

inform

The magazine for the people of

Hewlett Packard in Australia and New Zealand

Volume 1 Number 8



The
recipe
for success

 HEWLETT
PACKARD

Letters to the Editor

I have just browsed through *Issue 7* of *inform* which my husband brought home last year but I hadn't had the chance to look at. I must admit, when I first saw it I thought "Yawn, company stuff of no interest to me" but once I started to read I really enjoyed it, especially the articles on *Avondale*, *Wim Roelandts*, *China*, *Boy from the Bush*, *Letter from Lew Platt* and *Keeping Up with Clare*.

Even though I have missed out on the prize draw I thought you might appreciate some feedback from a non-employee. My husband Phil joined HP in August 1993, we had previously both worked for the same company for 10 years so I knew the departments, the people and the prod-

inside



Sales success

The Wellington office of HP is breaking new ground on the sales front.

- Page 4.

HP and the basketball boys

Gil Maravillas is scoring points for HP in Western Australia ... both on and off the court

- Page 6.

At the frontline

Receptionist Jean Richardson has a big job running the front desk at HP Sydney office - and she never stops smiling.

- Page 8.

Healthy, wealthy & wise

The first in a series of articles that cover everything you wanted to know but didn't know who to ask.

- Pages 10-11.

ucts. With HP I was completely in the dark, so your magazine really played a useful role in introducing me to the corporate culture (I was pleased to read Lew Platt's letter).

I am sure that *inform* gets read by quite a lot of spouses so it would be good to bear that readership in mind. I found some of the abbreviations in the Wim Roelandts story a bit confusing. In fact there seems to be a lot of abbreviations which inhibit the flow of the articles ie. B.U's, CEO's, D.M's, USFO's, CSO, IND's abound.

This is a minor criticism however. I would be interested to hear more about the different departments within HP in Australia, perhaps some sporting achievements of members. I am sure there are HP triathlon teams or whatever. They don't have to be winners by any means.

Finally, I like the way you sandwich the US magazine between Australia/NZ news. I have only just noticed this on flicking through again. It is obviously a very efficient way of working and will keep costs down. I have been involved in producing company newsletters before and know how much work is involved.

So keep up the good work.

Yours sincerely,

Jose Diacono

PS: I am also pleased to see you use recycled paper.

Contributions

It was only after I completed the survey included in the November edition of *inform* that I realised that we (employees) could actually contribute to the magazine. I think that up to now, employees have viewed the magazine as something untouchable.

There is definitely enough going on around HP to make interesting stories which can be included in the magazine. I think *inform* should ensure employees are aware of this.

Ed - All HP employees are encouraged to either submit material or provide leads for stories to be included in inform. For more information contact Michael Vavakis (x2678).

Criticism

I look forward to reading *inform* every two months. I find the material interesting not only for myself but for the whole family to read.

The only criticism that I have of *inform* is that it does not cover enough about what is going on in HP Australia and NZ. We need to see more about us and less about what is happening in the U.S. "Measure" is a great magazine - don't get me wrong; I just think that we could emphasise local material to a much greater extent.

Ed - We intend to extend the length of inform this year in order to place a greater priority on what is going on closer to home.

Changes to inform

My thanks to all of you who replied to the reader survey in the last issue of *inform* and congratulations to Roy Armour of Customer Support for taking out the response prize.

The main findings of the survey which are generally positive are outlined on page 6 in this issue. Please keep in mind we are always open to your advice and criticism. Your feedback is vital in our quest to make *inform* a truly world class company magazine.

Like every part of the HP world, we too are mindful of expenses. As a consequence, a decision has been taken to reduce the frequency of *inform* and compensate this with an increase in content.

From this issue, *inform* is now a 12 page publication and will accompany MEASURE, the HP corporate magazine, on alternate issues. MEASURE is a bi-monthly so *inform* will now come out three times each year. So every other month, you will receive either MEASURE on its own or the combined *inform*/MEASURE magazines.

Once again thanks for your support and please don't hesitate to contact us with stories, photos or any other ideas you might have - after all *inform* is your magazine.

All the best for '94.*

David Hattrick

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by Sandy Burgoyne,
Melbourne

Taking care of business

Eighteen months ago the Customer Service centre's change to shared-management had a quiet beginning. Led by department head, Steve Parker, the staff started to investigate concepts of shared-management. Believing the idea had something to offer they arranged a meeting where Ray Gerwing, of Human Resources, addressed them. Paul Turner, Service Operations Manager, remembers, "Ray explained some principles of what shared management was all about, gave us some guidelines about how we might start and let us loose."

It wasn't a case of light the fire and stand back. The service team had lots of ideas, but no pattern or procedures on how to make shared-management work for them. Their first attempt turned out to be a dead-end, but it was a valuable lesson. Originally they divided into teams which investigated elements such as environment, work conditions and equipment use. All are important criteria, but nothing to do with their individual tasks. The teams restructured to make shared management part of day-to-day life. "It should be the way we run the business every-day," is Paul Turner's summation of their decision.

Briefly, shared-management includes all staff in planning and decision-making. The tasks people perform are categorized and incorporated into small teams. Instead of working in the isolation of their own speciality, each team member has an overview of what the team, as a whole, is trying to accomplish. For instance, if somebody has a large backlog of work it is no longer up to the manager to notice and fix the situation.



- Teams hold 'work-out' meetings to evaluate procedures and encourage ideas for improvement.

A successful, co-operative team will share the work, then analyse their procedures to prevent it happening again.

The department restructured its 20-plus staff into small work-units, with the team taking responsibility for the total workload. It sounds simple but needed a lot of hard work to get it happening. Each team drew up a detailed work procedure of the tasks it performs and members had to learn what their colleagues did. Some of the staff were sceptical of the changes, but agreed to give it a go.

The whole culture of the centre has changed. "It's hugely encouraging for us to be able to say there is a problem here and being able to make comments and suggestions," says Steve Karandais, a service engineer.

John Elston, System Administrator, remembers feeling the responsibility of his decision to purchase equipment. "Do I spend the money or not?... Things like that make you think about other aspects of the job," he says.

Robert Bartholomew works in the team responsible for receiving repair jobs, quoting, shipping and billing. The members of his group rotate their duties every two months and each can pick up where the other left off. Work-load sharing within a team has obvious benefits when someone goes on holidays. Other benefits flow from shared-management. "By moving around you get a fresh pair of eyes and you might see some way of doing it better," Robert comments.

Shared-management isn't just a trendy fad. It works. The team members'




- Paul Turner ... spends more time facilitating and liaising than being a manager.



enthusiasm for the concept is impressive, but they have tangible results. The centre's turn around time of repairs is down for the 25-30 days, of 18 months ago, to less than 15 days. The department is now being held up as an example to others in the Asia-Pacific region.

Is shared-management set to spread to other HP departments? Paul Turner, Service Operations Manager, believes it will but by example not by managerial direction. The example of the Customer Service Centre Team has already attracted the interest of other groups within the company.

Shared-management challenges concepts of management and supervision. Team member Paul Zechovsky sums up the concept, "We are writing the rule books rather than having someone writing how we should behave." 

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

- *Joe Fenech – always looking for new challenges.*



Breaking new ground on the sales front – be it large or small – creates a buzz around any office. That is what is happening right now at the Wellington office of Hewlett-Packard with careful planning and lateral thinking playing a major part in this success.

Steve Laurence is an account manager for the Computer Products Organisation (CPO) and has been with Hewlett-Packard for just six years. He comes from a farming background in the well known dairying region of Taranaki. Steve owned a small holding and at one stage the family boasted (or was that roasted ..?) a pet lamb called Lady Di.

But the days of farming are well behind him and Steve Laurence is now an enthusiastic and successful member of the CPO sales force which is breaking new ground for the company. His particular assignment has been to open up new markets with Channel Resellers, by putting together a complete package for clients, using as many Hewlett-Packard products as possible. In 1993, Steve and a team of five others held a strategic planning conference with Computerland – the major reseller in Wellington – to identify business opportunities that would benefit both organisations.

HP's networking products, a renewed commitment to HP PC's and servers and the authorisation of Computerland as an HP support provider were seen as the starting point for the new relationship.

It was not long before this new strategy bore its first fruits. Broadcast Communications Limited (BCL) – which provides transmission facilities for New Zealand television and radio – concluded a deal with Computerland for a complete upgrade of their computer network structure. For Hewlett-Packard this meant the sale of both hardware, PSO consulting and installation services. According to Steve, the PSO group performed well as part of Computerland's team and this has led to further new business breakthroughs. Other successes with Computerland include the sale of PC's to the Office of the Clerk at the House of Parliament – a Government area where HP tradition-

Sales challenges meet with success

by Peter Burke, Wellington




- *The Bell of Success! Steve Laurence and Todd Parsons (CPO) signal the success of the Telecom deal just before Christmas.*

ally has not been strong. "This sent a message to the market that we are serious about the PC business," said Steve. The final Christmas present for the CPO group was the closing of a major nationwide deal with Telecom (NZ) for the supply of PC and server products through Computerland NZ.

Meanwhile, Joe Fenech is another member of the PSO group with a taste for big deals. Joe is excited by the wheeling and dealing, working with other consultants and producing a solution that pleases the client. In some cases the solution may even involve products from competing companies – but as Joe points out, a satisfied customer brings repeat business and other potential customers. Major projects, such as Defence's "FUSION" and the Police Department's "INCIS"

have kept Joe busy during the past year. With three young children, Joe says he has little time to pursue any hobbies and is happy to enjoy a family life. In fact, the Fenech family originally came to Australia from Malta. They settled in Sydney where Joe began a career with HP. Today he enjoys the quality of life in New Zealand and the challenges that Hewlett-Packard offers.

One of the highlights of the year was making a presentation to a major computing conference in Auckland. The conference was attended by a number of influential people and Joe's presentation received much acclaim for its content and style.

And the secret of his success ... *a belief in oneself and the ability and enthusiasm to search out and capture the big deal.* 

by Tim Boord, Adelaide

We only sell HP! If you spend some time in the showroom of Micro Magic in the Adelaide suburb of Norwood, you're bound to hear one of the staff say this to a customer. It's a simple statement of fact, but one that has formed the cornerstone of this highly successful dealership.

Management experts would say that such a venture couldn't be successful – after all the 1980s and 90s are about diversity – if you limit yourself to selling one company's products you can't possibly survive.

But as a HP-only dealer, Micro Magic has proved the theorists wrong.

Established in 1988, this company has just taken out the HP South Australian Dealer of the Year Award for the third successive time.

In the five years since Micro Magic began, the computer industry has been rocked by a global recession and a glut of competitors vying for customers – hardly an ideal environment to make a go of a new business.

To actually grow in excess of 33 per cent annually, means the matching of HP products with the people at Micro Magic has been a very real achievement.

So what is Micro Magic's recipe for success?

Managing director Martin Haesler says the company has a simple philosophy – focus on HP, offer customers superior product knowledge, maintain good stocks of HP products, deliver promptly – and the rest just falls into place.

In fact, the company now uses the slogan: "You benefit because we specialise."

There can be no arguing with that when you consider that Micro Magic offers one of the most complete ranges of HP products anywhere in Australia.

"They have one of almost everything on display", says Craig Clements, HP dealer account manager in Adelaide.

Martin Haesler adds: "I have intentionally set about ensuring that we have stock so when customers come into the shop they can walk out with the product they want."

HP partnership the Magic recipe for survival



- *Micro Magic chief Martin Haesler ... proved the theorists wrong.*

In Martin's view, another reason for his company's success through specialising in HP is that "Hewlett-Packard has probably the widest range of products of any manufacturer on the market".

The unique concept of forming a HP-only dealership was first suggested to Martin by former Adelaide office dealer manager Peter Duncan.

The problem facing Hewlett-Packard at the time was that its dealers offered a range of other manufacturer's products as well as HP, and this choice was sometimes swinging potential customers away from HP.

"Customers referred to HP dealers in the past would often finish up buying a different brand because it was perceived as being easier to sell simply because it was cheaper," Martin says.

With the formation of Micro Magic, consumers would be offered the complete line of HP products, backed with expert product knowledge and service, creating a customer allegiance to HP and its loyal dealer.

So Martin went about building the

business from the ground up. At first Micro Magic was "just Martin working out of very small premises," says Craig Clements.

Over the years Martin has brought together a team of people dedicated to making Micro Magic a success. And it's a team which has stuck with him.

Martin says he has tried to build an environment for his employees which will allow them to motivate themselves.

"I don't believe you can motivate people or force them to do anything they don't want to do. But what you can do is create a workplace where people are happy to contribute," he says.

Partnership is a word that often comes up in conversation with HP people and their clients, and if it weren't for the sense of mutual reliance HP and its dealers have on one another, success stories like Micro Magic probably would not exist.

"If we can't supply Micro Magic with a particular product, it has a direct effect on them because they have no other brands to sell," Craig Clements says.

"Or, if HP suddenly becomes uncompetitive in the market, that too creates problems for a dealer specialising in our products. I think because these risks do exist, it makes the partnership even stronger." ■

Reader survey

by Michael Vavakis

Thanks for your participation!

The editorial staff of *inform* would like to thank all those people who responded to the survey included in the November edition of *inform*.

Overall the survey responses were very positive with most readers feeling *inform* met their expectations of a news magazine and satisfied their interests about the company. Presentation and quality of writing ranked highly.

Respondents were most interested in "hard news" and wanted more articles on company and employee-related topics. The most interest was for articles on company news and issues; new product research; employee recognition; and news about different departments.

It was also interesting to note that employees felt that they could not contribute to the magazine. Something we hope to change throughout '94!

Finally, respondents indicated a range of topics they would like to see covered in the future, ranging from big new business deals to jokes, puzzles and quizzes.

In '94, *inform* will increase the information on Australia and New Zealand, focus more on individual departments and encourage contributions from all employees.

Meanwhile if you would like to provide a story or even perhaps submit an article, please contact Michael Vavakis on (03) 272-2678.

- Under-11 premiers' basketball coach, Gil Maravillas with his HP-sponsored team: (from the left) – John Maravillas, Edgar Gavidala, Mark Cometti, Max Webster, Luke Rustini and Jon Dodenaide.



US navy, electronics, WA and basketball

by Ted Wilson, Perth

How does a career in the United States navy, a new pathway with Hewlett-Packard and almost 13 years in Western Australia lead anyone to become a basketball coach? Just ask Gil Maravillas, HP's senior accounts customer engineer in Perth – because he has all the answers.

It seems that during his six-year term with the US navy, Gil came ashore at Fremantle for a spot of R&R. He became involved with TVW Channel 7's Telethon Appeal and there met his future wife, Janet.

Gil tells us that he wooed and proposed by mail on return to his ship to the US and even used the postal authorities to send an engagement ring, much to the consternation of customs officials, who relented on a hefty jewellery tax after hearing the story.

Gil and Janet were married in San Francisco and, following his departure from the navy, Gil started to look around for a new career path.

His two year's experience as an instructor on radar networks led him into the electronics field and, eventually, a job with Hewlett-Packard in Perth – much to Janet's delight.

That was almost 13 years ago. Now, two sons – Adam and John – later, Gil's social interests have turned to basketball. T-ball players since the age of six, Gil's sons graduated from the junior sport, focusing their interest on basketball.

It seems that the young students at Subiaco Primary School got together with their parents a year ago to form a couple of teams and, because of his former expertise in basketball as a

younger man, Gil was elected coach. Because of financial constraints, HP Perth was approached and agreed to sponsor the under-10 and under-11 teams. This support and faith in their young protégés has borne fruit, as the under-11 team clinched a premiership last year, with the under-10s placing third.

Gil, who looks after several major HP accounts, including Argyle Diamonds, now has few hours to spare for his other favourite pastime, golf. But he fears that his "handicap of about 22" is about to decline still further as his sons' interest in basketball grows.

This interest will be widened still further when the Maravillas family travels to the US for Gil's three month stint at one of HP's North American plants. ■

- *Bill Hilliard, managing director of HP Australia, presents an award to Bruce Thompson, F&A director, for 25 years of service.*



- *(Right) Tsuneo Maeda and his wife enjoying the celebrations of the day.*

**by Michael Vavakis,
Melbourne**

On Wednesday 15th December, the Blackburn office held a cocktail party to celebrate the 1993 Service Awards.

The cocktail party was attended not only by the recipients, but also their managers and partners, so that they too could enjoy the celebrations. This invitation to partners was very well received and will be continued in future. Bill Hilliard, managing director of HP Australia was Master of Ceremonies.

Approximately 120 people attended enjoying delicious foods and beverages accompanied by many varied and tall tales - the common theme being

5, 10, 15, 20, 25 and 30 years of HP service!




- *Bruce Marsh, his wife Judy, and Ken Jackson - HPA's longest serving employees.*



"Remember When ..." The awards presentation was a great success with HP Australia recognising its longest serving employee - Bruce Marsh - for 30 years of service.

Bruce Thompson and Ken Jackson received awards for 25 years of service, along with Tsuneo Maeda, a foreign service employee on 12-months assignment from Japan. Also, both Monika Waffler and Jeff Marshall celebrated 20 years with the company.

HP would like to congratulate all those employees who received an award and participated in making the afternoon an outstanding success. 



- *Monika Waffler displays her award for 20 years of service to HP.*

At the frontline

by Alan Eager, Sydney

It does take lots of patience. You definitely do need patience to be a good receptionist. You're doomed if you haven't got it, says Jean Richardson, HP receptionist in Sydney.

I sat with Jean at the reception desk for about an hour watching and talking to her while she greeted visitors, answered both outside and inside phone lines and delivered messages.

Between all that she spoke with me and

important company you can't afford to lose people."

"Hewlett-Packard is an excellent company to work for," Jean says. "It looks after you and the people are nice. I look forward to coming to work every day."

Jean's been with HP four years and has been a receptionist for various companies all her working life.

She was born in Sussex, England and trained at Telecom in England as a telephonist. She came to Australia eight years ago.

Jean first worked at the front desk of HP Sydney with Rosemary Lamont for a year before Rosemary left after being with Hewlett-Packard for 17 years.


"She was 'Hewlett-Packard' for so long," Jean says, "and it's hard to fill someone's shoes like that."

But Jean's cheery smile and willing ways have won the staff's respect. She receives many appreciative notes and little gifts at Christmas for a job well done.

This year, Jean will be working in the mornings and sharing reception with another girl who will cover the afternoons. This means the front desk will always be attended instead of having to call on other staff to cover meal breaks and holidays.

Jean says she is looking forward to the break as it will give her time to do her favourite pottery, play tennis and swim.

"I'll be able to do all the things I wanted to do at the weekends but didn't have time with work and home," Jean said.

"Now I can do them during the week." 



- *Magic moment ... Jean Richardson with husband, Robert, at Monte Carlo for the Olympic announcement.*



- *Jean Richardson at the HP reception desk, Sydney.*

not once did the shining smile and friendly voice leave her.

I thought greeting people on the phone or as they come through the front door would keep Jean busy enough, but no. She is also responsible for security, helps with petty cash and building maintenance, sells books and stamps, looks after the Visitors Board and, if time permits, does some secretarial work.

Jean answered every phone call as if it was the most important call of the day.


"You have to," she said, "with such a big

Olympic win - A 'magic moment'

One of the highlights of 1993 for HP receptionist Jean Richardson was a visit to Monaco during the announcement that Sydney had won the right to host the year 2000 Olympic Games.

Jean was with her husband, Robert, whose company had an involvement in costings for the bid.

Jean said: "When Sydney was announced it was a magic moment ... too hard to describe.

"Being there with all the dignitaries - royalty and prime ministers - visiting the palace and the magnificent Monte Carlo casino, which included a tour of the private rooms for all the high rollers, was all very memorable." 

• *Melissa Ross, CSO
Manufacturing New Business
Sales and Mike Muller, CSO
Financial Services have set the
bells ringing and light flashing.*



Join the fun 'cause we've got the lot!

Greetings from the HP Melbourne Social Club Committee! Our group of volunteers representing most of the departments in the Blackburn office work together to organise and run the events and activities sponsored by your social club contributions each month.

Some of our recent activities include our annual dinner dance, the one time a year when everyone can get dressed up for their grand entrance to the ballroom only to get progressively more casual as the evening progresses. This event has been held at a different venue each year, and this past October 23 found us at the World Congress Centre at the west end of the city.

The event was certainly a success, but not ones to become content, the committee will surely make changes to come up with another great event for the end of FY94. The Social Club and HP sponsored the very successful Family Christmas Picnic, where an estimated 250 people enjoyed the marvellous weather at Jell's Park on December 5. Father Christmas appeared to do an imitation of the Pied Piper with the hundred or so kids chasing after him on his arrival in a Budget rent-a-sleigh. All the children loved getting 'pressies' from Santa (thanks, Greg), and everyone had a great time enjoying the diverse entertainment on the day. This event has grown in popularity each year and,



*by Andy
Jaeger*

based on recent feedback, we'll see another great turnout for 1994.

The HP Social Club provides ongoing services to our members. One of the most popular is our photo developing service. Films and reprint requests are dropped off at the social club "desk" on the third level, and are returned back to the same desk within a day or two ... at competitive rates. Another service is our ticketing to concerts and shows. We have done group bookings to numerous shows (*42nd Street* and *The Phantom of the Opera*), concerts (Madonna and Tina Turner) and events such as the Australian Open. Contact the committee if you are interested in any upcoming event.


The HP Social Club is also involved in a fairly new organisation known as the Association of Social Clubs. This group works to the benefits of all members in all organisations, and has allowed us to get better deals for some events and some great ideas for functions. Watch for upcoming events held in conjunction with clubs from other companies in Melbourne.

Lights flash and bells ring for a new deal ...

The industrious peace and quiet on any day in the HP office in Sydney can be shattered as the yellow light flashes and the alarm bell rings.

It's not a fire or emergency ... in fact, quite the opposite. It announces a big sale or new business.

The flashing light and alarm bell were installed so that everyone in the office could share in the good news, find out the details and congratulate the person responsible.

A bottle of 'bubbly' has been known to be opened on occasions. 

*– Alan Eager,
Sydney*

If you wish to participate in the activities offered by the club, please contact Personnel for details. It only costs \$2 per month which can be automatically deducted from your pay.

If you have any questions or feedback for the group, contact any member of the committee (see the notice boards for a listing) or send an HPDesk message to "Social CLUB" and we will get back to you.

We look forward to another successful year of serving you.

*– Andy Jaeger
HPSC President*

Healthy, Wealthy & Wise

by Wendy Buchanan

Welcome to the first series of articles that cover everything you ever really wanted to know but didn't know who to ask.

In each issue of *inform* two pages will be devoted to trivia and tidbits. So if you have obscure questions for quizzes, need to know fascinating

facts, have any interesting ideas or abnormal anecdotes, please fax them to Wendy Buchanan on (02) 956 5684.

Remember that these are your pages to fill as you will.

P.S. Your name will only be published alongside your contribution if you want it to be.

Fascinating facts!

- If you are interrupted for five minutes, five times a day, you lose more than two hours a week. This works out to 13 eight-hour days in a year.
- Have you ever wondered why it's not very funny when you hit your funny bone? Your funny bone is not actually a bone; it is your ulnar nerve which carries messages from your fingers to your brain and back again. Because it is so close to the surface where it passes along your elbow, when you hit it, you feel a jolt of pain.
- The estimated percentage of Australian men aged 20-24 still living at home is 54%; of women, 35%.

Source: Horan, Wall & Walker

- What should we call the next decade, taking in the years between 2000 and 2009? The zero's? The 'ohs'? The 'aughts' or perhaps the 'naughts'? Guess we'll have to wait and see.
- In one survey, 50 men and 50 women were sent to investment brokers. Of the men, 12% were asked to open an account that day, but only 2% of the women were encouraged to make on the spot

investments and less than one third were invited to come back.

Source: Barry Leeds & Associates, NY

- Up to 40% of our body heat is lost through your head and neck, so on cold days the best way to keep warm is to wear a scarf or hat.

World records that you might not be aware of ...

- The world's most powerful computer is the liquid-cooled CRAY-2 from Cray Research Inc in Minneapolis USA. Its memory has a capacity of 256 million 64-bit words, resulting in a capacity of 2.12 gigabytes of main memory.
- The world's most reproductive woman was Mrs Feodor Vassilyev (1707 - 1782) from Russia who officially recorded giving birth to 69 children. In 27 pregnancies she gave birth to 16 pairs of twins, seven sets of triplets and four sets of quads. Only two children failed to survive their infancy!
- The most current prolific mother is Leotina Albina from Chile who in 1981 produced her 55th (and last) child - so she says. Only 40 children have survived (24 boys and 16 girls). Included in their 55 children are 5 sets of triplets - all boys.
- The person with the world's most variable stature was Adam Rainer born in Austria in 1899. At the age of 21 he measured 118cm (3ft 10.5 in) and suddenly started growing at a rapid rate. By the age of 32 he was 218cm (7ft 2in). When he died at age 51 he was 234cm (7ft 8in) and was the only person in history to be born both a dwarf and a giant.

Source: Guinness Book of World Records, 1993 Published by Harper Collins



Quirky cures for hiccups ...

Hiccups, like many things in life, have no known purpose. In most cases they last for a few minutes, but rare cases have been cited where they have lasted for up to 2 or 3 days.

It is thought that hiccups are controlled by specific nerves in the spinal cord. When something like eating too quickly triggers these nerves, a signal is sent to the nerve that controls the diaphragm. A hiccup is the result of an abrupt involuntary lowering of the diaphragm and the closure of sound-producing folds in the trachea. Hiccups are most commonly caused by indigestion, but can be a tell-tale sign of alcoholism as well as the side-effect of some chronic and serious illnesses.

So if your hiccups are the common variety, what can you do when they hit?

There must be hundreds of remedies for hiccups and although none of them have been scientifically proven, some hiccup sufferers insist that they work.

The most common ones would have to be drinking a large glass of water continuously or having someone scare you unexpectedly.

But some of the more unusual and interesting ones include:

- Pulling on your tongue with your fingers (be careful where you do this one; it's not advisable for the middle of the reception area at work).
- Stimulating the back of your throat or the roof of your mouth with your index finger (I'm not sure why it has to be your index finger).
- Leaning over and compressing your

diaphragm to your knees while you are sitting (but be careful not to hit your head on the desk on your way up).

- Placing a brown paper bag over your nose and mouth and sealing it firmly to your face with your fingers. Then rapidly breathing in and out 10 -15 times (supposedly the increased carbon dioxide content in the bag will help stop the hiccups - but I would be careful doing this one).

So the next time you have an involuntary spasmodic diaphragm attack, find a private place where you can try one of these 'cures' - or perhaps make up one of your own.

If you discover a great remedy for hiccups, fax it to Wendy Buchanan on (02) 956 5684 and we'll share your ingenuity with the other staff.

QuestionS

1. Which is most efficient type of memory in the morning?

- A. Our short-term memory
- B. Our long-term memory

2. What are the possible side effects of a lack of vitamin C?

- A. Scurvy, blindness and hair loss
- B. Scurvy, bleeding gums, joint pains and damaged sperm.

3. What percentage of people have what are considered to be 'normal' feet?

- A. 90%
- B. 50%
- C. 30%

4. How many hours, on average do Australian men watch television?

- A. 4
- B. 6
- C. 13

5. Why don't men get cellulite?

- A. Men have different hormones.



B. The type of tissue that causes the dimpling appearance is most common in the areas that women tend to put on weight.

C. Cellulite is a type of fat that only women can produce.

6. According to surveys done on office workers, certain days of the week are more productive than others. Which day would you say they found to be the most productive?

- A. Monday
- B. Tuesday
- C. Wednesday
- D. Thursday
- E. Friday
- F. Saturday
- G. Sunday

AnswerS

1. A. Our short-term memory is 15% more efficient in the morning, but our long-term memory is more efficient in the afternoon.

2. B. The first signs of vitamin C deficiency are weakness, bleeding gums, wounds which do not heal, joint pains, bruising, muscular weakness and as recent studies show, damage to sperm in men.

3. C. Around 30% of people have feet that are 'normal'. 50% of people have flat feet that roll too far inwards on impact and 20% have high arches.

4. C. The average time that Australian men spend watching television daily is 13 hours.

5. C. Regular body fat and cellulite is exactly the same thing. The dimpling appearance is caused by the way our fat is stored in the tissue around our fat cells. This tissue is plentiful in the hips, thighs and buttocks - the very places where women tend to store their fat. The tissue in these areas in women is also arranged slightly differently, making it more susceptible to dimpling.

6. B. Tuesdays were said to be most productive by 53% of the respondents. Fridays were considered the least productive by 59% and 33% said Mondays were the least productive.

The time has come for HP in Canberra, according to branch general manager George Nicola.

"The potential market in Canberra is enormous for HP. It's up to us to organise ourselves to service this market.

"I think we're the rising star that the other companies want to knock out. It was a dream run for Sun, NCR and DEC. Now HP is the one they've got to watch."

It's a long way from 1991 when the future of the Canberra office was under review and George believes that there are plenty of opportunities for HP to increase its market potential of government business. The key is in understanding the language and procurement methods of this unique buying bureaucracy.

"One of the things about Canberra is that there are so many secrets to doing business here – so many relationships, procedures, time lags and specials – crazy things that the private sector wouldn't get involved in.

"The experience I brought was understanding the bureaucracy and the sales cycles as well as providing a central focus for all HP business organisations in their dealings with the Federal Government."

George came to HP with eight years' sales management experience of the Canberra market gained working for Telecom and Sytec. He already knew the language of the bureaucrats and knew that HP had to adapt to their needs. This is a market where personal relationships are crucial and everyone talks to everyone else, so companies live and die by their reputations.

"You have to make every contact that you have with the client a relationship-building experience because you're not actually dealing with an isolated region you're dealing with the Program Managers – many people who write policy, who create the opportunity for you, people who actually sign the cheque."

Everyone who does business in Canberra has to watch the trends in the political environment and be ready for changes in policy.

"Overlying everything in the market here is the fact that the management

Tapping into Canberra contacts



by Sue Webber,
Canberra

board is not company directors but politicians elected by the people of Australia," says George. agencies, is saying that there will no longer be these \$50-100 million projects. It will be a process of evolution rather than revolution."

George's task is to develop increased market share in this climate of gradual change. The challenge is to persuade people to make a shift to HP and away from the company that they are already working with.

Says George: "Every client in Canberra is a large IT user – each one has an existing computer vendor relationship and HP has got a relatively small installed base. We haven't lost any clients and each time we get an order it is usually from a new account.

"You don't have to be equal ... you don't have to be a bit better ... you've got to be much better to receive a decision from the bureaucracy to do something different." ■

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