and this helped us in the New Wave Office sale to Community Services Victoria. There will be 1500 users running New Wave Office. David performed all the preparation for the demonstration in his own time at weekends and after hours.*

**ROBERT PERMEZEL:** *He played an outstanding role as the user representative in the alpha test, development and implementation of FIMS (Fine Inventory Management System), which was developed jointly by Intercon and HP Germany. The alpha test required him to work long hours during the critical testing period and he*



• **Gilbert Ponniah**



• **David Burton**



• **Robert Permezal**

*continued to liaise with Intercon and Germany after implementation to revise the product. Robert is now valued highly as the FIMS user expert in the HP world and his involvement was key to the successful development of FIMS to its current state.*



**JOE KAKUSCKA, GEOFF BROWN, TREVOR BALE and JOHN NORDEN:** *The Warehouse services team has coped with an inordinate volume of shipments and billings. The Field Repair Centre had the largest volume of product associated with the New Wave launch and their Telecom DPMS project. During this period, Warehouse No 2 had to be cleared and closed down and many items were located off site or in Warehouse No 1. The commitment of the team to get the work completed on time is recognised and appreciated.*



• **Trevor Bale (left), Joe Kackuska, John Norden and Geoff Brown.**

## Surprised

The Gibson Desert is about as Dead Heart as you can get.

Just below the Tropic of Capricorn, 800km west of Alice Springs and 300km in any direction to civilisation.

Definitely no stops for Devonshire teas.

The holidaying **Marsh** family - Bruce, Judy and Alison - and **Duncans** - Heather and Alan - came upon the Giles Meteorology Station, where staff fly in for seven-month stints to track weather balloons by radar.

They had a couple of surprises: an HP 41C calc was in daily use; and when they commended the choice

of gear, a Met man said, "You might know an HP chap I went to school with in Colac."

They did. He was **Steve Hitchings**, MDM Business Systems. ■



• **Met man Greg Hollis ... schooled with Steve.**

# Name's a bond

**A** Project Manager at Abbotsford named Messer looked down the list of first names in the internal telephone directory and found he was the only Iain ("the purest Scottish form of John").

But there were 12 Ians at Blackburn and Abbotsford and, forgiving them for dropping out the "i", he suggested getting together for a meal.

Messer magnanimously even went as far as not to insist on haggis for main course. The proposal met an enthusiastic response.

The 11 who attended are pictured demonstrating solidarity.

News of the gathering made Blackburn's Adrian Weiss and Luke Kencevski feel lonely. They are the only Adrian and Luke in all of HP's offices in Australia and New Zealand.

So they combined forces to put on a show of sorts. The venue, a phone box, could have accommodated a couple more.

Davids, as ever, dominate the HPA directory.

By including three Daves, there are 41: 19 at Blackburn, 10 at North Ryde, five at Abbotsford, four in Wellington and one each in Auckland, Adelaide and Brisbane.

We have 26 Johns: 16 in Melbourne, seven in Sydney and one each in Brisbane, Adelaide and Auckland. ■



• Ten Ians and an Iain. Clockwise from left: Watts, Hart, Messer, Wallbridge, Clarke, Williams, Knight, Anderson, Johnston, Webb and Gaunt.



• Two-'i'ed Messer (centre) and one-'i'ed Hart and Wallbridge.



• From left: The Ians Anderson, Johnston and Webb.



• Catering modestly but, in choice of sauce, loyal to the HP brand, Adrian (left) and Luke throw an orphans' picnic.

## Wanted work, did travel

**S**ummer vacation work experience for Stanford University MBA student Debbie Wolter took on hemispheric proportions.

Stanford has traditional links with the HP Company dating back to the student days of Bill Hewlett and Dave Packard. Professors of various faculties are familiar visitors to HP sites and scores of students

are helped with scholarships and work experience.

But Debbie looked further than Palo Alto. She showed initiative by contacting HPA and obtaining a three months' attachment to Business Communications at Blackburn.

Assignments included research for PC Group and working on our toner cartridge recycling program.

"Sadly, it's now all over but after a final year of study I'll be

looking for a job . . . with HP somewhere, I hope," she said before being farewelled by recently made friends at Joseph Street. ■



• Debbie Wolter

**Deadline for next issue of Depth is 4 November.**

## Dream that came true

**B**efore she was chosen to spend six-months with the APESC in Melbourne, even before she joined China Hewlett-Packard in Beijing, Jianfeng Lu had an interest in Australia.

In Guangzhou (formerly Canton) where she was born, she was the translator and foreign affairs officer in Guangdong Provincial Foreign Affairs office and liaison person for the Guangdong-NSW sister relationship. Her skills in Cantonese, Mandarin and English were in demand for trade and cultural delegations that moved between China and Australia.

"When I knew I was coming to Australia, I had three wishes - to see the Sydney Opera House, the koalas and the Great Ocean Road," she tells her new-found friends.

"The Opera House was like a dream come true. Friends thought I had seen enough after half an hour but I came back and spent a full day there."

Jianfeng thinks the Twelve Apostles and the Great Ocean Road must be among the finest scenery in the world. Koalas and platypuses are also memories to take home.

She joined China HP in 1981 with duties in Admin, Admin support, Personnel and Foreign Affairs. Today her responsibilities are training and development, hence her attachment to APESC.

Her business goals in Australia were to learn about training and development in HPA, obtain a better understanding of the role and of people in APESC and to work on specific APESC objectives.

### . . . meeting her goals

Asia Pacific Education Centre Manager **Bruce Marsh** says Jianfeng's visit is proving entirely successful from all perspectives.

"She has met all her goals, developed her knowledge and skills and made a real contribution to our FY91 objectives," Bruce says.

"I hope we can host others from Asia Pacific countries in the near future. Australia has a lot to offer from an education and development perspective."

Jianfeng is staying with Production Support Engineer **Doug Hayne** and his wife Elaine in Doncaster.

"When I spent three months in 1981 in the US training with Intercon, I stayed with a family. I have appreciated again the chance to improve my English and study another culture by sharing in family activities," she says.

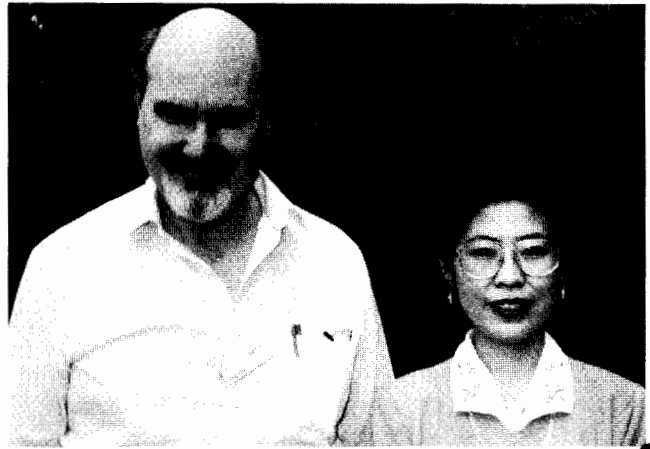
"Doug and Elaine could not be kinder or more helpful. They take me somewhere almost every weekend - to the Victoria Market, the Zoo, Warburton for the snow, Sovereign Hill, even to a Greek-Italian wedding."

Jianfeng has featured in the local newspaper.

"But I wasn't as newsworthy as the Hayne's 19-year-old poodle, the subject of another article. They did a really big story about Kimba because poodles don't usually live beyond 12 or 13," she says.

Jianfeng's husband is currently on a posting in Peru and their four-year-old daughter is staying with family in Guangzhou.

Doug and Elaine toured China in 1981. Jianfeng has just about persuaded them that another visit is due. ■



• Doug Hayne and Jianfeng, his family's guest from Beijing.

Computer  
Museum

## Toning up the environment

**B**ecause of environmental concern at the way spent LasetJet toner cartridges were being discarded in land fill, HPA has started a recycling program.

HP Dealers will serve as collection sites and IPEC and AEI Pandair are donating the freight cost of collecting from dealers, using existing transport instead of expending energy in additional calls.

Cartridges will be disassembled, not refilled. Some parts will be melted down for reuse as raw material and others will be recycled.

The program also helps to maintain the high standard of print quality which is a major reason for LaserJet success.

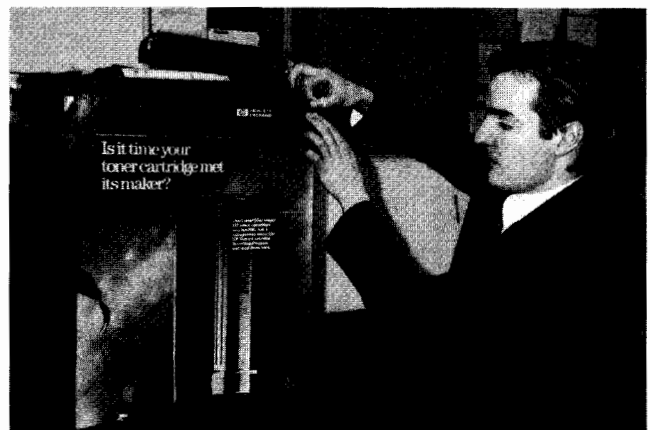
Quality will be the same as cartridges manufactured with all new parts and will carry the same warranty.

Dealers have been extremely positive, some adding their own ideas. They recognise the program as another value-added customer service, coming close on the recent price reduction.

Similar programs are working well in the US, Canada, Germany, Switzerland, Austria and The Netherlands.

Of course, we will be recycling cartridges used in our own offices in Australia and New Zealand. Please do your part and make the program work.

Each office will decide how to collect the cartridges. ■



• At Joseph Street, Co-operative Student Glenn McPherson is steering the program. Here he's placarding a collection bin to be put in the cafeteria.

# Students as mentors

**F**our women engineering students given work experience at Blackburn last year stayed with the program as mentors to the 1991 intake.

They completed their own four weeks on the program and helped the first year students with advice and encouragement based on their experiences last year.

Their ability to contribute a student's perspective was a valuable addition to the program.

Each of the 1991 intake had a second mentor, an HP employee, to help smooth their two weeks' move out of the classroom and into the real work environment.

For the first time, mature age Box Hill TAFE students were offered places. Preparing for a return to the work force, they are enrolled for the Associate Diploma of Engineering in Electronics.

The University of Melbourne students who entered the program last year were **Belinda Leong, Michelle Burns, Kate Cotter and Heather Ferguson.**

Those who joined this year were **Karen Dukes, Julie Jeffcott, Leanne Micallef and Lucy Santoso.**

TAFE students were **Carolynn Emmett, Stella Koh, Maria de Angelis, Sandie Hardie and Dagmar Reuther.**

The work experience was offered in the CIC, ATO, Medical, Analytical and Remarketing.

Staff Program Manager **Rose-Marie Todes** and Affirmative Action Officer **Heather Duncan** managed the program.

CEDM **Darryl Wallace** continued to provide considerable input, sharing in the selection of applicants and helping arrange placements throughout the company.

These are some comments from a July meeting at Blackburn which was attended by students, parents, lecturers and HPA managers and mentors -

**Carolynn Emmett:** *We now know what further studies we need for careers in the industry. Study alone is not enough; work experience is needed to supplement it. Mature age students can make their own special contributions, perhaps in customer handling.*

**Michelle Burns:** *We learnt communication and people skills as well as advancing our technical knowledge. The program showed what career options were available to women in engineering.*

**Heather Ferguson:** *Providing a student mentor as well as an HP mentor to first year students was a great idea. It seemed to give a clearer idea of what was expected of the participants and helped prepare them for the program.*

**Rose-Marie Todes:** *This year we have given work experience to 25 students and this has required the sympathetic co-operation of managers. They have been generous in taking on commitments extra to their normal duties. We're most grateful to them.*



• Students, parents, teachers and mentors hear presentations.



• CE Mark Pimperl, Natalie Rankin and Darryl Wallace. Natalie was offered a place in the program but surrendered it when she won a \$5000 scholarship. She wanted another student to benefit but was interested enough to come to the Blackburn meeting and encourage her friends.



• TAFE students (from left): Carolynn Emmett, Maria de Angelis, Sandie Hardie, Dagmar Reuther and Stella Koh.

**Karen Dukes:** *Mentors helped us enormously. The program gave a high sense of achievement. At the start we were nervous but felt good when we completed our projects.*

Discussion continued informally over refreshments. ■



• Karen Dukes