

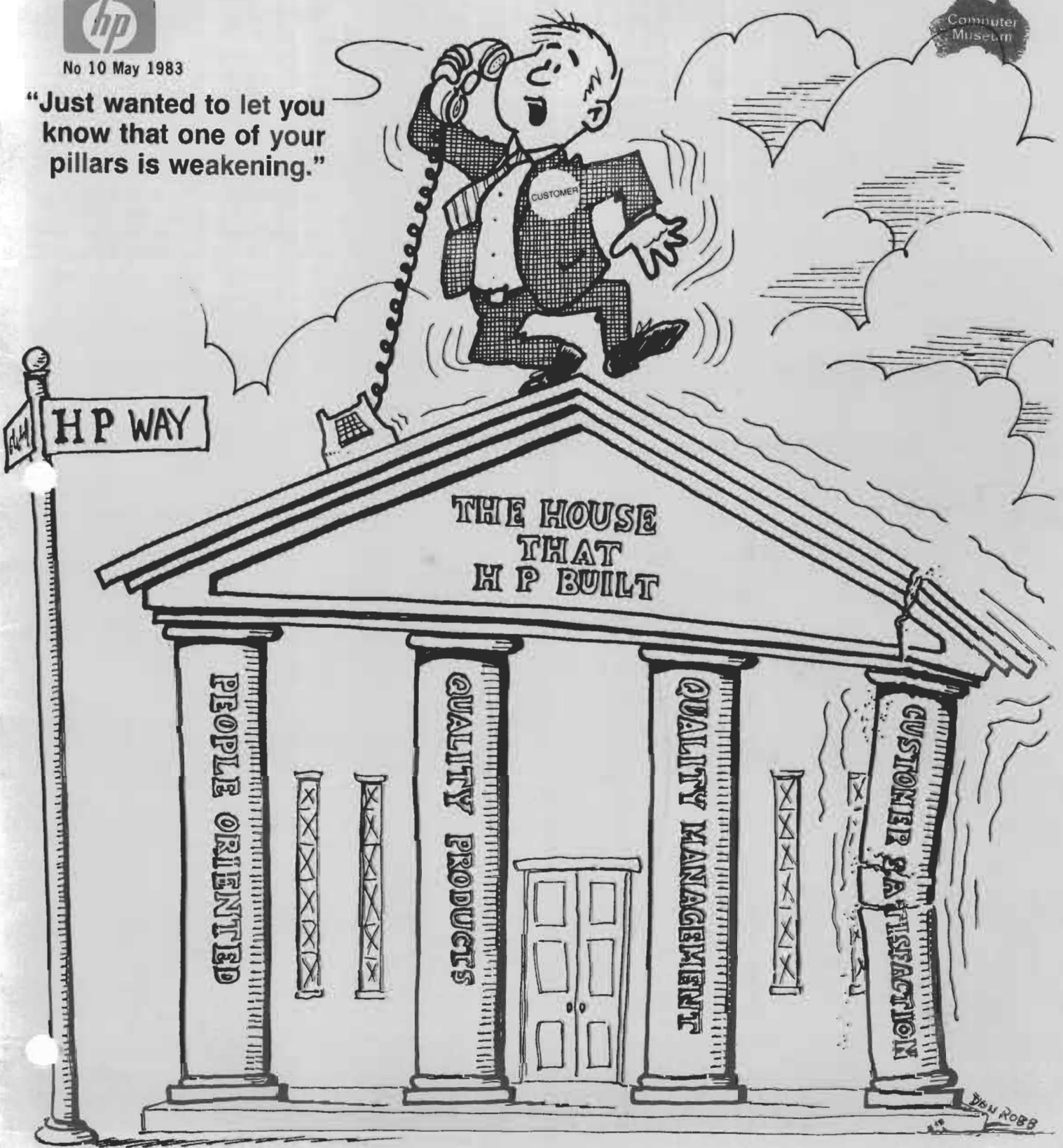
# depth depth dept

FOR AUSTRALIAN AND NEW ZEALAND  
STAFF AND FAMILIES  
OF HEWLETT-PACKARD



No 10 May 1983

"Just wanted to let you  
know that one of your  
pillars is weakening."



## Guard Against Complacency

There is serious concern in the company worldwide that many of us have lost sight of the most important aspect of our business – that the No 1 person to HP is the Customer.

When we forget this, we find that customer satisfaction, orders, revenue – everything – decline very rapidly.

In this issue of Depth we reproduce from La Prensa, the staff magazine of the Neely Sales Region, an article that shows the problem is not confined to Australasia.

At times we become too preoccupied with internal concerns to the neglect of customer needs.

Some of us are careless about answering phones promptly and courteously. We give callers the

runaround, shunting them from one extension to another.

We let correspondence wait until tomorrow when the customer is entitled to expect a reply being written today.

Our drop in standards did not happen suddenly; it has been an insidious creep.

I have already been asked why this has suddenly become a major issue. I have compared the problem to the wear of brakes of a car. Week by week, we settle for just a fraction less performance but comes a time when there isn't any lining left and metal screeches on metal.

Customers must not suffer from someone protecting an ego or the ego of a colleague. If someone isn't responding to a customer's welfare, it's everyone's job to jump up and down and make a lot of fuss.

We have outstanding products and excellent support. There is no intrinsic reason why the company should not continue to thrive.

We are letting ourselves, as well as customers, down at times by lack of attention to detail, by not showing customers our concern even when we feel it.

This ends with the customer losing confidence in us at HP. At that stage our products won't save us.

The irony is that it is not a big task to fix things. It just means changing some of our work attitudes and habits.

The owner of a Salt Lake City software company went to the heart of the problem when he wrote recently in a users' manual:

"If you have acquired HP equipment and the HP Way didn't come with it, you did not get your money's worth. You should be as mad as hell and you shouldn't take it any more."

If we don't apply the HP Way before a sale, we may not have the opportunity to apply it at all.

DAVID BOOKER

## Setting The Pillar Straight



There once was a man who decided to buy a computer. This man (let's call him Mr Customer) ordered product literature from a few companies and decided to call one of them to get further information. He was rather interested in a certain product. The call went something like this –

Company: Acme Products

Mr Customer: Hello, I'd like to talk to someone about a computer, please . . .

Company: Hold, I'll transfer.

Cindy: Hello, order department; hold please PAUSE Can I help ya?

Mr Customer: I certainly hope so. You're the third department I've been connected to. Do you know the availability on the Acme 123?

Cindy: Sorry, that's not my department. If you'll hold, I'll find out where to transfer you.

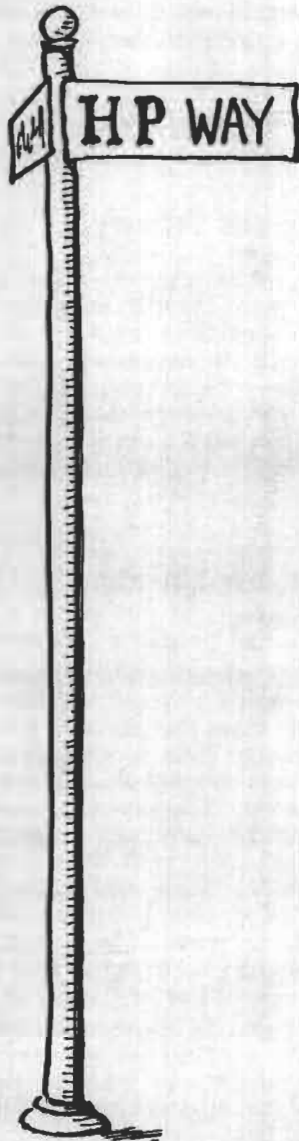
Cindy drops the phone on her desk and begins to page through her phone directory while telling her co-worker about the jerk on the phone who's demanding information. Something to the tune of – "who does he think he is anyway?" After realising it may take longer than expected and that Mr Customer can probably hear her (and he does), she decides to put him on hold. Instead, she disconnects him.

You have probably experienced the frustration of trying to get information over the phone, so you know this little scenario isn't all that exaggerated. Thinking about how the lack of common sense and courtesy over the telephone has irritated and frustrated you, it is easy to understand how a customer may become less than friendly after getting the runaround. For many of HP's customers, the only contact they have with the company is through the telephone. The courtesy projected by employees is a vital factor in preserving good customer relations. When you talk to a customer, you are HP; therefore, customer satisfaction is an individual responsibility.

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

**For research and education purposes only.**

## When you talk to a customer you are HP . . . .



Hewlett-Packard's Neely Sales Region has had the same telephone answering policy since the days of Neely Enterprises, as evidenced by the following excerpt from a memo written by Norm Neely dated November 10, 1961.

- A person is either in or out. (They are never in conference.)
- If they are in, they will answer the phone.
- If they are out, advise the caller when they are expected to return.
- If they are out, ask the caller if someone else can help them or if they would prefer to leave a message. When you take a message, complete information should go on the telephone slip. This includes date, time, caller's name and number, and your initials.

When in doubt, the following 10 helpful commandments will aid you in the development of an efficient telephone technique.

### ANSWER PROMPTLY

If possible, answer on the first ring. Prompt answers prevent irritation and help build your professional image. Give callers your immediate attention.

### IDENTIFY YOURSELF

Let your caller know who and where you are. Answering the phone in this manner has many benefits. The caller may have had a hard time reaching the person they need to speak to, so when you have identified yourself and the station you are speaking from, they know they have reached the right place. When you offer your name, the caller will often respond by offering theirs. This makes the initial contact get off to a friendly start.

### ANSWERING FOR OTHERS

Never ask - "Who's calling". It is the same as saying - "If you're important enough, we'll talk to you."

The HP policy in answering for others is to indicate if the person being called is in or out. They are never in conference. If they are not available, please advise the caller as to when they're expected to return.

Ask the calling party if someone else can help them or if they wish to leave a message so someone can call them back as soon as possible. If the caller wishes to leave a message, put the time, date, caller's name and number, their company affiliation, your initials and, if possible, a brief message as to what the call is about.

### TREAT EVERY CALL AS IMPORTANT

Make a habit of showing sincere interest in every call and you'll find the caller's appreciation for you and HP increases.

### BE PLEASANT AND COURTEOUS

A good telephone voice is alert and expressive.

### BE TACTFUL

Give the caller empathy, answer their questions, state positive actions you will take, and speak in clear and understandable language.

## BE AN EFFECTIVE LISTENER

Listening before responding to questions or statements helps identify you as caring rather than indifferent. Remember what the caller has said; it's one of the best ways to show the call is important. Ensure the accuracy of important facts by repeating them and asking if they are correct. (Renum-ber, Respell and Restate). And, please, don't interrupt.

## IF YOU LEAVE THE LINE, RETURN PROMPTLY

When you leave the line to get information, it's polite to ask if the caller will wait or if they prefer for you to call them back. If they choose to hold and it takes longer than you expected to gather the information, return to the line with a progress report. When you are ready to return to the line, get the caller's attention and re-open the conversation.

## TRANSFER A CALL ONLY WHEN NECESSARY

Handle the call yourself if possible. But, when it is necessary, explain why you want to transfer in terms of the benefit to the caller and be sure the person wants to be transferred.

## CLOSING A CALL AND HANG-ING UP

Try to close in a way that will leave the customer feeling satisfied. Let the calling party terminate the call and hang up first. And always put your receiver down gently. Above all, avoid talking to anyone else until the receiver is down.

The following excerpt from the secretarial handbook outlines the way to handle the most common calls that an HP employee can receive from a customer. Please note that these apply to any employee who answers the telephone.

A customer's first impression is usually a lasting one . . . .

## Demo Requests

When a customer requests a demonstration of one of our instruments, get the appropriate information and advise the customer that you will have someone call them back as soon as possible. Do not commit an engineer to a demo.

## Service

If a customer calls in requesting service on equipment at his facility, suggest they talk to someone in the service department. If no one is available to help the customer, take as much information as possible such as the instrument model number, a brief description of the malfunction, what location (room number, building number, etc) the instrument is in and whom to contact when the service technician arrives.

When a customer calls requesting information on equipment that is already in-house for repair, get as much information about the instrument as possible, contact the service department and try to obtain the latest data for the customer. If you are unable to satisfy the customer's request for information, tell him that you will have someone call him as soon as possible.

## Parts

Customers requesting parts information should be referred to the person doing parts I. D., or personally handled by you (depending on the situation and office procedures). If you do handle the request, be sure to get a description of the part, including the model and serial number of the instrument which is to be used. Advise the customer you will call him back as soon as you have the desired information.

## Price and Delivery

On requests for price and delivery, you should suggest the customer talk to the order department or, if necessary, give the customer the information. If you do quote price and delivery, make sure you have a current price list, delivery schedule and delivery guide procedure.

## Customer Literature Requests

If a customer calls or comes to your office requesting literature, advise them that you will be glad to handle their request and see that they receive the appropriate literature. The desired literature should be listed on a literature request form, with the complete mailing address and either forwarded to your literature department, or personally pulled and mailed by you (depending on your particular office procedure).

A customer's first impression is usually a lasting one, so make sure your voice and manner always show you at your alert and professional best. ■

Art work and graphics on the front cover and pp 2, 3 and 4 appeared first in La Prensa, the staff magazine of the Neely Sales Region

## Holidaying Made Easy

**T**oday's travellers are quite a different breed.

Not 50 years ago my dad would spend the month leading up to Easter or Christmas tuning our pride and joy – an Essex Super Six tourer – for its epic 100-km journey from Natimuk, near Horsham, to Hall's Gap in the Grampians.

There were no McDonalds oases or Big M stops along the tortuous unsealed route so thirsts were prepared for by patching the canvas waterbag, testing it over a week for leaks and then lashing it to the front bumper for clever state-of-the-art technology, utilising airflow, to keep contents cool and sweet.

Precautions included a spare of everything from tyre and tube to fan belt to spark plug to jerry can of petrol, wheel chains and tools to fit every non-standard bolt and nut (bush mechanics, particularly amateurs like my dad, didn't have access to factory-stamped spares; the true enthusiast regularly stripped a motor just to find out why it was running so sweetly and just as regularly mislaid something, so improvisation was a built-in part of the ritual).

D-day-minus-1 was for all hands to make impressive mounds of sandwiches as buffer against starving death should we take a wrong turn, break down and not be found for days.

The mind boggles at what the traveller does these days. Take **Chris Butchers**, Sales Representative (CSG), for example. He had 10 days free at Easter and casually piloted friends by Cessna 210 to Broken Hill, Alice Springs, Ayres Rock, Coober Pedy, Ceduna, Port Lincoln and Kangaroo Island, then back to Melbourne.

My dad once arranged to rendezvous with friends from Ararat near the Grampians reservoir; we waited a whole day but something went awry and we never did meet.

Chris nonchalantly arranged with **Jeremy Bowcock**, Field Engineer (O1) – flying himself and friends over from Sydney – to meet at Broken Hill and, by golly, they



● At Ayres Rock: Chris Butchers (kneeling) and (from left) Debbie Pearson, UK; Hans Vlaar and Maggie Chilcott, NZ; Carol Wilson, Melbourne; and Peter Ramsden, NZ. Jeremy Bowcock was the photographer

both found the place on the same day and flew on together to The Alice.

Both Chris and Jere are Kiwis.

Chris flies helicopters as well as fixed wing aircraft. **Ron Newman**, chief pilot of the Victoria Police air wing, is his tutor.

FRANK MOLONEY ■

## Welcome

● Jesse Cameron, third son of **Paul O'Brien**, DCE Manager (O2), and Inger, on January 14. Weight: 4890 grams (10 lb 13 oz).

□

● Stephen John, son of **Colin Boyle**, Sales Representative (12), and Anne, at Lilydale Bush Nursing Hospital at 8.30 am on April 14. Weight: 3544 grams (7 lb 13 oz).

□

● Victoria Louise, daughter and third child of **Geoff Stewart**, District Manager (O2), and Lucille, at Royal Women's Hospital, Melbourne, at 8.10 am on April 8. Weight: 4564 grams (10 lb 1 oz).

□

● Mark John, son and first child of **John Bellofiore**, Accountant, and Glenys, at Frances Perry House at 3.47 pm on April 13. Weight: 2552 grams (5 lb 10 oz).

● Andrew Joseph and Robyn Louise, twin son and daughter of **Roland Schiller**, Customer Engineer (O2), and Judy, on February 14. Weight: 3374 and 3034 grams respectively (7 lb 7 oz and 6 lb 11 oz). Andrew is the senior by four minutes.

□

● Karen, daughter of **Lloyd Stott**, Technical Support Engineer (O2), and Marion, at 4.40 am on March 3. Weight: 3950 grams (8 lb 11 oz).

## Postscript

**Brian White**, manager of Melbourne radio station 3AW, wrote an appreciative letter to HP Australia's Managing Director, **David Booker**, following a company and staff gift of \$6053.13 to the station's bushfire appeal, which raised close to \$3 million.

Another letter in similar vein was received from the Lord Mayor of Adelaide, **Cr John Watson**, for a donation of \$3,026.57 to South Australian fire victims. ■

## Brisbane's New Offices

Staff are appreciating their new building at 10 Payne Rd, The Gap, a western Brisbane suburb.

O. R. M. Healey Blessing can look out his office window over the picturesque Ashgrove golf course.

"But that's if I ever get time to enjoy the view," Healey says with some resignation. "The official opening was in February but we're still settling in. Moving twice in six months - we had temporary quarters in Milton - has been an extra burden on all our people. Through it all we have known that orders still had to be found and customers had to be looked after just as conscientiously."

Queensland's Deputy Premier and Treasurer, Dr Lew Edwards, had agreed to perform the opening and the commemorative plaque bears his name.

However, Dr Edwards had to go overseas and the Minister for Justice and Attorney-General, Mr Sam Doumany, deputised for him.

Managing Director David Booker welcomed Mr Doumany and the 160 guests and HP staff. There was good representation of interstate offices.

HP occupies 6000 sq ft on the ground and top floors, the latter being used for reception. When needed, probably in three years or so, another 6000 sq ft is available. It is the largest commercial building in The Gap area.

Neighbors are a handyman's centre, a bicycle shop and a gas station. The remainder of The Gap area is residential.

HP's land and building are valued at about \$1 million. ■

- Bruce Graham, Northern Zone General Manager; Sue Crompton, Brisbane Manager's Secretary; Penny McClelland, Secretary (02); Amelia Shanahan, University of Queensland; and Michael Lee, Staff Systems Engineer (Sydney) at Brisbane opening



● David Booker and Mr Sam Doumany at Brisbane ceremony



● Brisbane's Alderman B J Hallinan; Healey Blessing; and Gray Morgan, Area Sales Manager (01)



## Paperless Solution

Getting out to meet customers is part of Jim Arthur's job that he gives high rating.

Jim is Vice-President and General Manager of Computer Marketing Group. He spent a good deal of his recent short visit – his first to Australia – looking at customer sites.

One he found unusual and particularly interesting was at Geelong where the Australian National Animal Health Laboratories will be installing four HP1000 A900 processors, with the possibility of another two later.

Because of quarantine requirements, the environment must be as paper-free as possible. Risks cannot be taken with dangerous viruses getting out of controlled areas, carried by paper.

Stan Karpowicz, Sales Representative (O2), who went with Jim, John Bieske and Bruce Miller to Geelong, said a unique feature of the laboratories was that they were planned from the start to be paperless. Often it took customers years to do without paper in their internal communications.

The labs will analyse and try to find cures for a wide range of animal diseases but mostly they are involved with sheep and cattle.

Construction started about three years ago and two HP1000s (an A700 and an F Series) are installed. The F Series is doing software development work, while the A700 will be used to monitor the building.

Jim was the keynote speaker at the Melbourne Managing Directors' Dinner given as part of Productivity '83 (April 12 to 14 in Melbourne and April 19 to 21 in Sydney).

He confirmed that other Vice-Presidents would be visiting later this year. This was to support us in our marketing efforts.

He said he thought everything at Productivity '83 was professional and he liked the emphasis on product applications rather than on the products themselves.

He appreciated the amount of interaction between HP people



● Gary Grant, Computer Manager of ANAHL; Jim Arthur, and Bruce Miller, District Manager (O1), at Geelong laboratories

and customers at the various breakfasts, lunches and dinners.

In a busy schedule, Jim found time to dine with sales representatives who were above quota and with those nominated by SEO and CEO for outstanding contributions to HP Australia's efforts this year.

In Sydney two of his dining companions were College Graduates only two years ago. ■

## No News Isn't Good News

Sorry, New Zealanders and interstaters – this issue of Depth has too strong a Melbourne flavor.

It doesn't reflect editorial policy – quite the opposite really. It's just that folk across the Victorian border have been quiet about their activities and achievements.

Take just the domestic scene – six Melbourne births and an engagement are reported. Have such things stopped happening outside the Garden State?

For next issue – copy due by June 17 – send words and pictures to Peter Delbridge (Marcom - 03-890 6351, ext 328) or Alison Teed (Personnel - 03-890 6351, ext 343) Let them know early what is coming.

## U. S. Support

We have been receiving increasing attention from the Medical Products Group with three factory people and the new ICON Medical Manager, Tom Bailey, making their first visits.

Steve Emery, Product Manager for the Bedside Equipment Product Group in Waltham, Massachusetts, is shown in the picture demonstrating the new Monitor Terminal.

This was the star attraction at open days in Sydney and Melbourne for medical customers invited to view new products.

The Monitor Terminal allows nurses to directly input and recall patient information in a computer storage system.

Morris White, from Waltham Division, Joe Fowler, from McMinnville Division, and Steve conducted new product training for Medical Group. ■

● Steve Emery with Monitor





## Fibre Optics

Components Group staged successful seminars in Sydney and Melbourne during April to show our established and potential customers the great future for fibre optics.

Bryen Tanner, Components Sales Manager, was delighted with attendance – more than 100 at each seminar. Visitors included representatives of manufacturing industry, defence establishments, research organisations and Telecom.

The seminars were presented by Dick Jamieson, Applications Engineer, from the Interface Products Group in Palo Alto.

They covered all aspects of HP fibre optics from general theory, through our products and to particular applications.

Great interest was shown in the RS232-c/v.24 to fibre optics multiplexer HP39301A.

Dick's presentation brought an order, virtually from the conference centre floor, for a 400 metre link.

The application is for the Australian Broadcasting Commission outside broadcast van and it will probably grow into many more users of fibre optics in the ABC.

Bryen says there are many more very positive inquiries still to be followed up by the distributor sales force and is confident of winning many more fibre optics installations for HP. ■

### A SECRETARY'S LAMENT

An anonymous HP secretary, with sad resignation, tells what it's like:

"It's like the Battle of Britain all over again. Never before in the course of human history has so much been done for so many by so few in so little time."

Accompanying her homily was a 'Bristow' cartoon with the dialogue:

"I wonder whether you could type this out . . . ? I hope you can read my writing."

"Let me guess . . . you wrote it with both hands tied behind your back and the pen held between your teeth . . . ?"

## Naughty Night

Melbourne staff strongly supported a recent 'Naughty Nautical Night' cruise on the Yarra River. It was voted a great fun night.

The captain of the ferry, preparing for a trip from Princes Bridge to Westgate Bridge and back, could have been excused for fearing a hijack as a motley of really villainous, eye-patched, tattooed, cutlashed characters clambored aboard but they were well behaved.

(Only a jaundiced Sydney critic would jibe: "Where could a hijacker go? It's only since the drought broke that there's enough water to float a boat.")



● "Oh, you are awful," Paul O'Brien tells Brett Hutchinson at the "Naughty Nautical" night. Paul's wife, Inger, is the real lady on the right

## Super Plan Tops \$6m

Members will be interested to know that the Australian Superannuation Plan has reached a milestone – at March 31 last the total fund held had reached \$6,088,000.

Superannuation Plan funds

are invested by BT Australia Ltd, one of the country's leading fund managers.

During the five-year period ended February 28, 1983, investment performance had growth annualised at 19.95%.

Currently there are 402 full members, representing 79% of Australian employees.

RUSSELL WARMINGTON



● Dianna and Rod Kendall, Sue and Robert Dey, and George Artemiou cruise the Yarra



● Phil Hunt, Kevin Neal and Phil Cole, splicing mainbraces



● Vivienne Dixon and muscle-flexing Helene Smith



● Demure Sue Byrde



● Glenda Patterson with Andrew Robertson in pirates' lair



● Jolly John Edmunds . . .  
. . . mean, menacing Bruce Marsh

## Defensive Driving

It was cloak-and-dagger stuff when Joy Wingard, Support Administration Specialist (09); and eight others went to the General Motors-Holden Lang Lang proving ground for a one-day defensive and corrective driving class.

We wanted a photograph of the aspiring Brabhams revving on the grid but the GMH people were aghast. Which was understandable, really. Multi-million dollar developments and marketing strategies could be at risk if there were the slightest chance of a prototype being photographed and a print sneaked to the opposition.

But we have Joy's enthusiastic verbal assurance that the day was enjoyable and worthwhile.

Managing Director David Booker and Facilities Manager John Springgall had done similar classes for company executives and wanted others to share the experience.

John: "The nine chosen were not thought to need improvement in their driving but invitations went to people who had made an extra contribution in their areas over the past six or 12 months. As available and appropriate, the classes will be offered to others."

With Joy, these went to Lang Lang: Brian Scerri, Marcom; Alan Stoops, Specialist (21); Chris Crowle, Systems Engineer (22); K Kumar, Customer Engineer (02); David Collins, Customer Engineer (02); Darryl Herchenbach, Sales Representative (02); Stan Karpowicz, Sales Representative (02); and Eric Lording, Field Engineer (01).

Joy's best-learned lesson was the effect of tyre pressure on handling. Bill Harnutt, instructor from Amaroo Park Raceway, convinced her that no car should be on the road with less than 32 p.s.i.

Joy: "Salesmen on short demo drives at low speed show how comfortable their cars are by keeping tyre pressures low but it would sacrifice a lot of your safety margin out on the highway.

"If you don't lose traction - higher tyre pressure offers more rubber to the road - and you

get rid of the skid, the car will go where the wheels point.

"We were much wiser at the end of the class. Earlier it would have been real carnage on the roads if the witches hats we nicked had been the bystanders and steep drops they were supposed to represent."

John Springgall: "I probably was driving too defensively. New technology has given a far bigger margin of safety. The Lang Lang class updates awareness of the potential performance of both car and driver." ■

## Whiz Kids

Colleagues at Joseph Street know Rob Stewart, District Manager (02), as an energetic and enthusiastic fellow.

But that's just on what they see at the office - off the job his energy continues to match his enthusiasms.



● Michael and Tim . . . barefooters

And when he might be tempted to flag, there's an energetic athletic family to keep him moving. In fact, sons Michael, 12, and Tim, 10, now set the pace when the family water skis at Lake Eildon, their second home (the other is at Boronia Heights).

Last Christmas both boys showed they had exceeded Rob's considerable skills at skiing.

Michael was water skiing at five and he's been 'barefooting' for two years.

"He'll do anything you let him have a go at," says Rob, not without a touch of fatherly pride.

Barefooting calls for total fitness and mental commitment. Speaking of himself (not the boys, of course), Rob says a single glass of beer dulls performance.

Michael and Tim were among the youngest in Victoria to ski and then barefoot. Rob and wife Cheryl now have a decision to make - should the lads be allowed to accept invitations to ski competitively?

"The family has seen the sport as a social activity. There is a challenge now to balance the social with the competitive," says Rob.

Hang gliding and acrobatic gliding, towed behind a boat or jumping off a cliff, are other Stewart recreations.

Each son has won badminton championships, Michael has just started tennis lessons and Tim has a best-and-fairest for football.

Sister Debra has shown none of their skills. Not surprising, really, because she's just seven months old.

Other HP employees must also have clever children. Depth would like to hear about them. ■

## Diary Date

Melbourne Social Club  
asks that

**SATURDAY JULY 9**

be underlined as the date  
for its annual dinner  
dance at

**VILLA BORGHESE  
RESTAURANT  
Kilsyth**

President John Bellofiore  
promises a great night of  
dancing, wining and din-  
ing

## Transfers

**John Burnett**, Systems Engineer (Brisbane) to Systems Engineer (Sydney).

**Jayne Burton**, Secretary, Components Group (Sydney) to Personal Computer Centre Representative/CSG (Sydney).

**Phil Cole**, Customer Engineer/CEO (Melbourne) to Australian Support Manager/Medical Products (Melbourne).

**Peter Colquhoun**, District Manager to Sales Representative/CSG (Sydney).

**Diane Condon**, Secretary Admin to Secretary/Asst/Marcom (Melbourne).

**David Cox**, Staff Sales Representative to Personal Work-Station Sales Representative (Sydney).

**Ronald Holstegge**, Systems Engineer/CEO (Sydney) to Applications Engineer/AAC (Sydney).

**Kieran O'Reilly**, Technical Assistant/Instruments (Melbourne) to Facilities Assistant/Admin (Melbourne).

**Greg Sadler**, Staff Sales Representative/CSG/Tech to Personal Computer Centre Supervisor (Melbourne).

**Steven Trainor**, Customer Engineer/Medical (Melbourne) to Customer Engineer/Medical (Sydney).

**Steven Weir**, Staff Customer Engineer/CEO (Sydney) to Customer Engineer (Sydney).

## Newcomers

**Colin Allen**, Technical Sales Representative (Melbourne).

**Linda Bassett**, Typist/Clerk/Support Admin (Melbourne).

**Janet Beck**, Secretary/Admin (Melbourne).

**Les Bognar**, Sales Representative/CSG (Melbourne).

**Steven Brivik**, Revenue Sup/Support Admin (Melbourne).

**Pat Burrows**, Senior Analyst/Prog EDP (Melbourne).

**David Cohen**, Customer Engineer/Medical (Melbourne).

**Lester Crombie**, Staff Engineer/O2 Tech Comp Group (Melbourne).

**Nicholas Debenham**, Staff Sales Representative/CSG (Sydney).

**Wayne Edwards**, Sales Representative/Tech/CSG (Melbourne).

**Tracey McCabe**, Systems Co-ordinator/Service Admin (Sydney).

**Anne McLeod**, Secretary/CSG (Melbourne).

**Janine Morris**, Staff Systems Engineer/SEO (Sydney).

**Ian Norris**, Sales Representative/O2 Computer Sales (Brisbane).

**Sandra Parker**, Secretary/CSG (Sydney).

**Ron Schmulevitch**, Customer Engineer/CEO (Melbourne).

**Daphne Sutton**, Secretary/Facilities/Finance (Melbourne).

**Jim Westlake**, Systems Engineer/SEO (Brisbane).

**Barbara Williams**, Clerk/Typist/Marcom (Melbourne).

**Peter Wilson**, Sales Representative/Technical Computer Sales (Sydney).

**NEW ZEALAND**

**Christine Archer**, Secretary/O2 (Wellington).

**Stephen Brine**, Sales Representative (Wellington).

**Elizabeth Calvert**, Accounting Clerk (Wellington).

**Roy Crothers**, EDP Operator (Wellington).

**Joanne Tesoriero**, I/E Clerk (Wellington).

## Graduates Help Productivity '83

Each year HP Australia runs a College Graduate hiring program as part of its philosophy of "growing our own people."

This year recent graduates assisted at Productivity '83, hosting 200 final year tertiary students who were invited to see the range of new products and applications.

Fifty students each were invited from Melbourne and Monash Universities, Royal Melbourne Institute of Technology and Chisholm College of Advanced Education.

Campus recruitment increases awareness of HP among final year students and sparks interest among those coming up through the universities and colleges.

The projected intake for 1984 is at least equal to and will possibly exceed this year's 24.

## BACK COVER

College Graduates also helped to host the Family Night at Productivity '83.

**David Booth**, Staff Sales Representative, who was recruited from Monash, was one who made a hit with five winsome visitors to the Melbourne Hilton, pictured on the back cover.

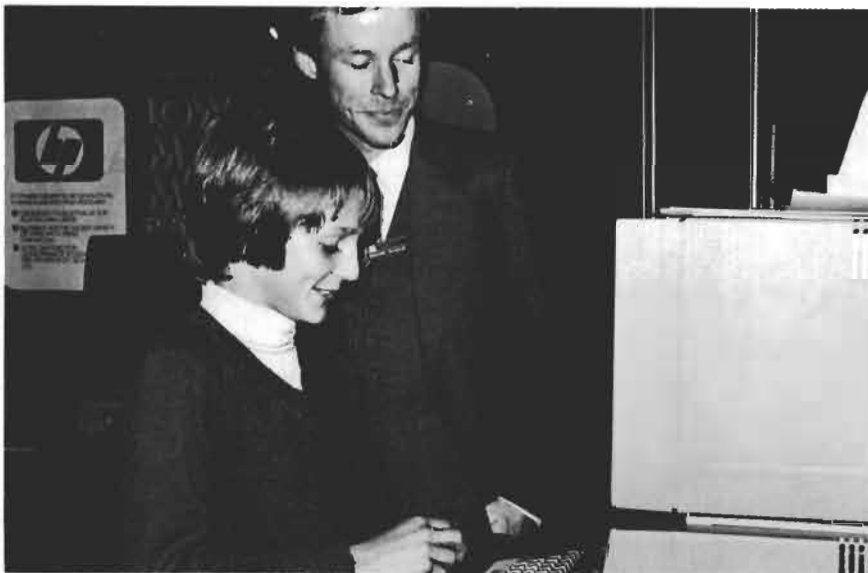
We can tell you that **Graeme Gilmour**, Staff Customer Engineer, who graduated from RMIT, is the host in the picture on this page but we could find no one able to name the youngster at the keyboard.

No doubt the first person to read **Depth AFTER** it comes from the printer will know names, ages, addresses, parents, schools and a mass of other information. We'll pass it on in the next issue — they're all too attractive to stay nameless.

## Engaged

**Sue Saultry**, Secretary (O2), to **Wayne Barclay**, on March 4.

□



● Graeme Gilmour and Family Night guest



GET  
PICT



HEWLETT-PACKARD  
**Productivity**  
**83**

**family night in  
Melbourne**

