

# intercom

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HP Intercontinental Operations News

July 1977



LEFT: Bill Hewlett and Dr. Walter Leser (at right), State Health Secretary, release tape to open first floor of Alphaville building.



## Message from Brazil

**Bill Hewlett helps cut the ribbon for new Alphaville sales building**

By Alan Bickell

The inauguration of HP Brazil's sales headquarters in Alphaville signalled a great deal more than just the formal dedication of a new building. Its real significance relates to Hewlett-Packard's dedication to aggressive participation in the Latin American market—and our confidence that Brazil's continued economic strength will make that country the logical place to manufacture products for this market.

We were extremely pleased that Bill Hewlett was able to visit Brazil for the inauguration. I'm sure he was as impressed as I was with the completed building and joins me in thanking Skip Law and the rest of the HP Corporate Construction team for their efforts in managing the Alphaville project. The highly efficient new sales and service facility will serve us well and certainly sets a good example for other companies which will build in the same development in the future.



President Bill Hewlett



Two views of HP Brazil's new sales and service headquarters in the Alphaville development in Barueri, 16 miles from downtown Sao Paulo. White marble from the local area was used as a handsome and economical facing for concrete-block walls filled with vermiculite. Glass is set at unusual 45° angle to cut glare, give shade.

(Continued on page 2)

**HP Computer Museum**  
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## Gold to Head Intercon Components Organization

Newest name on the roster of Intercon regional marketing managers is Harvey Gold, who will become Components RMM on August 1.

Creation of a separate Components organization at Intercon was announced by Milt Liebhaber, Components Group marketing manager, and Alan Bickell.

For Intercon's George Cobbe, it means the end of the hyphenated job title of Instruments/Components RMM as the latter responsibility shifts to Harvey.

"In splitting out Components as a separate activity at Intercon, we are recognizing the increasing importance of this region as a market for our products," Liebhaber said.

"It is due to the successful efforts of George and his team that the time has now come for Components to stand alone."

Harvey has had useful background for his new post at the Optoelectronics Division and its predecessor, the former HPA division. As product manager for OED's high volume products such as calculator displays, he has visited the Far East as part of his worldwide responsibilities. (At Intercon, Harvey will continue to maintain managerial ties with HP Canada—he will thus be the only Intercon RMM dealing with Canadian sales.)



Harvey Gold

Since graduating from the City University of New York in 1961 with a B.S. in physics and minor in electrical engineering, Harvey has had 16 years of experience in the semiconductor components industry. He held engineering and sales managerial positions in several East Coast companies before joining Hewlett-Packard in January 1970 at HPA. By the time that division divided five years later, he had become sales manager.

On a more personal note, Harvey and his wife Ellen have two children, Anita (10) and Brian (8). He's a prize-winning photographer, enjoys woodworking, and has served on the HP Scholarship pre-selection committee.



Dave Packard (center), visiting in Taipei, paid a call at the HP Taiwan office to shake hands with I. K. Huang (right) and other delighted staff members. At the left is country general manager Lok Lin.

## Brazil

(Continued from page 1)

Our honored guests at the inauguration included Dr. Walter Leser, the State Health Secretary; Arnaldo Bittencourt, mayor of the township of Barueri; Renato Albuquerque, co-founder of Alphaville; and Julio de Mesquita Filho, editor of *O Estado de Sao Paulo*, and of course many HP friends, customers and employees and their wives.

A more serious aspect of Bill Hewlett's visit related to meetings which we held with key members of the Brazilian government. We have encountered to date great difficulty due to import restrictions in maintaining our Campinas manufacturing division as a viable contributor to HP's worldwide manufacturing operations. Our meetings with government leaders were fruitful, although not decisive. It's very clear that HP's presence in Brazil is desired by the government and that expansion of our activities is encouraged, particularly where we can contribute to the development of the economy through transfers of technology, local sourcing of components and expansion of exports.

Many of the difficulties we've experienced in Brazil have been brought about by that country's dedication to balancing its trade deficit and the strong emphasis on development of "local" industry. Both Bill and I left Brazil with a better understanding of the country's progress toward solving its current economic problems and how HP could best participate as an active contributor to the country's economic growth.

When thinking of Latin America, it's important to remember that our efforts there are directed as much to the future as to today. Latin America represents a 40 million dollar market for HP products today. We expect this to grow to 100 million by 1982. I'll let you guess what our operation there will look like at the turn of the century.

Alan



(1) Cafeteria at Campinas. At Alphaville: (2) System analyst Fabio Gaiarsa demonstrates the 2644, (3) a party in the new cafeteria for employees and customers, (4) press conference. (5) Management meeting at Campinas. (6) Touring plant with production engineer Danshiro Hirata (left) and Guenter Warmbold (center). (7) A visit to the Physics Institute of Campinas University.

## A visit from Bill Hewlett was headline news for HP employees in Sao Paulo and Campinas





HP Malaysia employees held this year's annual picnic at their new villa on a beautiful stretch of beach.

Two bungalows—with the poetic names of Morning Glory and Country Light—have been available since early April for the use of all employees and their families. (One honeymoon couple has already spent a few days in residence.)

The modest charge to cover the cost of linen brings a day at the beach within the budget of everyone.

Work parties of volunteers helped with the renovation and clean-up of the bungalows before their opening.

And the picnic? It was a roaring success with 500 people attending and lively participation in the tug-of-war and races, treasure hunt, and sand-castle building for the youngsters.



## HP Picnic

**In Malaysia:  
a day at the beach**





# ic Time

Near Palo Alto:  
a barbecue  
with all the trimmings



## A pilot run for HP Singapore

More has been happening in Singapore than the move into the new building.

HP Singapore, which has sole manufacturing responsibility for the new HP-10 printing pocket calculator (for business people), conducted the pilot run at that facility.

It marks the first time the Singapore facility has received a calculator product prior to manufacturing release.

According to Art Wong, manufacturing manager for Corvallis products in Singapore, HP Singapore will supply the new product on a worldwide basis as it now does with rechargers.

"Having responsibility for the pilot run represents a significant challenge to our Singapore manufacturing team, reflecting Corvallis' confidence in the technical and operational maturity of the operation," Art said.

"With R and D and Marketing on one side of the world and manufacturing on the other side, it will be a 'trial by fire' to communicate effectively to complement each other's roles."

Calculator products have been made in Singapore by Hewlett-Packard since November 1972, when the HP-35 was transferred. The manufacturing operation in Singapore has steadily increased its contribution until today it supports a major portion of the international market.



Norm Tarowsky (left) with OED General Manager Bob Zettler.

Dick Chang



## OED operation manager change in Southeast Asia

Norm Tarowsky will replace Dick Chang this fall as OED Southeast Asia Operations Manager, according to an announcement by Optoelectronics Division Manager Bob Zettler.

The two men will exchange positions, with Dick returning to Palo Alto on October 1 to take over from Norm as OED product line manager for S-4, Monolithic and Watch Chip lines.

"Dick is the first OED man to serve as operations manager in Southeast Asia, a big job which is important to the division as a whole," Bob Zettler said.

"The operations manager is like a mini-general manager for our day-to-day operations in two locations (Singapore and Malaysia), dealing with manufacturing, personnel, cost accounting, and marketing. Dick has done an outstanding job of coordination during his three years in Singapore."

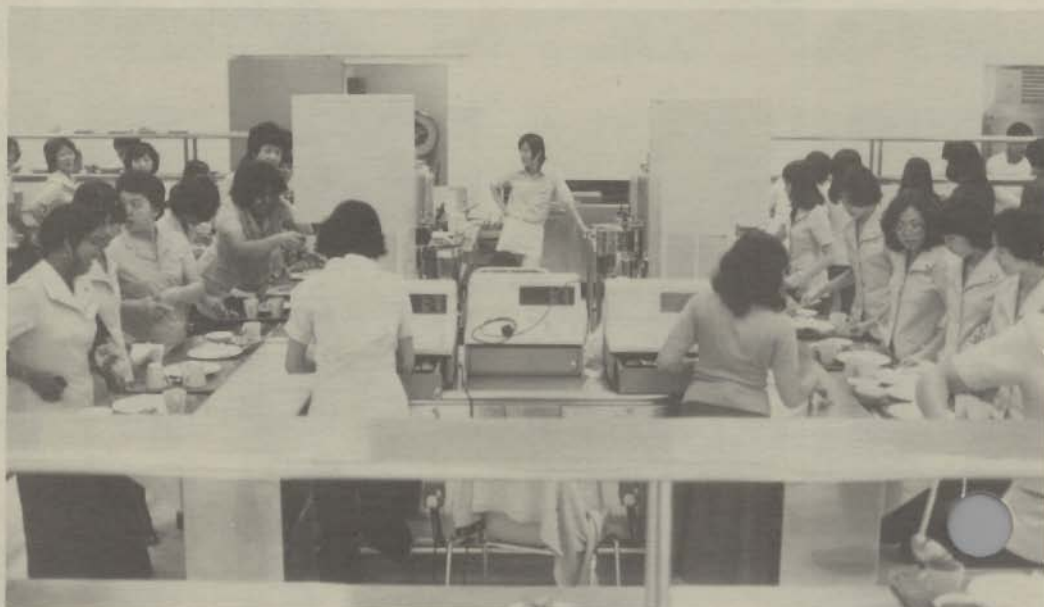
Norm's own diversified background will fit into his varied new duties.

He spent 10 years in research and development (three of them as a group manager for HP's former HPA division) specializing in semiconductor assembly and packaging technology. He then became involved in the new field of optoelectronics and display technology as an engineering manager at Fairchild from 1969 to 1973.

Since rejoining HP four years ago as a product line manager for HPA (and now OED), Norm has had engineering and production responsibility for many

families of products. The job calls for heavy customer and marketing contact and interface with R&D and the SEA production facilities. Along the way he has earned an MBA from the University of Santa Clara.

Norm arrives in Singapore in early August to overlap with Dick Chang for several months. He will be joined by his wife Dorothy and daughters Natalie (10) and Anne (8)—and somewhere in the family luggage will be Norm's cherished chess set.



Cafeteria in Singapore building (see story, opposite page).



*Moving out of Lower Delta plant.*



HP's new building in Singapore, occupied in May, is the first factory in that city-state to have escalators for transferring large numbers of people between floors.

Gone is the rush of employees to wait for elevators in the two former rented plants—banks of escalators on opposite sides of the five-story building now provide easy movement between floors.

Gone, too, is the problem of having to walk a quarter of a mile for lunch. The new building has Singapore's most modern cafeteria staffed by HP's own employees. Some 900 production workers are served during the noon hours, and another 500 on swing shift.

A roof-garden recreation area for employees has greenery, a canopy for

shade, and a games area large enough for badminton.

Small wonder that the new building on Depot Road is considered Singapore's finest manufacturing facility. (It also houses SEA headquarters and the Singapore-Sales operation.) Meeting HP construction standards in all respects, it is designed and built quite differently from other factories in the community. Since Singapore has humid weather, the building has the latest type of air-conditioning for comfort inside and the outside walls are fully tiled to keep moss and dirt from gathering.

The move took place over three weekends, beginning May 7, and by May 24 every line was in operation with no production lost.

Formal dedication will be this fall.

HP SINGAPORE

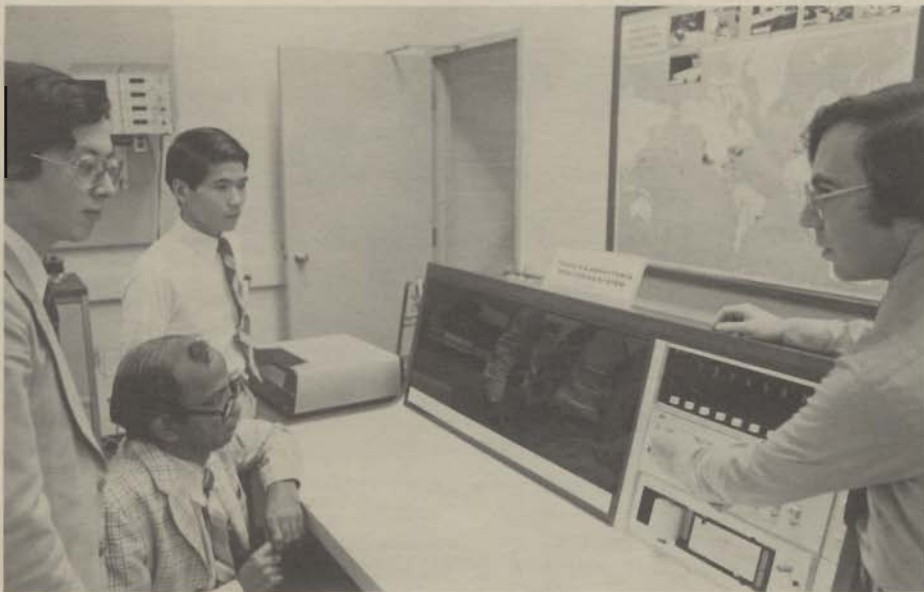
## SMOOTH RIDE INTO A NEW BUILDING



*And now, escalators in the new facility.*







At Waltham Division, Applications Engineer Marc Lipsitt (right) discusses a 78220 arrhythmia monitor system during a Senior Sales Seminar in May. Observing are (from left) Yoshinori Nishibe from YHP, C. S. "Andy" Ananadram of India's Blue Star, and Hirohisa Yamamoto, YHP, Osaka.



Product Manager Bruce Blomster (right) discusses a new product during a session held at new Andover facility. In foreground, Eyal Ben-David of Motorola Israel.

# Learning to sell takes a lot o

Is there some magic way to learn to sell?

HP believes the answer lies in training—training which will take many forms during the career of a field engineer.

Let's imagine that you're a brand-new field engineer (F.E.), joining Hewlett-Packard directly from college or with several years of experience at another firm. (One requirement throughout the diverse Intercon sales region is that you have a sufficient grasp of English to receive product instruction in that language.)

You start by learning about the company, its operating philosophy, and the product lines that you are to represent. You'll hone your persuasive skills to their sharpest edge through studying the process of selling and then have a chance to put that knowledge into practice. Your district manager helps—a lot—by coaching along the way. And you see to it that you stay on top of changes in your particular product line, your competition, and the customers who make up the marketplace.

Not magic, maybe, but a formula that can work wonders in turning a neophyte F.E. into a mature and highly productive salesman for HP.

## Training . . . in the office

Let's imagine the first few months for the newcomer. No one who works

for HP has to be reminded how much there is to learn about the company; how and where it does business; the relationship between the field, Intercon headquarters, the divisions and Corporate. The ideal arrangement is to have the future field engineer spend from several months to a year in the office as a staff engineer getting to know thoroughly the products in the particular discipline, model numbers and options, the applications involved with these products, the quotation process with terms and conditions of sale, and the routine of the office.

Admittedly, sometimes in a smaller field office the newcomer has to "land on his feet running" but usually a get-acquainted period as a staff engineer is provided as the first part of training. At the same time he (or she) provides technical support for the field engineers in the office, allowing them to spend more time in front of customers.

## Training . . . the neophyte seminar

Now it's time to speed up the learning process. Neophyte sales seminars—which, as the name indicates, are for new field engineers—are held periodically in the various factories as well as in Palo Alto. In the Intercon sales region covering three-quarters of the globe, sending a relatively new field engineer to the United States for a month is a major

investment.

Topics covered during a neophyte seminar vary somewhat among the different disciplines.

Medical, for instance, includes lectures in physiology along with information on products and applications—on the theory that a field engineer who sells items that measure biophysical changes must also understand the way the human body works. Competitors' products are reviewed along with those of Hewlett-Packard.

HP learned how to sell computer systems only a few years ago and the selling techniques continue to be refined, according to Larry Amsden, training manager for the Computer Systems Group.

The present Computer Systems neophyte training program is being redesigned and a new one will include modules for self-study prior to receiving formal training. A neophyte would learn certain computer languages as well as receive instruction in computer fundamentals and applications. (Modules would also be developed for experienced field engineers to better understand the manufacturing business of primary customers.)

Annual Computer Systems Group neophyte seminars—which have been held until now in the United States for



ew Cath Lab System during seminar  
mile Ben Ytzhak of E. & E. Division



**DEMO.** At left, Jerry Byma demonstrates 9896 system and 9872 plotter.



**LECTURE.** Terry Gildea gives overview.



**ROLE PLAYING.** Jim Duggan (left) and Ernesto Martinez on the "telephone". Above, Willy Haftel.



# f training

five and a half weeks, usually split into two periods—will be expanded in th. Obviously it is unrealistic to expect Intercon field engineers to be away from home base for even longer periods of time so a special condensed program of formal training will be tailored to this region. It will be supplemented with tasks and exercises done in the field office under the supervision of a local counselor.

## Training . . . on-the-job

Training continues as the field engineer is assigned a territory and customers of his own.

Most important of all is management coaching. The district manager makes customer calls with the new field engineer, helping him improve his selling skills through example and review.

George Cobbe, RMM for Instruments, is a strong believer that one learns to sell by selling—and along the way, rubbing shoulders with experienced field engineers.

"It's important to allow people to make mistakes and to learn from them," George says.

Product training in the field is gained in a number of other ways: tapes, study materials provided by the factory, and visits from division personnel to demonstrate new products.

(Continued on page 10)



**ROUND-TABLE.** (From left) Alfredo Gallegos, Saul Estrada, Jaime Leon.



**LAB SESSION.** Mario Hidalgo (left) was top winner.

## A variety of teaching techniques



The 1977 Sales Seminar for HP Calculator distributors held in Panama, March 20-26, received high marks for good organization from those who attended.

With the dual purpose of offering product information and sharpening sales skills, the seminar format used a variety of instructional techniques. Members of the Intercon Calculator headquarters staff served as instructors.

Classwork included lecture sessions, role playing and round-table discussion. Laboratory sessions included the preparation of customer demonstrations by groups of students and an individual assignment on prospecting

for new customers.

Representatives of each country had a chance to discuss product and sales strategy with the instructors.

At the Awards Banquet, Mario Hidalgo of Ecuador and Willy Haftel of Bolivia won the prize as the top team in the customer demonstration exercise, with Mario also taking top honors for generating a list of prospective new customers from the yellow pages of the local telephone book.

Others who attended were Alexandro Segovia, Ecuador; Saul Estrada, Guatemala; Ernesto Martinez, Argentina; Jamie Leon, Columbia; Gonzalo and Alfredo Gallegos, Costa Rica; and Art Sherry and Jerry Straub, Panama.

(Continued from page 9)

Following last year's first worldwide seminar in the U.S. for Intercon Analytical field engineers, Ernie Bonelli of the headquarters staff visited virtually every country represented at the meeting in order to reinforce the training on SID and Avondale Division products.

At the same time Ernie also introduced a new calculator-controlled gas chromatograph/mass spectrometer (Model 5992) which was new to the field. Since taking along the actual instrument was impractical because of size and cost, he prepared in advance a tape cartridge of several typical analyses which could be used with the field office's calculator and line printer. First he trained HP's own Analytical field engineers in using the system; then—with Ernie standing by—each F.E. gave demonstrations in his own language to customers invited to come in privately to discuss possible applications.

Ernie is a believer in hands-on

#### A COURSE IN BASIC SELLING

A new Corporate Marketing Training course on basic sales training will now be included in all neophyte seminars. While particularly useful for the new F.E., it is a useful refresher course for everyone who sells.

Developed by Brian Roarty, a former Neely field engineer, the new "Sales Basics" course concentrates on the process of a sale: the rules and steps which must be absorbed to become truly professional in the art of selling.

Endorsed by the Marketing Council, the new course will be taught throughout all HP regions. Personnel Manager George Trickle, who is coordinator for training Intercon instructors, has the goal of teaching at least one basic selling course in every Intercon country by the end of 1978.

Other courses provided by Corporate Training that relate directly to selling include the Neophyte Sales Seminar (an overview of the company for new salespeople), a videotape series on professional sales skills, and advanced sales training techniques and practices by product group (some segments, such as consumer calculators, are completed and others are in development).

experience of this type. "The more senses you involve, the better someone learns," he says. "Hearing about a product is good; seeing is better; touching is even better."

#### Training . . . the senior sales seminar

Senior-level field engineers are brought to the United States periodically by most disciplines. Medical likes to provide "hands-on" training at the factory for large computer systems, for example.

The Intercon Instrument Senior Seminar this year (see photos, page 11) included visits to all Western U.S. operating divisions for a first-hand look at future products in the works and an explanation of changes in the product line. This year for the first time many of the attendees stayed on for a meeting of Intercon Instrument sales managers which followed immediately.

The senior seminar is also a forum through which the field can give factory marketing management some useful information on specific marketing conditions in various Intercon countries, according to George Cobbe. As the experienced field engineers preview future product strategies, they have an opportunity to comment on the potential impact of these future introductions on their own markets.

Senior field engineers usually have an opportunity to talk with members of top management during their visit to the Palo Alto areas.

#### Training . . . seminars in the field

Gathering field engineers from subsidiaries and distributors into one central location for a training seminar makes sense in the stretched-out Intercon sales region. Singapore offers

a central location and convenient facilities in the Far East area, and seminars have also been held in various Latin American locations.

The Calculator Group's annual Far East Asia Calculator Seminar in Singapore this year, for instance, gave participants from six countries an update on the markets and applications for HP calculators in order to help them narrow their sales efforts to qualified customers.

The training seminar attendees had the opportunity to sit in on a customer seminar on interfacing the 9815/9825 calculators which HP Singapore organized for more than 40 local customers and prospects.

"Our field engineers were definitely impressed by the positive comments made by the audience about the presentation by Brad Miller from the Calculator Products Group," said area sales manager Randy Foster, who organized the training seminar in which Brad also played a major role.

"It's sure nice to have your customers recognize the worth of your equipment and express it themselves. I can't think of a better way to reinforce a training seminar."

FEA Medical Sales Manager Ted Ogrey, who has conducted regional training seminars in Singapore three years in a row, sees a strong area team emerging. In addition to receiving product and other training, participants talk over common problems and develop personal friendships. An advocate of training, Ted sees a real pay-off from the regular Singapore seminars.

"My job gets easier each year because the field engineers have seen the training *working*—they are getting more sales."



Norm Hall of Colorado Springs Division gives digital training seminar for customers and field engineers at Blue Star office in Bangalore, India.



ABOVE. Daphne Dorney, Intercon Instrument staff engineer, talks with Seiji Koizumi of YHP. LEFT. B. L. Renavikar (right) Blue Star, India, with International V.P. Bill Doolittle (center), V.P. Ray Wilbur (rear). At left, Ary Santos, Brazil.



Seminar, Palo Alto.

## A two-way exchange of information

For the 25 Intercon field engineers attending the Instrument Group's ICON/Japan Senior Sales Seminar, April 11 through 29, it was valuable to have a chance to exchange information first-hand with Instrument operating divisions in Colorado and California. Two days of sales training were included in the meeting.

HP's top management joined them at the banquet on the last full day of the meeting.

Attendees included Yutaka Yamaguchi, Masaru Mitsubayashi, Hirofume Sano, Hideo Ishizu, Rikuo Ohenoki, Jiro Kawashima, Seiji Koizumi, Juro Watanabe and Yasuaki Hanatani of YHP; Gray Morgan, John Bieske, Mike

Canvin, John Biggins, and Gordon Smith of HP Australia; Wayne Squires, HP New Zealand; F. T. Lu, HP Taiwan; Rahamin Levy, E&E, Motorola Israel; David Booker, HP South Africa; B. L. Renavikar, Blue Star, India; Ernesto Arana and Enrique Cuahonte, HP Mexico; Ricardo Perez, HP Venezuela; Ary Santos, HP Brazil; Kisok Sim, Samsung Electronics, Korea; Tony Wong, Schmidt & Co., Hong Kong.

For the first time this year, the 1977 ICON/Japan Instruments Sales Management meeting was held immediately following, April 30 to May 6, for a number of those attending the Senior Sales Seminar.

## First belt buckle award in Latin America



Belt-buckle winner Munir Dabaghi (center) pictured with fellow attendees Yekinni Nosiru (left) of Nigeria and Benjamin Herrera, Venezuela, at 1976 Instrument Neophyte Seminar.

When the Colorado Springs Division introduced the logic state analyzer as a brand-new measurement concept for the digital world several years ago, it announced that any field engineer who booked orders for 10 or more LSAs would win a belt buckle.

The first buckle awarded in Latin America is on the way to Munir Dabaghi of HP Mexico. Despite the limited digital design market in Mexico, Munir started a very active education campaign in the new measurement technique for customers.

With the sale of his tenth unit, Munir joins a select group of eight other engineers in the Intercon region whose aggressive promotion of the LSA have won them the award.



Industrial Calculator Marketing Manager Yasuo Karakisawa (left) accepts top Intercon Calculator award for FY76 on behalf of YHP's industrial calculator sales team. That other fellow in a kimono is Icon Calculator RMM Dick Warmington. Inset, an award for Toshiro Konno, who sold more than one million dollars in industrial calculators in FY76.

## Preview look at Region training

Training is in the news throughout the Intercon Region these days.

In addition to the on-going sales training described elsewhere in this issue, management and skills training is going on in a number of countries. Our next issue of *Intercom* will cover some of the activities that have already taken place and others that are scheduled.

Among the courses taught recently was the first Management Development Program taught in South America in five years, given in Sao Paulo, Brazil, March 22 to 25. The 25 MDP attendees represented a broad cross-section of managers from Brazilian sales offices and the Campinas factory.

John Doyle, HP vice-president, Personnel; George Trickel, Intercon personnel manager; General Manager (Sales) Luiz Barata, and Campinas General Manager Guenter Warmbold were among the instructors for the program. Others were Sergio Mendez and Steve Green from Intercon headquarters, and Roger Hewitt, Joao J. da Costa, and Larry Tomlinson from HP Brazil.

At HP Taiwan, a group of employees completed in February the Kepner-Tregoe training course in problem solving and decision making.

The skills course was given for the first time in both English and Chinese. Instructor Chosen Cheng from Corporate Planning presented material in English and attendees took turns translating the major ideas.



*Intercon's accounting supervisor Jan Ianson (right) and her daughter Julie smile at news that Julie is one of 44 high school seniors in the San Francisco Bay Area winning \$1,000 HP scholarships for college. Employees contributed most of funds.*

## More components distributors

Two new Components stocking distributors in Latin America have been announced by Bernie Belkin, Components distribution manager for the Intercon sales region.

MEXEL, which will handle HP components throughout Mexico, recently staged a components show, CACE, where Optoelectronics Division applications engineer Bob Krause presented a seminar. Jacobo Melcer is general manager of the Mexico City firm, while Alfredo Patron is sales manager.

HP's new Components distributor in Brazil is Datatronix, with headquarters in Sao Paulo and an office in Rio de Janeiro. Marko Lajovic is general manager and Wanderley Fernandes is sales manager.

## Distributor news in Latin America

Terry Mancilla, distributors manager for Latin America, reports news in three countries:

In Bolivia, Casa Kavlin S.A. has been appointed to handle Hewlett-Packard's instrument, analytical, medical, and calculator product lines.

President of the La Paz-based firm is Roberto Kavlin; David Kavlin and Willy Haftel are co-general managers.

HP's new distributor has a well-known name in Bolivia, where Casa Kavlin operates a number of retail stores throughout the country. Founded in 1918 as a photographic venture, the firm now has Bolivia's finest photographic labs. Separate sales divisions have been established for graphic arts, microfilm, X-ray, consumer products and Westinghouse-White activities.

A new HP division will be headed by Willy Haftel, with Gonzalo Cortez, field engineer, and Victor Sanjines, service. Willy has had Medical and Industrial Calculator training with HP's prior distributor in Bolivia.

Another Latin American distributor for HP, CYEDE (Computadores y Equipos Electronicos del Ecuador), has added analytical and instrument product lines to the industrial (desktop computers) and handheld calculators which it has been selling in Ecuador for several years.

A second handheld calculator distributor has been appointed in Chile; Olympia (CHILE) Ltda., a subsidiary of Olympia International, will now represent that product line along with Calcagni & Metcalfe Ltda.



*Chosen Cheng (left) conducts Kepner-Tregoe training for HP Taiwan employees. Sessions were held at King-San government center.*



*Luiz Barata hands out souvenirs to HP Brazil managers at completion of Management Development Program in country in March.*

## Two Intercon groups announce staff changes

Changes in staff assignment in both the Calculator and Instrument groups at Intercon headquarters were announced recently, with two members of HP Canada's sales force in Toronto tapped for managerial roles.

**Calculator.** With Randy Foster's decision to return to the Southern Region in a sales position in HP's Tulsa, Oklahoma, office, the Calculator organization has been restructured.

Steve MacDonald, who has been the Industrial Calculator District Manager in Ontario for the past four years, will join Dick Warmington's staff as area sales manager for Asia and Africa on August 1.

During his five years with the HP calculator sales team in Canada, Steve has sold both consumer and industrial calculators in the Atlantic provinces and in Ottawa.

He received his B.Sc. degree from Dalhousie University in Halifax, Nova Scotia.

Steve and his wife Maralyn have four children: Jennifer Lynn (8), Roxane (7), Melissa (5) and Kyle (3).

Terry Gildea, who formerly handled South Africa and Latin America, will now concentrate his full attention on

sales and marketing programs in the latter area.

Calculator sales groups in Australasia and Japan, formerly part of Randy's territory, will now work directly with Dick.

**Instrument.** Suresh Rajpal from the Instrument group in Toronto has been named Far East Area sales Instrument manager in George Cobbe's headquarters group. He will have responsibility for Taiwan, Singapore/Malaysia, India and the other Far East distributors.

Suresh joined HP Canada in 1969. In addition to a B.Sc. in electrical engineering from Varanasi University in India, he has received his master's degree in engineering from the University of Toronto and an MBA from York University, Toronto.

He and his wife Neena have twin boys Vickrum and Sameer who are 4½ years old.

Jeff Duerr, who has been working with Instrument distributor organizations for the past year at Intercon, will now assume the responsibility for South Africa and Israel in addition to the Latin American distributors.



Steve MacDonald



Suresh Rajpal

## Marr named to distribution post

Moving all those finished HP products to international customers overseas has become a major activity.

Chuck Marr has been named to fill a newly created post as International Physical Distribution Manager with complete responsibility for the international distribution of HP products, regardless of origin or destination.

Chuck has been serving as Intercon Physical Distribution Manager since May 1976, and previously was traffic manager for the region.

Until now, ICSE in Paramus, New Jersey, has had primary responsibility for distribution of products going to Europe and the Middle East while Intercon has handled products going to all other countries. The ICSE and Intercon distribution activities will now be renamed Eastern and Western Distribution Centers and report directly to Chuck. (For the present, Chuck will double as manager of the latter facility.)



Chuck Marr, children and onlooker at Intercon picnic.

By combining the two U.S. physical distribution centers under a single management, Hewlett-Packard expects to develop more efficient and timely distribution methods for shipments overseas.

In his new role Chuck will report directly to Lloyd Taylor and work closely with Hank Morgan in Europe and Corporate Customs and Traffic Manager Gordon Eding. Gordon will continue to retain direct responsibility for factory support shipments and the domestic Air Consolidation Program.

## INTERCOM

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Alan Bickell, Intercon Director  
Sy Corenson, Editorial Director  
Betty Gerard, Editor  
Dorothy Carlisle, Liaison  
Sue Hawkins, Distribution

Contributors this issue: Ernie Bonelli, Chosen Cheng, Janet Dale, Jim Duggan, Joanne Engelhardt, Randy Foster, Gary Haight, Mike Halaburka, Bob McMahon, Sergio Mendez, George Trickett, Mike Ward, Dick Warmington, Roberta Wilson (U.S.A.); Luiz Barata, Jose Lacerda (Brazil); Linda Galeno (Canada); Rajanda Sivakumar (India); Chua C. T., Maria Malik (Malaysia); Dick Love, May Tan, Art Wong (Singapore); Alice Chen, Lok Lin (Taiwan).



After two weeks of intensive meetings in Japan on the interface of YHP order statistics systems with HP's Corporate HEART system, the two visitors from Intercon were ready for some relaxation.

LEFT. Statistical analyst Roberta Wilson tours Osaka Castle with secretary Masako Takagi. RIGHT. EDP/System Manager Gary Haight takes a turn at bat in Osaka staff baseball game.



The King of Malaysia and his Consort are welcomed to the Penang Free Trade Zone on their April visit. (HP Malaysia dancers performed for their Majesties.)



Mike McCullough shows (l. to r.) Haruhiko Sodeyama, Yasuaki Hanatani and Toshio Ando through the Computer Service Division's board repair center in AMD during service managers meeting.

## Service managers meet in Palo Alto

The Intercon Service Managers Meeting held May 21 through June 10 had some special attendance this year.

For one thing, the first distributor service manager—Avram Gavish from E & E Division of Motorola Israel—joined the group.

For another, YHP sent three representatives to the meeting: Yasuaki Hanatani, who has replaced Ken Uyeminami as General Service Manager; Toshio Ando, Instrument repair manager, and Haruhiko Sodeyama, Service admin manager.

Corporate Service Manager Carl Cottrell and the Group service managers met with the Intercon service group during the two weeks of sessions. Four country admin managers who were visiting in Palo Alto joined the service managers to help define responsibility for Service admin and Service EDP systems.

Other attendees included Bernard Bruand, HP Singapore; Carlos Falcao and Setsuo Kida, who represented HP Brazil; Ramino Filgueiras, HP Venezuela; Peter Shaw, HP South Africa, and John Springall, HP Australia.



Guest speaker Dr. Chu Shien-Siu (second from right) tours HP Taiwan's show with (left to right) Kenneth Ma, Wanli Tseng, and Bosco Sun.

## HP Taiwan draws crowd to 1977 Product Show

In the words of the distinguished guest speaker at the opening ceremony, HP Taiwan's 1977 Product Show at the U.S. Trade Center in Taipei, May 26-28, was "done with perfect timing."

Dr. Shien-Siu Chu, Chairman of the National Science Council of the Republic of China, believes his country is at a critical turning point. Efforts are underway "to have our industry reborn in another incarnation," he said, with the labor-intensive structure replaced by one that is capital-intensive and technological.

Dr. Chu complimented HP on a

pioneering role in providing industry with quality tools that are instrumental in upgrading other products and services. He expressed the hope that other firms will follow HP's example in providing pre-sale consultation and training and after-sale maintenance and service.

Measurement instruments, computer systems, calculators, medical and analytical product lines were included in the show, which was attended by 1,500 people. Dan Kolody of Colorado Springs Division and Dave Widman of Stanford Park were among those conducting the seven seminars.

## Corporate PR assigns Fournell to Intercon

You can expect to see more of Intercon in the news in the future.

Corporate Public Relations has assigned Michael Fournell to serve as PR liaison to Intercontinental Operations in addition to his other duties in that department. The services and resources of Corporate PR will thus be available to increase Intercon's visibility in the trade and general press.

Michael will conduct press activities related to the manufacturing and sales activities of the region as a whole, the individual country organizations, and the various disciplines. In carrying out these responsibilities, his principal day-to-day contact at Intercon will be Sy Corenson.

During his four years with Corporate PR, Michael has had experience working with almost all product groups. He currently handles press relations for the Medical and Analytical groups along with several individual division assignments.

Before joining HP, Michael was an editor with McGraw Hill's *American Machinist* (the oldest trade publication in America) in New York City. He holds bachelor's and master's degrees in communications from the University of California at Berkeley.

## Admin Changes In Brazil

Admin changes announced in Brazil find Larry Tomlinson returning to the U.S. after two years as admin manager with Rui da Costa named as his replacement.

Waldir Storino will move this November from the sales side to manufacturing in preparation for replacing Stan Whitten as controller at Campinas.

In presenting HP Brazil's first "contribution trophy" to Larry for his efforts on behalf of the sales company, General Manager (Sales) Luiz Barata couldn't resist teasing Larry about "a difficult mission away from home in a country full of threats: jungle, aggressive Indians and HP auditors."

Larry has been named to the newly created post of Corporate Service Controller with headquarters at the Corporate Service Center in Mountain View, California.



Larry and Gail Tomlinson (seated) at farewell dinner in Brazil with Graco and Celia Ferreira. Young son Chad received a Corinthians soccer flag.



Waldir Storino



Rui da Costa



## Group Visits:

*a special resource*



TOP. Phil Wilson (second from left), mini-applications manager, shows Eisenhower Fellows through mini-center in Palo Alto. (At left, Intercon's John Hayes; right, Ed Miller.) CENTER. U.S. Region Area Managers visit Intercon headquarters OP. BOTTOM. Kai Wu addresses Japanese group at Cupertino.

One of the more familiar items on the list of company resources for our field sales force is visits by decision-making customers. Obviously, because of the time and facilities tied up by such activities both in the planning and implementation stages, it is important for those in the field to be selective and judicious in recommending plant visits.

The approval process for a justified visit—whether for an individual or a group—involves screening and approval by country management, followed by a request to the division via Intercon Headquarters to avoid conflicts and assure availability of local resources.

At our end, those of us involved in a customer visit try to provide the most professional and empathetic program possible so that all objectives are met. The growing volume of visitors, in parallel with the Region's sales growth, sometimes creates a strain but we prefer not to set visit quotas (a much-discussed subject). I'll be talking further about the entire visit planning process in more detail in a later issue.

Both international and U.S. visitors were Intercon guests in three recent group visits that made a lot of sense.

### U.S. Region Area Managers

On March 23, Intercon Operations Headquarters hosted seven U.S. sales region area managers plus seven Corporate Marketing managers and staff personnel.

The primary objective of the visit was to develop a more effective working relationship between international and domestic sales forces. A slide presentation on Intercon was followed by a discussion of the new International marketing policy and the Intercon order processing system. Positive results of the visit are already evident.

### Eisenhower Exchange Fellows

Each year, a number of Eisenhower Exchange Fellowships are awarded to men and women from other nations who have demonstrated outstanding leadership qualities and achievements in their own countries and professions. The program sponsors a two-month visit of Fellows to the U.S. to further world peace through the exchange of

ideas and information between nations at the leadership level.

Current president of the E.E.F. is former U.S. President Gerald R. Ford, who addressed the 1977 Eisenhower Fellows in San Francisco at a luncheon on May 31 to which two Hewlett-Packard people were invited. The company was honored by a visit of three eminent physicians who are among this year's group of Fellows—first at the Waltham Division and later here in Palo Alto. They were Dr. Mordchai Ravid, Medical Director and Head of the Department of Medicine of Jaffa Government Hospital, Israel; Dr. Andrew G. K. Chew, Deputy Director of Medical Services (Hospitals) for the Singapore Ministry of Health; and Dr. Hector M. Ricaurte, Chief of the National Hospital Division of the Ministry of Public Health of Ecuador.

During their visit to Hewlett-Packard facilities in Palo Alto the Fellows met with Dave Packard, Bill Doolittle, John Doyle, Alan Bickell, Ed Miller and John Hayes and toured manufacturing and research labs. We learned a great deal about medical activities in their countries and believe they left with a healthy understanding and appreciation of HP.

### Japanese National Computer Conference (NCC) and U.S. Study Team

Fifteen high-level officers and managers from Japanese OEM, software and consulting firms visited the General Systems and Data Systems divisions on June 24. This was an unusually fine opportunity for HP to have contact with a most influential segment of Japanese industry. Equipment demonstrations and presentations, tours and company institutional literature were all part of the program to familiarize the visitors with HP's products, leadership and technological depth.

HP has no calculator that can accurately add up the costs that the company incurs in hosting these groups—nor do we build as yet an instrument that can measure the effectiveness or value to the company. However, our intuition (and a bit of experience) tell us that the results far outweighed the investment in these recent visits and we want to thank everyone at HP who participated.

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