

depth

No. 18, JUNE, 1977

For the Australian
New Zealand staff
of Hewlett-Packard



Honour for Hewlett.

"COMGRAM"

BILL HEWLETT ELECTED MEMBER,
NATIONAL ACADEMY OF SCIENCES

WASHINGTON, D.C. — HP PRESIDENT BILL HEWLETT WAS ONE OF 60 NEW MEMBERS ELECTED TO THE NATIONAL ACADEMY OF SCIENCES IN RECOGNITION OF THEIR DISTINGUISHED AND CONTINUING ACHIEVEMENTS IN ORIGINAL RESEARCH.

THE ELECTION, CONSIDERED TO BE ONE OF THE HIGHEST HONORS THAT CAN BE ACCORDED AN AMERICAN SCIENTIST OR ENGINEER, WAS HELD DURING THE 114TH ANNUAL MEETING OF THE NAS IN WASHINGTON, APRIL 26.

THE NATIONAL ACADEMY OF SCIENCES IS A PRIVATE ORGANIZATION OF SCIENTISTS AND ENGINEERS DEDICATED TO THE FURTHERANCE OF SCIENCE AND ITS USE FOR THE GENERAL WELFARE.

GORDON BROWN — PALO ALTO

Wedding.

SYDNEY OFFICE

Not a new face, but a new name . . . **KAREN WALKER** (I.G. Secretary) became **KAREN LANE** on May 7th. The wedding, held in the beautiful Garrison Church in Sydney, the oldest church in Australia, was almost a social event for many HP-ites — and we all loved Karen's *victory wave* (!) at the end of the ceremony before she and new husband Gary went into the Vestry to sign the Register.

Babies.

PHIL GEORGE himself featured in New Faces last issue, became a proud father for the first time on May 4 when Louise presented him with a son, Stephen. Phil is Service Technician, Melbourne.

Congratulations to **COLIN** and **ANN BOYLE** on the birth of their first, a daughter Melissa Jayne, born on May 18. Colin is Supervisor/Service-Contracts, Melbourne.

ROBERT HICKS, Service Group Leader in Wellington, enlarged his family by one daughter on 18th April.

Congratulations to **CHRIS** and **JOHN HARVEY**, (I.G. F/E) Sydney on the birth of their son, Andrew James, (a brother for Fiona).

Miscellany.

ABOUT THE EDITOR

ROBIN SCHMIDT who is Senior Personnel Administrator located in Melbourne has again assumed the role of Editor of "Depth" starting with the December 1976 issue. Her role is to keep in contact with all correspondents and to determine what articles we intend to use in each edition, the timing of the production etc. Jim Creed assists in the layout and production areas.

Robin herself has just returned from an 8 weeks' special leave of absence. In that time she took the time to revisit her home in Tennessee, U.S.A. and also visit Europe for the first time taking in Italy, France, Germany and the U.K. Robin is now back on board after her enjoyable holiday.

Overseas readership - it's at least 1!!

PAGE 4, MARCH '77 DEPTH — "CAN YOU TOP THIS?"

SOMEONE DID:

Dear Sir,

We noted in your March issue a challenge by Telecom Adelaide, to top their system in size. We would like to enter two systems assuming that the challenge refers to the amount of equipment on a single site.

1. Safnit Mills, Johannesburg.

2x 9830A (16Kb)
2x Matrix Rom
2x Strings Rom
2x AP I Rom
2x AP II Rom
2x 9866A
1x 9880B
1x 9881A
1x 11285A (Datacom)

They have a similar system with one 9830 in Cape Town. Both systems are used for accounting and bureau work.

2. Motorvia Johannesburg.

1x 9830A (32Kb)
1x 9830A (16Kb)
2x Matrix Rom
2x Strings Rom
2x AP II Rom
1x Printer Rom
2x 9880B
2x 9866A
1x 9871A
1x Centronics 102A
1x 11285A (Datacom)

They have a 9825 and 2645 installed in Port Elizabeth with three more planned. The system is used for accounting work and control of cars on delivery from factory to dealer. They are considering another 9830, purely for data capture.

H O W Z A T ! ! !

FRED M. LOVETT
for HEWLETT PACKARD SOUTH AFRICA (PTY) LIMITED

THANKS FRED.

Is Brisbane boasting -- or complaining?

GENERAL INTEREST FROM BRISBANE OFFICE:

Computers — Sales have soared from \$100K per year to 750K for first half of this year, and look like continuing at this level — only problem seems to be handling enquiries.

New Zealand Notes.

GENERAL:

Like Australia, one of the features of marketing in New Zealand is the distances involved in selling direct to customers. While 50% of New Zealand's 3 million population is concentrated around Auckland, the balance is spread throughout New Zealand and being basically an agriculture country, industry is small and under capitalised, except for specialised areas such as the Pulp and Paper industry.

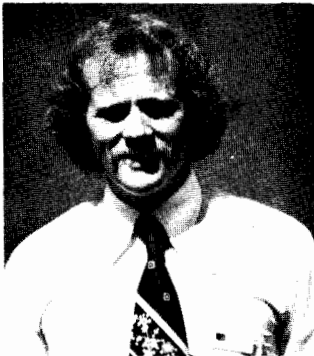
For this reason, New Zealand has been experiencing severe economic restraints over the past two years with inflation running from a high of 18% down to the current 12%. Capital investment is slow and the outlook is "no change" for the next 12-18 months which means that HPNZ's growth will be limited in the near future.

NEW ZEALAND CALCULATOR SALES FORCE

ALAN THOMPSON became a Field Engineer on May 1, 1977. He was the Calculator Staff Engineer for the previous four months. Prior to this, Alan was a Senior Customer Engineer in Wellington for HP and has spent a total of 4 years with HP in two periods of employment.

PETER ROMEYN is the Calculator Field Engineer located in Auckland. Peter has had 3 1/2 years HP experience, first as an Applications Engineer and then Calculator Field Engineer.

SHIRLEY DRAPER, Secretary for the Calculator Group is located in Wellington.



Alan Thompson.



Peter Romeyn.



Shirley Draper.

NEW FACES

CHERRY VAN ROY is our Wellington Receptionist who greets all with her beaming smile.

REX WAHRLICK joined as Instrument Service Engineer. He was previously with N.Z. National Airways, and DSIR. Rex takes Kevin Matson's place. Kevin has moved to Auckland and is now a Data Systems C.E.

MARY AYRE, our IPG secretary is originally from Scotland, but has 3 "Kiwi" children. Mary replaces Christine Macintosh who has travelled to the U.K.



From left: Cherry Van Roy, Rex Wahrlick and Mary Ayre.

MISCELLANY

On Sunday, 20th February, Wellington staff went to Queen Elizabeth Park at Paekakariki for the Annual Picnic, and a hot, happy day was had by all. Ian Parker brought his fibreglass sailing dinghy, and provided rides for all comers on the calm waves of the Tasman Sea. They were obviously aiming for Melbourne, but gave up to return safely to shore. Before starting the barbecue a flounder net was put out from the seashore, and a huge catch of ONE flounder was taken. Everybody was glad that the food didn't have to be supplied by the fishermen. Overall, everyone enjoyed themselves, but suffered for it during the following days as the sunburn came to life.



Paul Russell - "stoking" the barbecue. Mike Lynch - walking past the sausages and families.

N.Z. Notes (cont'd)



Dave Knight – bare chested.



Frank Wilson – our SHY storeman.

What was that again?



In Melbourne office recently the big question DAVID BUTLER asked BEV NEYLAND was: "What is the postage rate for standard articles within Australia?"

Analytical Action.

Another in a series of very successful seminars was recently conducted by the Analytical Marketing Group. The subject of the seminar was High Performance Liquid Chromatography and the seminars coincided with the Australian release of Hewlett-Packard's new range (1080 series) of microprocessor based Liquid Chromatographs.

Charles Euston from Hewlett-Packard's Avondale Division conducted the seminars which were held in Melbourne, Sydney, Adelaide and Perth. Charlie addressed capacity audiences at all places and his light-hearted manner and polished delivery were readily accepted. Whilst in Melbourne, Charlie also provided in-depth HPLC sales training for Mike Muller, Jim Watson and Bob Cattell. Walter Buturlin (Analytical Service) also attended, so as to familiarise himself with these new products.

Initial sales of these new products has been good, in fact, the unit being used for demonstration at the seminars was in transit to its Perth customer. All indicators point to FY77 being another most successful year for sales of analytical products in Australia.

Margaret Baker and helpers provided lunch for 45 each day during the 2 day seminar in our Melbourne office, which proved to be an enjoyable respite.



Seminar attendees at lunch.



Margaret and her helpers busy on the luncheon front.

Sydney Snippets.

Sydney office has recently acquired the long-awaited tables and chairs for the roof area, so we now have somewhere to eat our lunch. We've also obtained a small stove, which means that with winter months coming on there may be some nice casseroles being heated up for lunch (much to the envy of those who've only bought sandwiches!).

Ray Mills, Calculator Customer Engineer at Sydney office, has been dubbed "The Ladies Loo Lurker" by his colleagues. Visitors to Sydney will be aware that it is very easy to get mixed up with the entrances to the "♂" and "♀" and this is exactly what Ray did one day. We thought it was an isolated incident, although gently pulling Ray's leg, until the other day Ray's pen was found in the Ladies Washroom! (It subsequently turned out that one of the girls had taken it in there – or so Ray claims!)

All Melbourne visitors to Sydney understand, Ray. Someone with a Ben Casey complex must have been the decorator for that building.



We now have a photo of DUANE BISHOP, SYDNEY, who was written up in the March issue of "New Faces".



"How do our Field Engineers spend their off-duty hours?" Paul McQuarrie pretending he had to look after son David on the roundabout.

As most readers will already know, ALAN FERN left HP recently after 7 years. As a result, some fairly extensive re-organisation of duties took place, and everyone seems to be settling into their new roles in Sydney Service.

The physical relocations have also nearly all been completed in Service Department – much of the old partitioning has been removed, and a much better working environment now exists.

Service Department held a barbecue lunch in Lane Cove River Park recently, at the end of one of Bruce Marsh's visits – and an enjoyable time seems to have been had by all – particularly the stray dog (as shown in photo).



Service Personnel, plus stray dog.



Harold Norrie wondering whether Errol Donkin was right when he said they'd barbecued the dog!



New Faces.

After much interviewing and troubled times for both Bruce and Sara, one, **DAVID BUTLER** was hired to fill the position left by Peter Van Schilt, Melbourne Accounting. **DAVID** is married with two children, likes football and golf and *occasionally* indulges in a beer and a bet. He has a Diploma of Business Studies, is a member of the A.S.A. and a registered tax agent. He previously worked at Kemtron Pty. Ltd. where he was responsible for Divisional Consolidations.

JEAN CRAWFORD joined the Order Processing Group in May but originally came from Scotland and her spare time is occupied by squash, swimming and is an avid knitter.



David Butler.

Jean Crawford.

There are two new Teletype Operators in the Order Processing Group in Melbourne.

JANE MCGLOIN replaced Sonja Doyle and **BARBARA PERRYMAN** has taken the place of John Rossi.

JANE has joined us after serving 4 years in the R.A.N. and has many interesting hobbies including motor bike riding, plays A-grade cricket, is Assistant Cub Master – Rover Scouts; loves skin diving and snow ski-ing.

BARBARA is married and also enjoys motor bike riding and swimming.



Jane McGloin.

Barbara Perryman.

GRAHAM BARNES, Computer Systems Engineer, Brisbane has worked for a building society and a computer bureau prior to joining HP. Interests include hockey, squash, cricket, boating and fishing.

LEN LOTZ, Customer Engineer for 3000 series computers, Brisbane, previously worked for Queensland University and prior to that for Rank Australia. Interests include music and swimming.



Graham Barnes.



Len Lotz.

ROSS CHAPMAN, Sales Representative /Computers, Melbourne, started May 30. **ROSS** spent 6 years in Canada and the U.S., working with Xerox Data Systems in California for the last year before coming back to Australia, then 5 years with Digital Equipment and 4 years as part-owner of Webster Electronics.

ROSS and **JUDITH** have 3 children and his hobbies are squash and golf. Melbourne HP squash players initiated Ross recently – Ross's comment: "There's hope".

MICHAEL RIMER also started in the Melbourne Computer Group as Systems Engineer on May 30 hailing from Oregon, U.S.A.

During his first visit to Australia in 1963/66, **MICHAEL** married an Australian girl, **JOAN**, a school teacher. Back to the States where his first involvement with computers was with the Apollo Project; plus their first child.

In 1970 Michael and Joan came back to Australia where twin girls were born shortly thereafter. Since then a few positions, but now we wish Michael every success with HP.



Ross Chapman.



Mike Rimer.

Two new faces have appeared on the Sydney Office scene lately –

STEPHEN WATKINSON – I.G. Staff Engineer, commenced on 16th May to take over the position vacated by Roger Kane when he became an I.G. Field Engineer on 1st May. He previously worked at the RAN Calibration Laboratory at Garden Island. **STEPHEN** is married and he and his wife, **BRENDA**, expect their first child in mid-June. Stephen originally came from England, as did their other "new face" – **EMMET HAYES** – who joined HP on 30th May as Calculator Customer Engineer, from S.T.C. He is married, with no children "as yet" (his words!).



Stephen Watkinson.

Emmet Hayes.



Roger Kane.

Perth Para&Pic.

The 2nd Australian Business Equipment Fair was held in the Perth office early May over a period of 3 days and proved a great success in that far more good leads and contracts were made than anticipated. It was largely a flag-waving exercise but already 2 orders have been closed.



L to R. Mike Canvin, Glen Taylor, Matt Saunders, Ainslie Aspery, David Chambers.

Front: Judi Elliott and Sandy McCann. Rod Hale was in Melbourne office at the time this photograph was taken.

Calculator Column.

P (I) N G A G A I N !

Some Papua New Guineans appear to have insatiable appetites for many things. If you were to say beer, betel nuts and the usual bit, well that's arguable. But there is one odd item on their menu, that appears on the surface to be somewhat indigestible. Its popularity has been proved by requests for repeat performances of the smash hit of last October. So a return spectacular was organised this April. No, nothing to do with blue movies!

Co-starring Graham McVie and Chris Simpson, a 9830 Calculator, Programming and Operating Course was inflicted upon a capacity audience of twenty-five for four days straight. The class appeared to learn well, and the instructor learned plenty when instructed how to bend his elbow at the end-of-course knock-out session.

Talking about knock-outs – 9830 Calculators are becoming the rage. Graham's original sales efforts are yielding an increasing dedicated following of users and would-be-users, who would give their eye-teeth for a system, and who are, no doubt, giving their supervisors a hard time.

CALC SERVICE SEMINAR

An Industrial Calculator training session was held in the Dandenongs at the Sherbrooke Paradise Motel from the 2nd to the 6th May to provide product training on the newly released 9872 Graphics Plotter and the 9885 Flexible Disc Drive.

Those in attendance were Rod Hale (Perth), Paul Curtis (Adelaide), Chris Etheridge (Canberra), Paul Bromfield (Sydney), Greg Condell (Brisbane) and Ken Benton and Lloyd Stott from Melbourne.

The course proved very successful and we were fortunate in having Howard Rathbun from Loveland as our Instructor. It was the first time Calculator Service has had an instructor from the factory and it proved well worthwhile as we were able to sort out some other problems and give Howard an insight into Calculator service in Australia. From all reports the new products are so reliable we'll all be phased out over the next three years.

Sherbrooke once again turned it on with almost pleasant weather and the non-stop night life was starting to take its toll by the end of the week. Paul Bromfield benefited to a greater extent by gaining first-hand knowledge of the Victorian Railways and the remoteness of Sherbrooke.

Thanks must go to Kirsten and Diane for getting us up there and Rob, John and Danny for getting us back – just in time to beat the Controllers' strike for the quick movers. A few long faces were noted around Melbourne office the following week!



CPD SYDNEY. From left – Tim O'Sullivan, Scott Bayes, Mike Stevens, Shirley Nankervis, Col Colquhoun.

Data Centre Data.

HP MELBOURNE DATA CENTRE

At the Melbourne office of HP Australia, we have three members making up the Information Systems Department. Our services provide for much of Administration EDP needs for all of Australasia. Supervising the daily operations of the centre is Wendy Mosden who has had a hand in EDP since she joined the company four years ago. Wendy is now responsible for all aspects of the centre and has liaison with all users. Sue Turner joined HP to help with the growing data entry needs. Sue has good experience in data entry having worked in both New Zealand and Australia. The foreigner of the group is Arpad Tota who came to Australia two years ago from the Corporate EDP Department. Arpad is responsible for programming, maintenance and development.

The Centre equipment consists of –

- 1) HP3000CX with a 7905, an ISS, one 800 BPI and two 1600 BPI tape drives, plus six terminals around the office.
- 2) COMSYS system with four 2640's.

Most of the systems running on the HP3000 are Admin.-related. The Uniform Accounting System is used to process Australia and New Zealand accounting needs. Both entities are processed simultaneously by means of local jobstreams added to UAS. A locally developed Accounts Receivable System provides extensive on-line and batch facilities. The payroll system handles Australia payroll needs. The COMSYS system is used by Order Processing for entry to HEART; by Service for entry to the CONTRACT MODULE, and by Accounting to accept and restructure New Zealand accounting data into UAS compatible form. New Zealand enters their data onto a COMSYS data base application written in Melbourne. Time critical reports are selected and formatted to magnetic tape by UAS jobstreams and transmitted directly to New Zealand.

The HP3000 has been upgraded to a Series II and we have an additional ISS, giving us 109 million character storage. COMSYS will have an HP7905.

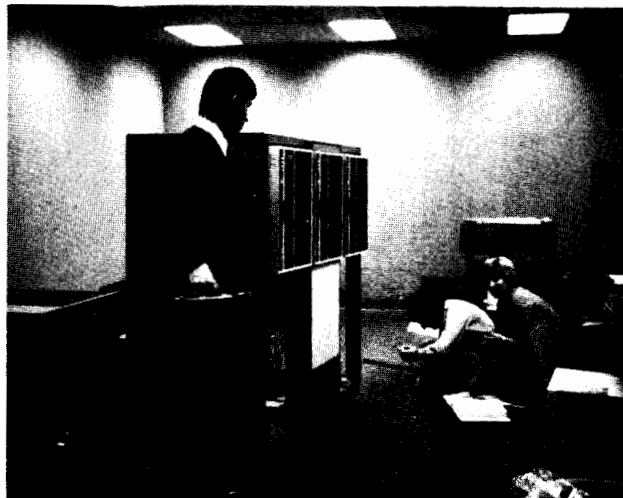
In the mill at present is another COMSYS application to allow New Zealand to conveniently enter information into Melbourne Service reporting systems.

All in all, the Data Centre has just begun to be of significant help to various groups in Australasia and is thus on the threshold of an exciting and challenging period of growth.

How's about that!

UP WITHOUT A HITCH

Recently Alan Dobby and Lindsay Gale upgraded our 3000CX to a Series II, no major difficulties were experienced, so we were told, although we were rather concerned by the worried frown on Alan's face also with the installation of the louvers – the Data Centre now is not what you might call "Ahem" sound-proof. Finally the boys emerged triumphantly sporting wall to wall grins. Good job Alan and Lindsay.



Arpad: "I always wanted to be a supervisor. Get to it, Wendy and Lindsay."



Alan: "Now, where's that little screw gone to this time!"

Comings & Goings.

TO THE U.S.

WAYNE SQUIRES from New Zealand.

JOHN BIESKE, MAX BIGGINS, MIKE CANVIN, GRAY MORGAN and GORDON SMITH all participated in the Instrument Group Senior Sales Seminar.

ROGER BAILEY, JOHN SPRINGALL, BILL THOMAS and GEOFF WINDSOR attended the HP Management Seminar plus other activities.

TO NEW ZEALAND

JOHN WARMINGTON.

BRUCE GRAHAM.

BILL THOMAS.

TO NEW GUINEA

BILL THOMAS.

CHRIS SIMPSON.

VISITORS FROM THE U.S.

JOHN HAYES – ICON REGIONAL MARKETING MGR. – MEDICAL.

CHARLIE EUSTON – AVONDALE (ANALYTICAL).

HOWARD RATHBUN – LOVELAND FACTORY (CALCULATORS).

WES REIGELMANN – CUSTOMER ASSURANCE MANAGER (AVONDALE)

The Big Parts Store Reshuffle.



*the trick
is to get
away from
this mess*

*and then
relocate...
in this
Shambles*



The Year of the F.E.

A Field Engineering Task Force has been formed in Australia with the following main objectives:

1. To recognise and accept that the Field Engineer is our number one resource.
2. To refocus the efforts of the total organisation in supporting the Field Engineer in his role as the primary interface with our customers.

In more general terms, we can restate these objectives in the following way. We are all aware that an essential factor in the development and success of the Company is the continued growth of the sales of our products. We all make a major contribution to these sales. From the typing of the quotation and the establishment that the customer can pay for the services he wants, through the smooth processing of the order, to the efficient servicing of the machine in the future, we all contribute to a happy customer who will return to us with his future needs.

Coupled with this, the more happy customers we have, the better our reputation will be in the marketplace, and the more people will want to deal with our company.

But we all cannot sit in a prospective customer's office helping him decide, when he is making up his mind whose machine to buy. We have to have one person who will do this job on behalf of us all. This person is of course, the Field Engineer. When he is talking to the client, he is talking on behalf of us all. It is therefore, in everybody's interest to make sure that the Field Engineer has our full support in his dealings with our prospective and present customers, because he is daily competing with many other Companies, and it is our support that can often give him the edge over our competitors.

In a Company the size of ours, this support has to be organised, this is the main reason for the Field Engineer Task Force, to suggest ways in which the support can best be provided, and how the obstacles to success can be removed.

The Task Force consists of: Mike Muller, Chairman, Roger Bailey, John Springall, Geoff Windsor, John Bieske, and Ted Cooke, representing the Administration, Service, Personnel, and Sales elements of the Company. Each member of the team would welcome any ideas or suggestions you may have to contribute to the success of this operation, which will be to the benefit of us all.

From The Managing Director.



Hopefully this issue will coincide with our 10th Anniversary of the founding of HP in Australia. It is interesting to reflect on some of our accomplishments during this period.

Very briefly, we have grown from the original 25 employees to 240, orders have moved from the \$2,000,000.00 mark to a figure in excess of \$20,000,000.00.

Commencing with headquarters in Melbourne and a branch in Sydney, we now have branches in Adelaide, Perth, Canberra, Brisbane, Port Moresby with a subsidiary in Wellington with a branch in Auckland and a CE working out of Christchurch.

Of course during the process of establishing these branches, the rapid growth did necessitate the seeking of new premises at rapid intervals at each location.

We have gone through the pains of introducing a considerable number of new products to our area including some very significant new areas of interest: computers, calculators (desk top and consumer) and distance meters.

Our company structure has changed a number of times so that our mode of operation is in somewhat similar vein to that operating in the U.S. and other major market areas.

We have installed highly sophisticated accounting, order processing and communication systems not in existence when we began operations.

Present indications are that we will end our 10th year at a very high level of performance – congratulations are due to all for the particularly good first half FY77. The Corporation reported a 26% increase in orders for the six months with a 50% increase in Net Income. Domestic orders had a resounding gain of 34% whilst International saw a gain of 19% for the period under review.

It is results such as these that led directly to our Profit Share distribution of 8%. 195 Australian employees out of a total of 208 participated in the distribution of just on \$A91,000.00 with eligible earnings of approximately \$US1,250,000.00.

Obviously they were good results but we should not become too complacent and strive to turn in an equally good second half.

John Warmington

J. WARMINGTON

Profit ... and we share it!



John Warmington telling the good news.



Waiting with eager anticipation!!

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