



## NEWS EXTRA

JANUARY, 1979

AUSTRALIA  
NEW ZEALAND AND NEW GUINEA

### NEW BUILDING FOR SYDNEY.

-hp- has just purchased a 5 acre block of land in Talavera Road, North Ryde from Amalgamated Wireless (Australasia) Limited with the intention of building a sales and service facility to replace the current leased premises at Pymble. Phil Towle, a former manager of the Corporate Construction Group in Palo Alto, who was actively involved in the design of the Blackburn facility, is coming out of retirement to work with the local Company management in the selection of architects and contractors and the supervision of design and construction. Roger Bailey and Phil Towle will be working with Sydney staff during early February on preliminary design specifications and we hope to commence construction later this year.

BILL HEWLETT is in the hospital in Sun Valley, Idaho after suffering a heart attack, Friday evening, January 19.

Dave Packard said he will remain hospitalized for a week or two and is expected to return to normal activity after a short period of convalescence.

### COMPUTER SYSTEMS:

MIKE WOODHAMS and BRUCE GRAHAM are currently in Adelaide holding an HP 300 seminar. Mike will be taking his beloved 300 around to all the branch offices as well as New Zealand.

Jan 30 - Feb 2 : Canberra  
Feb 12 - Feb 16 : Perth

Feb 5 - Feb 9 : Sydney  
Feb 26 - Mar 2 : Brisbane

New Zealand dates are to be confirmed.

### Good News:

The sale of an HP 3000 to British Aerospace heralds HP's breakthrough into the South Australian market. GRAHAM PALMER has also now been appointed as our Sales Representative in South Australia.

We are expecting great things in S.A. for the rest of FY79!

The Sydney Stock Exchange was opened on January 15 with due pomp and ceremony, including the cutting of a blue ribbon! The 2 HP 3000's are alive and well and everyone is happy. Special credit must go to ALAN DOBBY for his work through Christmas when he installed the memory upgrade.

RALPH PFISTERER has had his first major 3000 order from Glaxo - a mere \$300K! Congratulations and may there be many more Ralph.

### C.E. RECOGNITION:

\* In a letter to Rob Stewart, Dick Anderson, General Manager Data Systems Division, recognizes the contribution of Rob and the HP1000 team, in making 1978 the best year in the history of the Division.

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We quote from Dick's letter:

"It was a banner year by every important measurement criterion. Orders, shipments and profits were all well above the previous year. We concluded FY 1978 at 111 per cent of our worldwide order target, and managed that volume efficiently enough that our division's profit contribution to the company was well above average.

Overall, the Data Systems Division's business grew 31 per cent over the preceding year.

It is especially gratifying to note that our growth apparently was accompanied by a higher level of customer satisfaction. All too often, the true significance of an accomplishment such as this gets lost in the hectic pace of our demanding business lives. So I want to emphasize how much the Data Systems Division values the countless contributions you and your team made during 1978.

Please accept my personal thanks for the vital role you performed in our success. And I'd appreciate it if you would express my thanks to every member of your staff for making it all happen".

INSTRUMENT ORDERS - KEN JACKSON, Adelaide, has closed a sale with the Australian National Railways for a transceiver test system. JOHN HARVEY has received some good orders from communication customers and one for a 2813B to assist Esso in their exploration for oil. A \$200,000 Telecom order, compliments of IAN JOHNSTON and DON SIMMONS hasn't hurt the percent of quota either.

MEDICAL:

In February, MIKE TAYLOR will be installing the first Arrhythmia Monitoring System to be sold in Australia at the Royal Prince Alfred Hospital in Sydney. Mike, who doubles as Mass. Spec. service specialist for the Analytical Group as well as his Medical service responsibility, has had a number of interesting assignments including a trip to Korea last August to install a Mass Spectrometer.

The model 78220A Arrhythmia System was sold to Royal Prince Alfred by PAUL McQUARRIE last year who is continuing the good work in the Sydney area with a solid start to the FY79 year, and with the good contribution from IAN STUBBS in Perth, the Medical Group will finish the first quarter very close to target.

ANALYTICAL:

The Brisbane City Council have just placed a \$70K order for a HP 5992B Gas Chromatograph/Mass Spectrometer System to test the purity of water in the Brisbane area. This is BRUCE IBBOTSON'S first Mass Spec. sale, and we are looking forward to a few more this year.

DESKTOP COMPUTER DIVISION:

HP has recently accepted several new OEM's (Original Equipment Manufacturers within the Desktop Computer Division.

Clark Schofield in Western Australia has agreed to purchase 2 x 9825 Systems, 2 x 9835 Systems and 1 x 9845 System. Clark Schofield provides turn-key data acquisition and control systems in Mining, Surveying and Medical instrumentation markets. Responsible FE is MATT SAUNDERS.

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

Bruel & Kjaer, an acoustical and vibration equipment manufacturer with their Australian head office in Sydney, has signed an agreement to purchase 8 units. Responsible FE is BRUCE HAWKINS.

As well as signing the OEM this month, Bruce also obtained an order from Esso for a 9845 System for \$40,285.

A second OEM was signed in Sydney by Avery Australia Limited. TIM O'SULLIVAN is the FE involved and Avery has agreed to purchase a minimum of 8 units. Their application is in data collection and batching control in the concrete/bitumen and food industries.

WELCOME ABOARD:

January 22, HP Australasia reached the total staff number of 300. Of this number, 32 are employed in New Zealand.

ANN WHITE, Service Secretary/Receptionist in the Brisbane Office is the 300th employee.

Others who have joined us since the last publication of DEPTH are:

JOHN BURNETT	Computer Systems, S.E., Brisbane.
PHILLIP CLIFFORD	Computer Systems, C.E., Sydney.
ROBERT COHEN	Desktop Computer Staff Engineer, Sydney.
ROBERT DEY	Desktop Computer Staff Engineer, Melbourne.
MICHAEL FARROW	Instrument Service Technician, Melbourne.
BILL FILSON	Computer Systems S.E., Sydney.
LINDA FLYNN	Repair Admin. Clerk, Melbourne.
GEOFF FOLEY	Instruments Product Specialist, Melbourne.
PETER GEPP	Computer Systems, S.E., Perth.
SALLY IMBERGER	Order Processing/Mail Clerk, Melbourne.
JEFF INESON	Parts Order Processing Clerk, Melbourne.
SEAN MELLERICK	Parts Storeman, Melbourne.
RAY LE NEVEREZ	Computer Systems, C.E., Brisbane.
SUE NIMICZECK	Instrument Service Secretary, Melbourne.
ROBERT O'BRIEN	Computer Systems Staff Engineer, Sydney.
GRAHAM PALMER	Computer Systems Sales Rep., Adelaide.
PETER PULBROOK	Contracts Administrator, Melbourne.

WHERE DID THEY GO:

BRUCE McCORMICK has transferred from Auckland to join Hans Bels' Instrument Group in Sydney and DICK GRAF has moved from Canberra to become the Group's first Product Specialist in the Northern Division.

On temporary assignment, PETER ROMEYN from the Computer Systems Group in Auckland will join the Melbourne Group as Staff Engineer on February 5.

BOB CATTELL, Analytical FE, Melbourne will move to the Medical Group in February.

ANNE WICKING is now secretary in S.E.O., DIANE SINCLAIR has moved from Commercial Services to Consumer Calculators, BILL CERUTTY to Service Engineer and PETER BURFORD to the Calibrations Lab. COLIN BOYLE from Service Admin. to Consumer Calculators and KAY MERCER from Repair Admin. to Service Admin. All in Melbourne.

IAN WEBB, Melbourne is on temporary assignment in New Guinea. He will be responsible for Desk Top Computer Support.

TOM BRYANT, Parts Store, is convalescing at home after major surgery last month. He will be returning to work early in March, feeling on top of the world. We'll all be glad to see him back and Parts O.P. especially.

TRAINING AND DEVELOPMENT SCHEDULE:

Administrative Support Workshop - Melbourne - January 30-February 2.  
New Employee Orientation - Sydney - February 5.  
Customer Relations - Sydney - February 6 & 7.  
Selection and Interviewing Workshop - Melbourne - February 12 & 13.  
Effective Presentations - Melbourne - February 22-26.  
Advanced Sales Training - Melbourne - Desktop Computer Group February 19-21 and  
Instrument Group February 28-March 2.

The Operations Council meeting will be held at Cowes in Melbourne on February 18-20.

TIME SCHEDULE FOR DEPTH:

The next issue of DEPTH will be distributed at the end of March.

We plan to include articles on the following topics:

1. History of City and/or State in which HP offices are located.
2. The Seventh Objective - We would like to know what employees in your office are doing "to honor our obligations to society".
3. Examples of The HP Way in Australia, New Zealand and New Guinea.
4. Special Events - Trade Shows, Seminars, etc.
5. Big or unusual orders.
6. Interesting Product Applications.
7. Human interest stories (from each office). Some may overlap, topic 3; however include awards, group projects, etc.
8. New employees - Photographs and a paragraph about each one including those mentioned in the News Extra.
9. Transfers.
10. Office news items - parties; the usual news items.
11. Births, marriages, deaths.
12. Training and Development.

Copy must be in the Melbourne office on February 21. It will be sent out for type setting on March 6 and to the printer on March 12.

To quote INTERCOM, "We can't print what we don't receive". Help your correspondents by taking your news to them and let them know when you think they are doing a good job. The magazine is for you, let them know what you want to see in it and provide them with the material. Don't forget the photographs.