

hdepth pth

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



No 14 March, 1984

• Computer Group Secretaries
Andrea Hinton (left) and Dee Gibson
admire the "magic" HP150 with Sales
Representative Peter Hall (Sales Force 12)



Higher profile

Just a month ago, HP Australasia launched its first mainstream product into the important personal computer market.

Many will have seen the good coverage in the daily and trade press, as well as Channel 10 TV news in Melbourne.

We also had the nationwide television conferences where attendances were far in excess of anything we had achieved previously.

The HP150 is a very exciting product, the main obvious feature being the touch screen which gives increased ease of use.

I am sure that this will be one of the features that will give us a marketing edge against very strong competition.

There is no doubt that with our TV advertising campaign and other activities the company's visibility is increasing considera-

bly. We are becoming much better known in the business community in general.

Response to the HP150 illustrated this. The HP150 was a big release, an important release, a very visible release. The "Hewlett-who?" syndrome is now well behind us.

We should be very proud of a company team effort that can generate such visibility in such a short time.

□

I take this opportunity to comment on the general economic picture based on first quarter results for Australasia.

We have had a good first quarter, a good start to the year. However, we all should realise that throughout 1983, while business slowed down, we made calculated but expensive investments.

AAC, Master Plan and the Graduate Hire program were some.

While this has put us in a very strong position to take advantage

of business opportunities now coming up, it means that in the short term we are slightly over-invested in staff, with a corresponding level of associated expenses.

Consequently we must maintain a conservative position on hiring and other expenditures until the level of business increases and is sustained.

I realise that short term this is going to cause some problems in certain departments which from time to time could be under-resourced.

But this is one of the consequences of HP's employment security based-on-performance philosophy.

At times people are going to be called upon to make that little extra effort to help the company through a difficult phase.

However, I am still very confident that 1984 is going to be a good year for HP Australasia.

DAVID BOOKER

Future rides on HP150 magic

Perhaps the most crucial product in Hewlett-Packard history is the HP150 Personal Computer, simultaneously launched in mainland capitals on January 26.

HP President John Young has gone on record as saying "success in personal computers is absolutely essential to continuing in the business we are already in."

The US launch in September of the computer with the touch-sensitive screen came at a time when the company faced a market filled with uncertainty, fierce competition and pitfalls the likes of which it had never seen before.

Paul Ely, Executive Vice-President of the Computer Groups, put it this way: "At some point toward the end of the decade, personal computers will be our prime business if we are a successful computer company."

More than 200 American companies now manufacture personal computers, double the number of only two years ago. Dozens of European and Asian companies have also jumped into the market.

PCs for the home market - typified by the Ataris, Colecos, Sinclairs and Commodores - sell from retailers' shelves much the same as wrist watches and radios.

To the non-technical, the ability to work through a program by merely touching the HP150's screen (no mice, no light pencils) is magic.

But the method is backed by well-researched and field-proven technology.

Invisible beams of infra red light crisscross the HP150's screen. When a fingertip breaks both a vertical and horizontal beam, it sends a signal to the computer just as if someone had touched a key on the keyboard.

HP is restructuring its distribution but has made a deliberate decision to continue to aim for the business market.

Srini Nageshwar, Manager of Personal Computer Groups' retail

marketing program, who attended the Australian launch, said: "Companies will have a computer on every desk long before there will be a computer in every home."

HP decided to build the HP150 to microcomputer industry standards: the MS-DOS operating system and the Intel 8088 microprocessor, making it relatively easy for outside software writers to rewrite packages for the new machine.

An important departure from rival machines, however, is the use of twin 3½ disc drives made by Sony. They are less expensive than their 5¼ cousins yet both discs hold the same amount of information.

Four days of pre-event filming by Iloura Productions at Port Melbourne went into the Australian launch.

HSV7 provided the transmission link to special audiences at Leonda in Melbourne (450 attendees), Windsor Gardens in Sydney (300), Canberra International in the ACT (100), the Ridge Motor Inn in Brisbane (220), the Festival Centre in Adelaide (200) and the Kings Hotel in Perth (235).

It was the biggest audience for an HP presentation in Australia. ■

Fast footwork for added value

November was when visiting **Dick Alberding**, Senior Vice-President in Charge of International Operations, said that HP Australia might move from being a solely selling organisation.

"I have asked **Dr David Booker** and his people to draw up a plan for the progressive increase in Australian value added content of HP products," he said.

Industry cynics might have thought they were fine words but they would wait and see. Their wait was short.

In January came the appointment of **Bruce Marsh** as Marketing Development Manager for value added products in Australasia.

Then February saw the first manufacturing project almost in place, with 13 others being investigated.

HP Australia has negotiated with a Victorian company to manufacture a sophisticated electronics product.

Initially the product will be supplied to HP operations in Australia, New Zealand and other countries in the Pacific Basin but there is potential to supply the world.

The value added program is even more significant than being a new hardware revenue-producing venture. Like AAC, the burgeoning software project, it has wider implications than just ringing the till.

Overseas sales mean more offset concessions from Federal and State Governments. The more a company exports, the more it can

sell to governments.

Bruce belies his appearance of youth and enthusiasm. He is one of the longest serving staff of HP Australia.

He graduated from Royal Melbourne Institute of Technology in 1964 as a communications engineer and joined Sample Electronics, where he started his association with **John Warmington**, founder and now chairman of HP Australia.

He was associated with a very early HP manufacturing activity.

"I was a one-man band," he recalls. "It involved unpacking kits, putting them together, testing and aligning, then packaging and sending out 200CD oscillators and 400D vacuum tube faultmeters to customers. There are probably some of them still operating in Indonesia, the Philippines and elsewhere."

Some may say his career has been always in support roles - a succession of posts as service manager to instruments, medical, analytical and hand-held calculators. And as Australian SEO Manager from 1977. when

he had a staff of five, until he took his new job, leaving a staff of 65.

But Bruce has never seen himself as divorced from the sharp edge of selling.

"Your support team gives significant input to preparing sales strategies, designing presentations and helping with customer confidence before, during and after the actual sale," he says.



● Bruce Marsh . . . a youthful veteran

"Support staff don't just fix things when they won't work. They creatively back up the point-of-sale efforts."

Bruce sees the company's latest move into manufacturing as giving more benefits than merely making sales.

"There are tax benefits, HP's activities will be more pleasing to governments and it will boost the corporate image," he predicts.

"It will also be good for the morale of those who enjoy involvement in selling but do not want to tote an order book; people who in the past have sometimes felt they had not much place to go. Manufacturing can offer wider opportunity for advancement."

Bruce's recreation is sailing with wife Judy and children, Alison, 13, and Andrew, 10. ■

John Deftereos, Area Sales Manager (12), being prettied (?) by make-up artist for televised launch of the HP150



Tasman crossover

For a royal birth or wedding or some such important occasion, the British have a poet laureate to dash off a few inspiring verses.

In New Zealand, they don't quite challenge royalty but they have a resident poet to mark their only slightly lower-keyed events.

Like Roy Armour shifting from DCE Manager New Zealand to Northern Zone CE Manager (O2).

Wellington's Import-Export Supervisor Frank Wilson waxed lyrical and Secretary Cheryl Graham sent these lines:

THE HAGGIS LAMENT

The big country
Is calling.

You will find it enthralling
Its confidence, its immensity, its pace.

You will look in wonder
At the blue skies in "downunder"
And the bright blue skies of the heavens
at night.

The great open plains
The desert remains of a lost mountain
range
The birds in their flight, the wildflowers,
the roos
The chant of the didgeridoos.

Most of all you will find
They are a real matey kind
And love to address you as sport.

But we would like to say, mate
We do hate to lose you
As really you're not a bad sort.

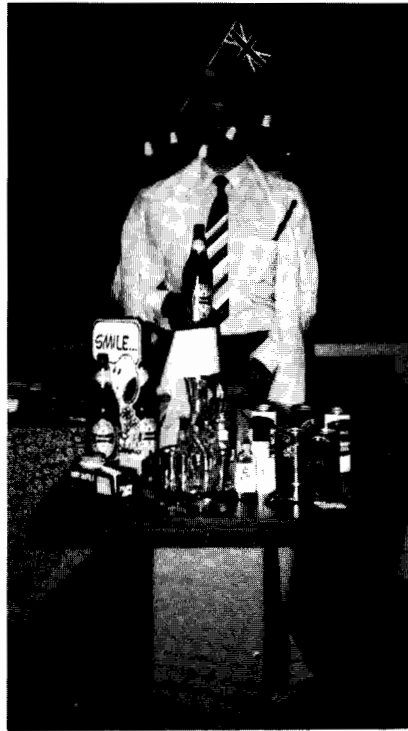
We will miss you around
This Kiwi stamping ground.

And our thoughts will go with you as
well

Look out for the super-roos
The man with the didgeridoo
As he is bound to put you under his
spell

But you can't help but like
The big country might
And all at HP wish you well.

Lois Miller, Auckland Sales Secretary, Computer Group, listed Roy's gifts: "Hat with corks to ward off those dreadful flies; NZ flag and Kiwi pin to remind him of good old New Zealand; a compass in case he gets lost; fly spray in case the hat doesn't work; suntan oil for that pale body; a few beers to refresh him; a red rubber phone to remind him of the Hot Line; a rattle because he's known as a bit of a cradle snatcher; and deodorant for those hot sticky days."



● Frank Wilson had the generosity to leave out the Aussie flies but not so those who shopped for going-away presents. The picture of Roy Armour shows his sun-downer hat complete with regulation dangle of corks.

ENGAGEMENT

George Artemiou, Melbourne Customer Engineer, and Kathryn Jolley announced their engagement just after Christmas and said they would marry in August.

BIRTH

Bob Congdon, Analytical Service Manager, and wife Anita are proud parents of Christina Elizabeth Page, born at St George's Hospital, Kew, at 6.09 am on January 5 (3175 gr/7 lb).

Instruments training

Eleven manufacturing divisions – 10 in the US and one at Boeblingen in West Germany – were represented at the new products training course in Melbourne in January.

Field engineers were training so that they could confidently back up about 30 new products as soon as they became available to users.

The entire Instruments sales force attended. Service staff stayed home to watch the shop. January was chosen because it is the quietest time of the year.

Altogether 65 people were involved.

One of the new products was a protocol analyser which checks on information that goes between computers or networks. It will be released simultaneously in the US and Australia on March 12-13.

This will be the first time that Australia has shared in the first release of an instrument. In fact, the time lag gives Australia a few hours break on the US.

Chef Ben Bramble designed an impressive dinner for those on the training course and a number of guests, who included Managing Director David Booker, Southern Zone General Manager Bruce Graham, Personnel Manager Geoff Windsor, 16 overseas visitors and representatives of the many areas of the company which back up the efforts of Instruments Group.

Glen Taylor, popular Perth Branch Administration Supervisor, will be making a big adjustment in March. She will relocate 3500 km to the east and switch from secretarial to marketing responsibilities.

Discussing her appointment as marketing assistant, John Schmidt, Field Marketing Manager, Instruments, said: "Both moves will be a challenge to Glen but she thrives on challenges. She has made a great contribution to the Perth office for six or seven years. Instruments looks forward to having her enthusiasm and talents in Melbourne."

Dim view of shotgun affairs

Undoubted dedication to the mining industry, long range planning and patience working towards an objective are distinguishing marks of **David Chambers**, since November Branch General Manager and Computer Group District Manager for Western Australia

David's own career and how he trains staff show his aversion to shotgun salesmanship - haphazardly firing pellets and hoping a few will hit.

"Look the market over, choose a high probability and go for it," he tells his team. "Shoot for everything in sight and you acquire expertise in nothing. You're not respected in the market for that."

An Englishman who came to Australia 31 years ago, David early on decided that he would make mining his specialty.

"The mining fraternity impress me as knowing what they want and being prepared to spend money to get it. But they won't stand for short cuts. You succeed only if you display dedication that matches theirs," he says.

That was the philosophy he instilled into the company he founded to design and manufacture electronic systems for the mining industry, the PMG (today split into Telecom and Australia Post) and the Western Australian Main Roads Department.

He thinks his company beat HP to develop the first digital frequency meter but at the time he was not enthusiastic about the project.

The PMG people wanted to be able to jump aboard a fishing boat and with a battery-powered instrument quickly read off the craft's radio transmission frequency. David didn't see a great market and anyway someone was sure to come along with a device.

When they didn't, he bent to PMG persuasion but not before extracting an order for 30.

The business prospered until the mining slump of the 70s when an independent could not hold on and he sold. But he kept his conviction that miners were worthwhile customers and looked for a

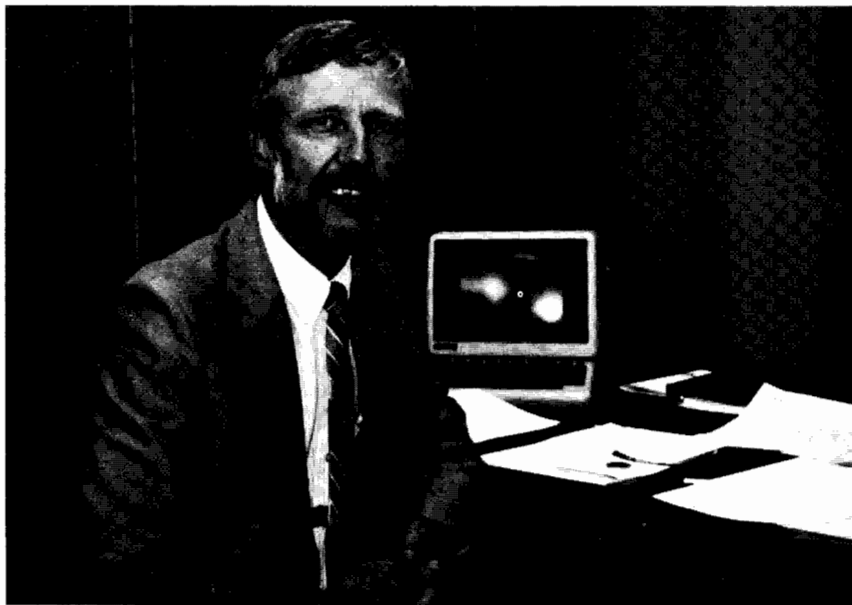
company that shared his ideas and one the industry could trust.

It was a matter of choosing HP as much as HP choosing him.

"Mining activities are most times exceedingly remote; therefore the key factor is the confidence mining managers can feel in their suppliers," he says. "The proven reliability of Hewlett Packard's products and support and HP's dedication to their industry is why they buy from us.

"It is not enough to offer smart equipment. They want assurance that their friends have stamina, that they won't get the stitch when the haul is long and tough."

David confides that his dream of 10 years has been to be a trusted



● David Chambers . . . takes careful aim at targets

working partner of the giant consortium CRA but knew he had to work painstakingly towards his objective.

"I picked out Hamersley Iron, a CRA company, and proved to them that HP had the will and the way to meet their needs. When I thought that Hamersley's head office in Melbourne might not be getting all the nuances of conditions on site, I flew east to talk to them. I think this impressed them that HP was not pushing for quick sales and did not do things by half measures.

"Today CRA has a wide network

of HP systems operating in its companies - like Dampier Salt, Pacific Coal in Queensland and Hamersley Iron."

It gave David quiet satisfaction when Argyle Mining took three HP3000s for Australia's first and only diamond mine.

With Sales Representative **Andrew Moore**, Systems Engineer **Keith Davey** and Customer Engineer **Paul Wighton**, he worked for more than a year to swing the deal.

Eighteen months of work has gone into the Carr Boyd Minerals project, concerned with remote sensing for exploration.

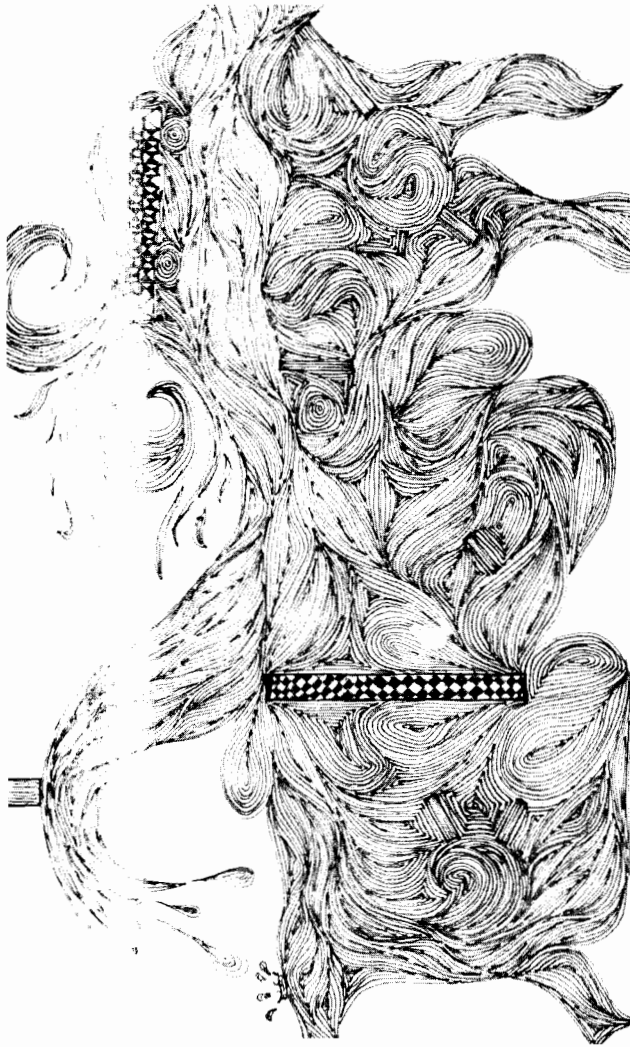
David has wider responsibilities as BGM but says his stress level has fallen. He's still heavily involved with selling but largely by developing sales strategy and training and motivating his team to

share his dedication to mining and the other opportunities presenting in WA.

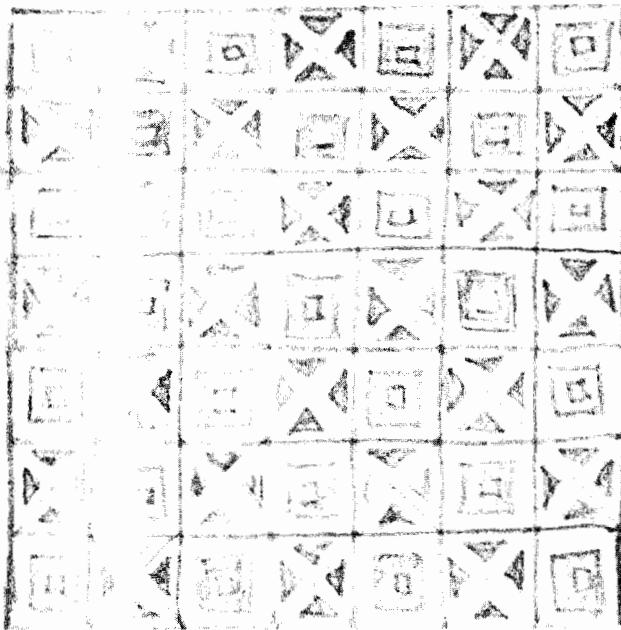
In his methodical way, he now allocates Saturdays to homework (mending taps, the television set and fridge rather than bringing home a bulging bag from the office); and Sundays to church in the morning and sailing with the family in the afternoon.

Australian-born wife Gaye is studying at the WA Institute of Technology for a BA with English literature major. Three of their six children are still at home. ■

More daft doodles



● John Cromie's awesome dream



● Bob Keers . . . doodle shows cool, well ordered mind

Dictionaries define 'doodling' as acting simple, playing bagpipes (would one dare equate the two?) and cheating.

Most make no mention of the idle scratch of pen or pencil while the conscious mind locks onto laudable lofty thoughts (like selling more computers.)

Some raise it to an art form — **Bruce Miller** District Manager (O2), in the October issue of *Depth* and now **John Cromie**, AAC Manager, and **Bob Keers**, Sydney's District Manager (O2).

Dr George Wittingslow, principal lecturer in psychology at Royal Melbourne Institute of Technology, says that notwithstanding dictionary and encyclopedia the doodle has a useful role in understanding emotional attitudes and disturbances.

One learns that men who always draw themselves big and women small tell something to the psychologist. Among other things, they could have trouble with the Equal Opportunity people.

How a patient interprets someone else's doodle can also be a window on the mind.

But, no, George isn't prepared to finger Cromie as a latent wife-beater or Keers — neat, meticulous, careful — as one torn between wanting to be a safe suburban bank manager and a counterfeiter of the Queen's coin.

The profession has ethics. A psychologist would want a lot more evidence than could be gained from a doodle.

But at Joseph St there is an amateur shrink who has no doubt that doodles tell all.

One glance and he says the Cromie scribble reveals a state of acute anxiety such as an HP person might experience during a dream that FY84 has only a week to go and only 5 per cent of quota has been achieved.

Equally definitive is his Keers diagnosis: "A cool, well ordered mind. In seafaring parlance, someone who runs a tight ship. So tight that he launches boats with sodawater instead of champagne; and the crew pay extra for weevils in their biscuits." ■

Glossary

Most terms used by HP people in day-to-day dealings with colleagues and customers are universally understood but some have meaning only within the company or the electronics industry.

Here are a few; from time to time we'll offer more:

Commission — A percentage of the money earned on sales and paid to a salesperson, Distributor or Sales Company.

Compensation — Anything given in return for services, such as pay or commission.

Distributor — An independent contractor responsible for sales and support of HP products in places HP does not maintain a sales office.

HP Asia — HP's Far East sales headquarters located in Hong Kong.

FBP — Factory Base Price, which is the published price of products sold by a manufacturing division.

I/C — Intracorporate; meaning within, between or among HP entities. ■

Nights out

Dad and Dave, those amiable archetypes of bushwhackery, don't seem to have much relevance to the hi-tech world of chips and computers.

But they did their bit for an excellent piece of HP promotion in December.

Manager (O2) **Denis Hitchens** said in their memo: "The program you put together for corporate promotion using theatre sponsorship is working just great.

"Our customers enjoyed themselves and were delighted that HP has gone to the trouble of adding some social pleasure to our business partnership. The play was good too.

Major Steve Hardy, of the Maintenance Engineering Agency at the Defence Centre, St Kilda Rd, wrote to Field Engineer (O1) **Phil George**: "It is good to see large firms like yours sponsoring the arts. I believe that sponsorships like that and open seminars like Productivity are an important part in creating an acceptable image of the company.



Computer
Musel m

● David Booker with leading lady Diane Craig and playwright Alexander Buzo at Russell St Theatre

We had sponsored Alexander Buzo's play, "The Marginal Farm", produced by the Melbourne Theatre Company, and were able to host two theatre nights.

Representative staff were invited with partners to "The Marginal Farm" and important customers to D&D's "On Our Selection", followed by supper.

Guests met the stars of "Marginal Farm", Diane Craig and Terry Donovan, at the Russell Street Theatre, and of "On Our Selection", Robin Ramsay and Frederick Parslow, at the Athenaeum Theatre.

Marcom Supervisor **Diane Condon** was gratified at the response.

Field Marketing Manager (O1) **John Schmidt** and Marketing Support

"We will happily support a continuation of this program and look forward to reviewing any future plans you develop. It would be nice to rotate around through the various capital cities."

And Instruments District Manager **Steve Watkinson**: "We had four senior customers attend. All found the evening enjoyable and asked me to pass on their thanks."

Alexander Buzo wrote to **David Booker**: "I want to thank Hewlett-Packard for sponsoring my play. We had some casting difficulties before we settled on Diane Craig to play the lead and it was always good to know we had two solid companies. Hewlett-Packard and the Melbourne Theatre Company, behind us."

"In the USA it is vital for corporations to be seen sponsoring community projects; here it is relatively new but no less important.

"The open seminars obviously can be costly for HP and not everyone attending will purchase your products but from my point of view I find them extremely educational and essential for people like myself if I am to keep up to date.

"Services like this do a lot to promote your image as well as your products. Also, if people are aware of the 'state of the art', they are more likely to update equipment and to specify requirements which only advanced firms like yourself can meet." ■

02 Sales Conference

The lightning flashed, the thunder roared and the bombs went off at Singleton.

So wrote Marketing Assistant **Gwen Welsh** about the Computer Group's National Sales Conference in the Hunter Valley in November.

"The frenzied rain on the tin roof of the Hungerford Hill Conference Centre showed no clemency to the opening speakers. Against the cacophony of the full fury of the storm, **Terry Wilde**, **John Bieske** and visiting ICON Regional Sales Manager **Mike Naggiar** summed up FY83 and set expectations for FY84," she continued.

"This conference, the first in two years, gave people across the country the opportunity to renew acquaintances and, for some, to meet one another for the first time.

"Neither the unrelenting rain nor the Army, taking the opportunity of the wet conditions to schedule mortar bomb practice, dampened the enthusiasm of attendees, as was evidenced in eager discussions with the many speakers and the after-dinner revelry."

Summing up the conference, **John Bieske** said: "With the economy moving in a very positive direction, with a complete sales force in place and with the enthusiasm generated at the conference, we are poised to have a very successful year.

"The efforts of the strategic business planning processes that have taken place over the past six months are coming to fruition. The extent of this was recognised by the entire sales force at the conference where most aspects of our business were covered - from the Third Party Program, through the Admin Group plans to the various support strategies which were presented.

"This conference proved that never before have we approached our sales strategies in concert like we have this year with the involvement of all the groups. And never before have plans been communicated so well as was done not only at the sales meeting but also at other meetings throughout the company."

Mike Naggiar was also very con-

fidant about the meeting. He said we knew where we were going and how we would go about it. He felt that never before had we had everything in place like we had today and, to succeed, we just had to follow our plans.

In summary, **Terry Wilde** spoke of the great event last year which brought the Australian nation together.

"Australia II's win overall was due to the marshalling of many special qualities directed towards a common goal. Nothing less than total commitment of the whole team could have succeeded."

Calling for total commitment of the Computer Group for FY84, **Terry** said: "Australia can match the best anyone in the world can produce, provided we make the same kind of team commitment."



● **John Bieske** congratulates Salesman of the Year **Tom Pilcik**



● **Most Consistent Performer Colin Scott** and **Terry Wilde**



● **Terry** again with **Sandra Bateman** (113% of quota)

FY83 Awards

SALESMAN OF THE YEAR: **Tom Pilcik**.

DISTRICT OF THE YEAR: **Northern Commercial No 1 (Fred Traue - District Manager)**.

QUOTA CLUB: **Tom Pilcik (307%); Sandra Bateman (113%); Colin Scott (110%); Tony Beaton (106%); Greg Kershaw (104%); Bob Robertson (104%); Grant Spratt (104%); and Darrel Herchenbach (103%)**.

MOST CONSISTENT PERFORMER (based on quota performance, consistency, teamwork and professionalism): **Colin Scott** (more than \$1m three years running).

MILLION DOLLAR CLUB: **Colin Scott and Tom Pilcik**.

QUOTA BUSTER (quota made in first six months): **Darrel Herchenbach and Tom Pilcik**.

SEO Quarterly Awards

During FY83, SEO created Australian Quarterly District Awards based on significant contributions in a number of key areas vital to HP's success. These were the winners:

SOUTHERN DISTRICT: **Steve Hitchings, Chris Crowle, Phil Greetham and Geoff Benton**.

NORTHERN DISTRICT: **Dave Whitsed, Chris Moyle, Terry Browning, David Triggs, John Knaggs, Ross Templeton, Faye Perchard and Pam Gainer**.

CEO Quarterly Awards

NORTHERN ZONE: **Greg Low**.

SOUTHERN ZONE: **Ken Benton**.

□

Melbourne Secretary **Daphne Sutton** submitted the winning entry in the December caption competition.

"I'd rather be at work," were the words she offered **Craig Holten** - pictured then in chef's regalia grimly, glumly offering a charred sausage at the Lilydale company picnic. ■

□

● **Five of the 16 Graduate Hires: Brendon Shiels, Glen Sheppard, Felicity McClure, Michael Fleming and Lindsay Philipson**

Graduate Hires start careers

From February 6 to 10, the 1984 Graduate Hires assembled in Melbourne for an intensive introduction to the company and to their careers in the electronics industry.

Personnel Representative **David Peake**, himself a Graduate Hire from Latrobe University in 1983, co-ordinated a program which involved talks by 17 staff members.

These are the newcomers:

SYDNEY

Madeleine Rogers, Order Co-ordinator; **Andrew Silvers**, Systems Co-ordinator; **Paul Solski**, Staff Customer Engineer; and **Lindsay Philipson**, Customer Engineer (all from the University of Sydney).

MELBOURNE

Jason Tranter, SEO/Ins; **Sue Wadsworth**, Application Engineer; **Iris Brinkman**, Marketing Associate; **Grant Freeland**, Marketing Associate; and **Stefan Ziemer**, Staff Systems Engineer (Chisholm Institute of Technology).

Brendon Shiels, Staff Customer Engineer; **Mark Armstrong**, Order Co-ordinator; **Steven Ewin**, Staff Sales Representative; and **Glen Sheppard**, Medical Staff Customer Engineer (Melbourne University).

Felicity McClure, Financial Accountant; and **Michael Fleming**, Staff Customer Support Representative-AAC (Royal Melbourne Institute of Technology).

Anthony Garvey, Contracts Co-ordinator (Monash University). ■



Winners' Dinners

On his visit late last year HP Executive Vice-President **Paul Ely** and his wife Barbara hosted Winners Circle Dinners in Sydney and Melbourne.

They were in recognition of successful achievements within HP.

Attending **Mietta's Restaurant** in Melbourne with their partners were:

SALES: **Tom Pilcik, Darrel Herchenbach, Cheryl Gray, Sandra Bateman, Steve Avery and Stan Karpowicz**.

CUSTOMER ENGINEERS: **Tony Graziani and David Collins**.

SYSTEMS ENGINEERS: **Phil Greetham and Geoff Benton**.

AUSTRALIAN APPLICATIONS CENTRE: **Margaret Cato-Smith and David Heise**.

The Sydney function was held at the Regent Hotel, with **Tony Beaton** being missed by all those who attended. Those present were:

SALES: **Greg Kershaw, Colin Scott, Bob Robertson, Grant Spratt and Bob O'Brien**.

CUSTOMER ENGINEERS: **Bill Harrington and Rod Totten**.

SYSTEMS ENGINEERS: **David Whitsed and Ross Templeton**.

AAC: **Brian Chandler**.

It was the second time Winners Circle Dinners have been held in Australia, the first being during **Jim Arthur's** visit last April.

Said **John Bieske** hopefully: "The next dinner will be around mid-fiscal year and I expect we will have to hire a large function centre to cater for the myriad of sales reps who will then be above quota." ■

Nov/Dec/Jan Newcomers

- Prue Bedford**, Secretary/Components (Sydney).
- Iris Brinkman**, Marketing Associate/Marketing (Melbourne).
- John Burnet**, Contracts and Finance Manager/CSG (Melbourne).
- Les Burnett**, Customer Engineer/CEO (Perth).
- Fred Cyran**, Product Manager/AAC (Melbourne).
- Mark Dixon**, Computer Operator/EDP (Melbourne).
- Gary Fisher**, Systems Engineer/SEO (Sydney).
- Michael Fleming**, Staff Customer Support Representative/AAC (Melbourne).
- Graedon Frazer**, Staff Sales Representative/O1 (Sydney).
- Grant Freeland**, Marketing Associate/Marketing (Melbourne).
- Linda Goff**, Invoicing Clerk-Typist/Parts Consumables (Sydney).
- Shailesh Naik**, Staff Sales Representative/CSG (Sydney).
- Helen Nicholls**, Secretary/CSG Technical (Melbourne).
- Robert O'Connor**, Staff Sales Representative/CSG (Canberra).
- Madeleine Rogers**, Order Co-ordinator/Order Processing (Sydney).
- Peter Schurr**, Trainee Computer Operator/EDP (Melbourne).
- Elizabeth Scott**, Typist/Relief Receptionist/Clerk (Sydney).
- Ron Sebrechts**, Customer Engineer/Instruments (Perth).
- Glen Sheppard**, Medical Staff Customer Engineer (Melbourne).
- Jason Tranter**, Systems Engineer/Instruments (Melbourne).
- Sue Wadsworth**, Application Engineer/AAC (Melbourne).

NEW ZEALAND

- Geoffrey Genner**, Accounting Co-ordinator (Wellington).
- Andrea Goodwin**, Receptionist/Typist (Wellington).
- Dave Holland**, Sales Representative/CSG (Auckland).
- Andrew Jackson**, Staff Sales Representative/Sales Force 12 (Wellington).

Not retired – just a change

Europe in 1955 did not appeal to **Hans Bels** as a safe place to rear a family so he chose Australia as a new home.

Now he has retired from his position as Instrument Group Support Manager but he insists he's not going into retirement.

"It's more a change of lifestyle; I won't be vegetating," said Hans just before he cleared his desk at Joseph St.

It was nearly 15 years after he joined HP in Sydney, recruited by **John Williams**, Adelaide Office Resident Manager, who also has retired after being the second longest serving employee of HP Australia.



● Hans Bels . . . time to practice

- Richard Smith**, Customer Engineer/O2 (Wellington).
- Merv Stevenson**, Sales Representative/O1 (Wellington).
- Richard Warham**, Systems Engineer/SEO (Auckland).

Transfers

- Chris Cantor**, Customer Engineer to District Customer Engineer Manager (Perth).
- Peter Lalor**, District Customer Engineer Manager (Perth) to District Manager/FRC (Melbourne).

How did Hans come to join HP?

"I'd been selling electrical instruments – most of them good and some not so good – and was attracted to a company with a good reputation that was selling only good products," he recalled.

Hans and wife Irmgard have three sons, 32, 30 and 26. One is a CE with IBM, one a medical radiographer and the third a mechanical engineer with CSIRO.

Ormeau on the Gold Coast will be where the Bels will live. They are building a house. When that is finished, Hans will build a catamaran.

Jenny Schurr, O/P Specialist, has also left the Melbourne office. She will go a little further away – to live with her husband in Indonesia where he is involved in tin mining. ■

□

Is it an example of Oz Newspeak – or have we always talked this way?

Marcom Supervisor **Diane Condon** found a note on her desk advising that a telephone caller had reported: "You owe \$12 for Fiesta Day."

Di wasn't conscious of any festivals just past or pending.

It made no sense until the caller was tracked down and the message restated as: "You owe \$12 for yesterday." ■

□

Russell Warmington, Compensation and Benefits Manager/Personnel, from Melbourne to Inter-continental.

NEW ZEALAND

- Pam Davison**, Receptionist/Typist, to Service Co-ordinator/CEO (Wellington).
- Dave Robinson**, Sales Representative (Auckland) to Sales Representative (Brisbane). ■

□

I'm never lost. People are always telling me where to go.

Caption Comp

Success in another "give it a title" competition conducted by Melbourne Secretary **Jenny O'Dea** went to Southern Zone Operations Manager **Warren Jones**.

His winning caption for the picture at right was: "Where's your name tag, son?"

In turn-of-the-century garb is **David Barr**, Heart/Soda Co-ordinator.

David dressed up as an early leader of The Boys' Brigade, the oldest uniformed youth organisation in the world, to celebrate its centenary.

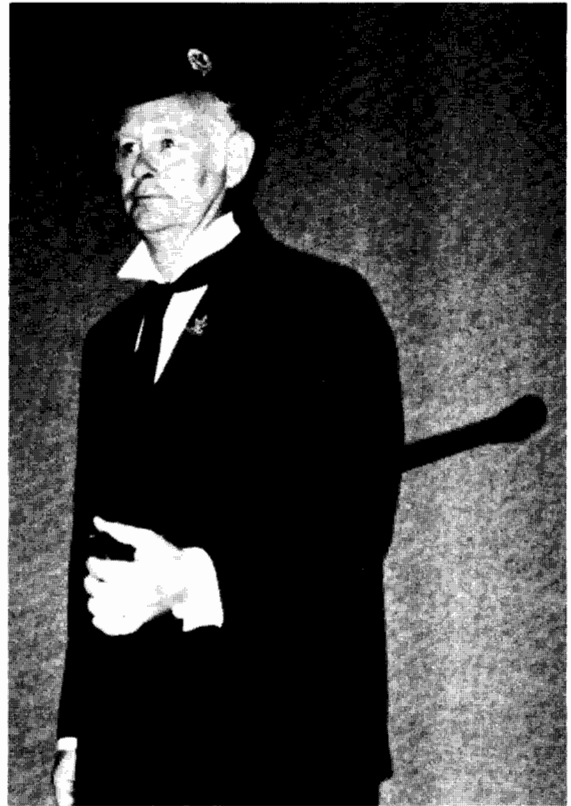
The Boys' Brigade was founded in Glasgow in 1883 by William Alexander Smith, a Sunday School teacher and member of the Territorial Forces. His desire was to provide Christian ethics and some form of discipline in one organisation, the benefits being social, educational, physical and spiritual.

● Oldest Australian company of the Boys' Brigade is at Brisbane and the oldest in Melbourne is Armadale Baptist.

David Barr is leader in charge of the senior group at Heathmont Baptist.

The movement is international and interdenominational.

The motto – Sure and Stedfast – and the goals remain unchanged, even if Mr Smith's boys knew nothing about radio, TV, motorbikes, unisex clothes, microchips, space travel or ET.



● Auckland Office held its Christmas customer function at Langtons Rest. Pictured right are Senior Sales Representative **Peter Romeyn**, Secretary **Lois Miller**, Diners Club's **Tony Vanderburg**, Secretary **Wendy Heath** and Staff Sales Representative **David Holland**.



Kiwi cricketers

With only 15 staff, Auckland has been pushed to make up a cricket team for games against other computer companies.

So Secretary **Lois Miller** recruited AHI Computer Services (HP customers) to lend a hand.

But even the combine triumphed in only one game. **Peter Romeyn** made a valiant effort to look the part in immaculate whites but had to confess, after one appearance at the crease, that he had never played before.

Rain mercifully interfered with one match. Yet while results on the field could have been better, the social atmosphere and enjoyment of all participants left little room for improvement.

BELOW: SE Admin **Debbie Whalen**, Atlas Travel's **Robert Newmans**, DCEM **Kevin Matson** and Dupont's **Peter Wyatt**.



● Philip Moon, Melbourne Customer Engineer, responded readily when Blackburn Lake Primary School vice-principal Victor Byrde asked him to talk to sixth grade pupils about his job with a computer company like HP.

He wanted to do it — quite apart from the gentle persuasion that Personnel Secretary/Assistant Sue Byrde brought to bear for her husband.

Philip demonstrated the HP86 linked to a plotter. From the birthday information given by the children, colored pens automatically produced a plot which intrigued his audience no end.

This is just one more example of HP people taking part in community activities. ■

Computers for aviation

The Department of Aviation has bought HP3000 Series 39 mini-computers for installation in Adelaide, Brisbane, Canberra, Melbourne, Perth and Sydney at a cost close to \$1.25 million.

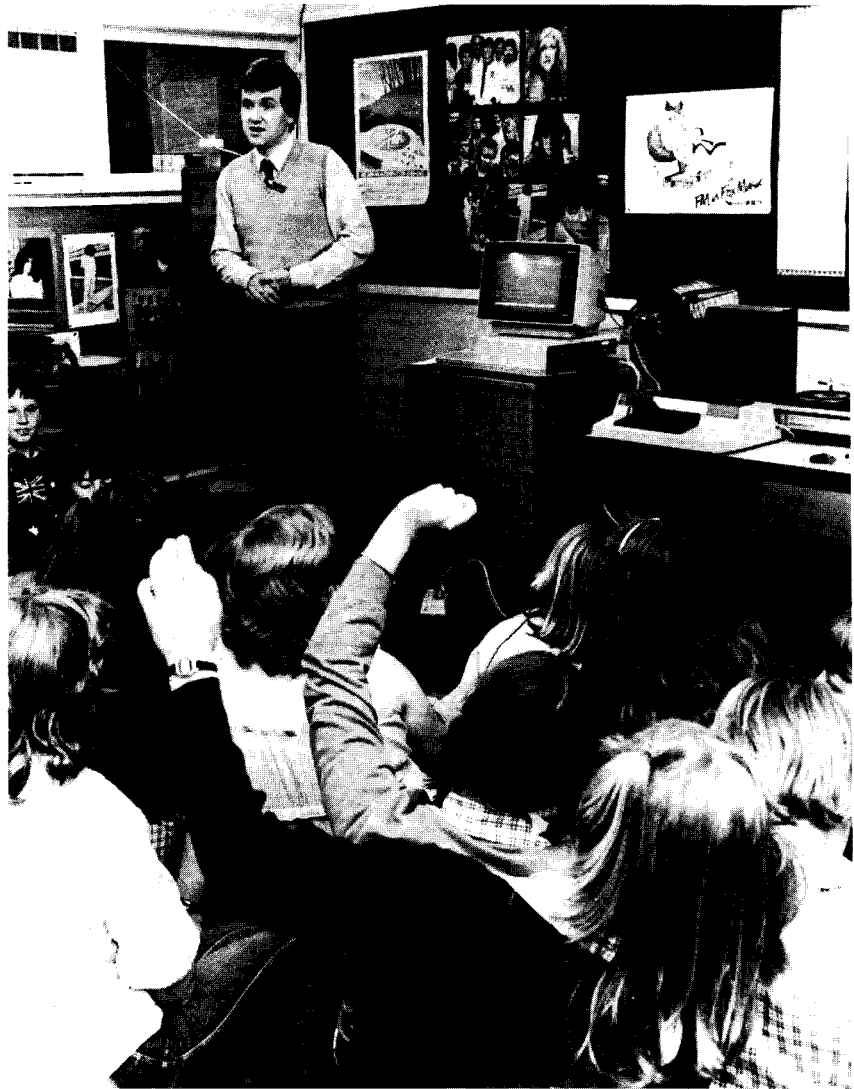
The systems are for management information on a wide range of subjects, including manpower, supply and flight standards information.

The computers will serve as distributed systems in a multi-user environment. They are connected via Telecom's Austpac service and will give the Department its first national data processing network.

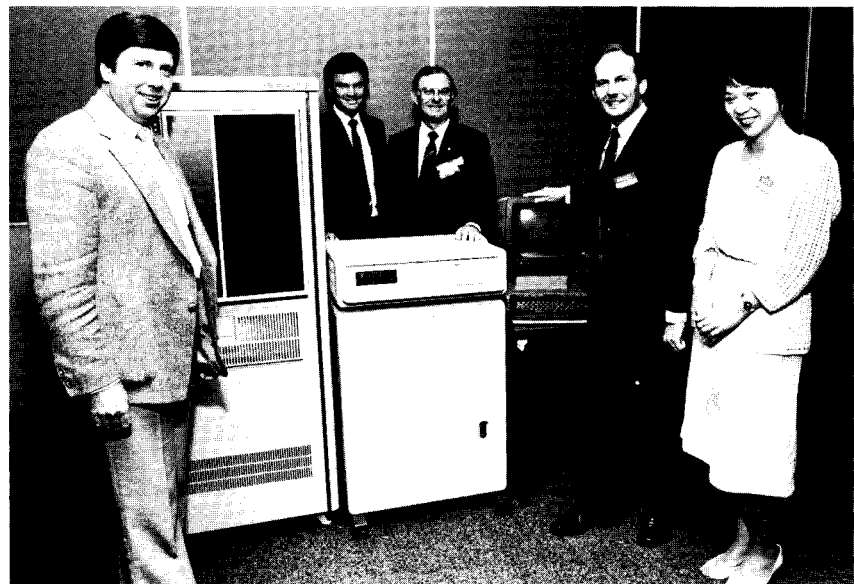
The project has been handled by the joint efforts of the Regional Automatic Data Processing Team, and Systems Development and ADP Branch of Central Office under Mr Kevin Parsons, Assistant Regional Director (Airways), NSW, and Mr T M Grant, Assistant Secretary, Systems Development and ADP Branch.

Working groups of regional users have been meeting since January 1983 to specify applications which will be progressively introduced during the first half of this year.

The equipment will let the Department use for the first time modern database and office information systems that are revolutionising many public and private sector offices. It should also improve service to the public. ■



Picture by courtesy of Leader Associated Newspapers



● Handing over equipment to the Department of Aviation are Sales Representatives Mark Dilli (Canberra) and David Hynd (Sydney); Mr Kevin Parsons; Mr Noel Moore, Regional ADP team manager; and Mrs Edilia Ford, of the Regional ADP team.