



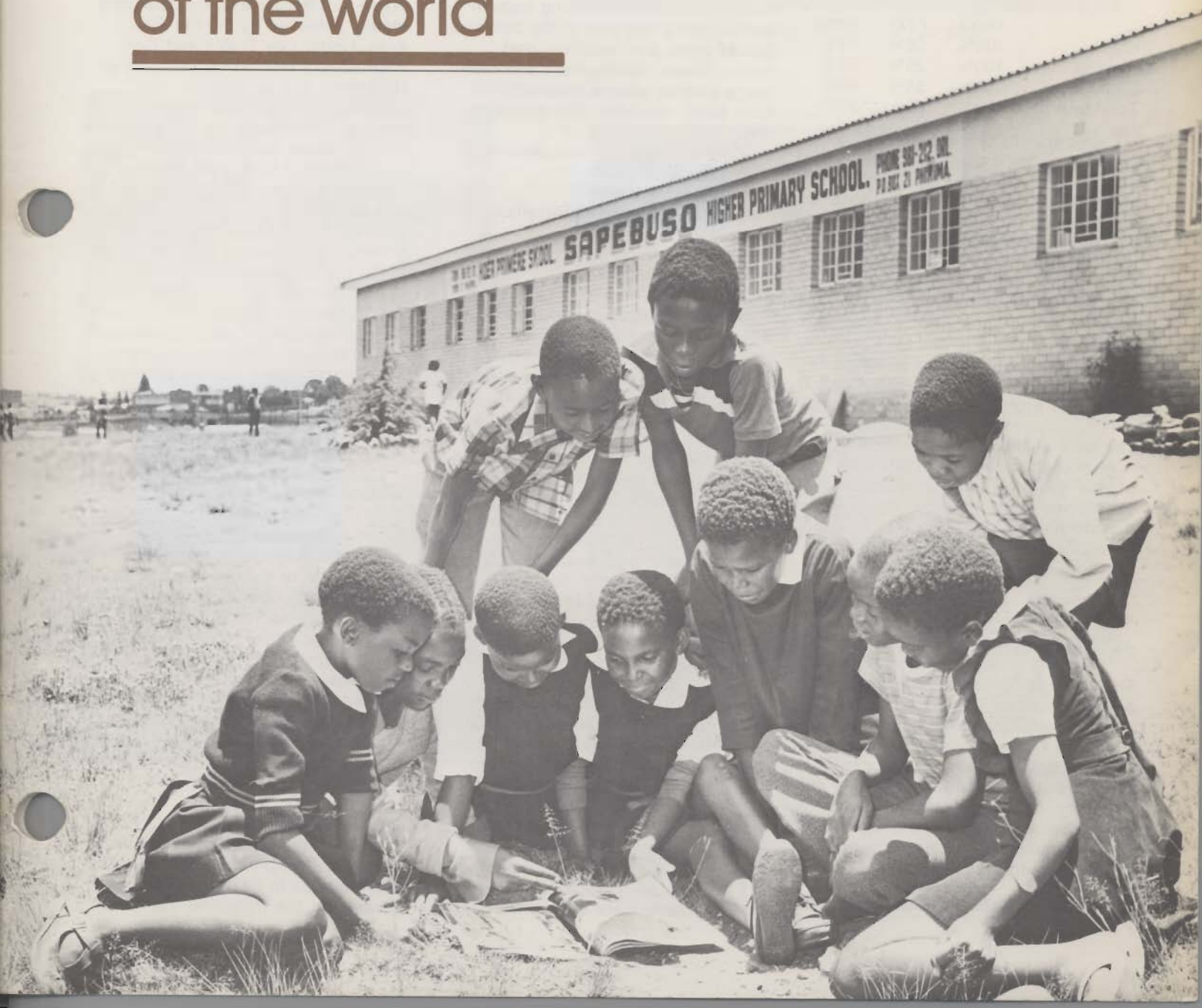
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HP Intercontinental News

Winter 1978-79

Good citizens of the world



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FY 78—A year to remember

FY78 will go down in HP's history book as a truly spectacular year. Worldwide, HP's orders topped the \$1.7 billion mark and were 30 percent over the prior year. International business was particularly strong with total International orders up 34 percent. Intercontinental played a major role in this year's success story. Let me quickly summarize our performance against quota and the prior year.

	Orders		Selling Costs	
	Percent of Quota	Increase vs FY77	Increase vs FY77	
ICON	106%	28%	21%	
Canada	100%	25%	14%	
Japan	120%	55%	54%	
Total Intercon.	109%	35%	27%	

I am particularly pleased with the excellent order growth we have achieved. You will also note that costs increased at a lesser rate. This signals an important further improvement in our selling cost per order dollar (CPOD). One of our most important ongoing objectives is to improve productivity throughout the region. This is reflected in lower CPOD's. In effect, we are able to sell HP's products in our markets at lower costs, thereby contributing to overall Corporate profit.

The best of the excellent

As you all know, it is at this time of year that we try to recognize excellence in performance amongst our individual sales companies. Identifying the top performers isn't an easy job, particularly in a year like

ON THE COVER

These South African students attend a school built by TEACH, a fund which supports quality education for Blacks. HP South Africa is one of TEACH's major supporters—employee contributions to the fund are matched by the company. Like other Intercontinental employees around the world, HP South Africa personnel are working hard to be an asset to their community.

FY78 when everyone turned in fine results. However, we have tried to choose the best from among many excellent performances, with the following results:

- Best Overall Performance—*
HP South Africa
- Most Improved Performance—*
HP Brazil
- Best Cost Control Performance—*
HP Taiwan
- Best Order Performance—*
YHP Japan

Our overall performance awards take into consideration the effectiveness of the entire operating team in each country. We look at the combination of order performance, cost control, asset management and such intangibles as people development, team spirit, application of innovative ideas, etc.

Top sales performance awards for each discipline go to:

- Instruments—YHP*
- Computer Systems—Australia/New Zealand*
- Medical—Taiwan*
- Analytical—Australia*
- Components—YHP*
- Desktop Computers—South Africa*
- Consumer Calculator—YHP*

Number one in customer service is YHP where net profit targets were exceeded, with shipments up 49 percent while costs were held to a 31 percent increase over FY77. Honorable mention goes to HP Brazil where they successfully reorganized service, exceeded shipment target and turned in their first profitable year.

There are a lot of really positive things I could say about each of our country teams, but I'd like to single out a couple of areas I think were particularly noteworthy.

Outstanding order performance

In every country we had an excellent order performance. Very few countries finished below quota and where this occurred we believe there were understandable reasons for it.

I was particularly pleased with the overall improvement in operating performance in Brazil. Luiz Barata has streamlined our organization there. We achieved reasonable order growth in FY78 and, as a result of improved cost structure, were able to show

an appropriate net profit in Brazil for the first time in our history there.

In South Africa, the entire team has pulled together under David Booker's leadership to turn in a truly respectable job. We judged HP South Africa's overall performance to be the best in the region this year. By any measure they did a good job. Their efforts are all the more respectable when you consider the difficult economic and political environment in which they operate.

Although we don't provide awards on an area basis, I think it is appropriate to recognize the outstanding results achieved by the Far East Area. Under Lee Ting's and Don Andrushko's leadership this part of HP turned in a spectacular 134 percent of quota performance and grew 42 percent during FY78. Most of you realize that distributors play a very important role in the Far East Area. They account for 74 percent of our sales there. The broad geographic dispersion of this market and its mix between subsidiaries and distributors make it a challenge to manage. I personally feel this challenge was met particularly well in FY78.

The Australasian and Latin American Areas also turned in excellent performances and I could cite many important accomplishments which occurred there during FY78. John Warmington and Jose Grapa are to be congratulated.

Our top sales performance award went to YHP and, as you can see, they also won three of the discipline sales performance awards. YHP enjoyed a truly spectacular year. The devaluation of the dollar made our products particularly competitive. We have always had technically outstanding products to sell, we have an outstanding team of people in Japan and throughout the region, and now we have extremely competitive prices. These advantages were exploited successfully by YHP to achieve the 55 percent growth in orders reported.

Manufacturing operations

Each of the Intercontinental manufacturing operations turned in a strong performance in FY78. In Brazil we completed the transition from the

No matter where they live, Intercontinental people are . . .

Good citizens of the world



expatriate start-up team to a 100 percent Brazilian managed effort. Our results for FY78 were very encouraging. Sales exceeded \$6 million and our profit performance was equally excellent.

In Southeast Asia we have made further progress at broadening out our product lines to provide greater responsibility for our employees there and more stability of employment. Overall results for FY78 in Singapore and Penang were excellent by any measure. YHP manufacturing turned in a fine performance. Sales of locally manufactured products were up, operating efficiency improved considerably and, as a result, overall profit performance at YHP exceeded target.

The "bottom line"

We all share equally in the responsibility for the success achieved this year. I wish there was some way I could thank each and every HP Intercontinental employee for his/her contribution personally. I obviously can't . . . so I'll say it here—THANKS!

The future . . .

FY79 should be equally rewarding for us. We have established an excellent set of objectives, our quotas are clearly achievable and our targets forecast further important improvements in operating performance. We'll be bringing on line the usual number of new facilities and improved systems. We'll be hiring a lot of new people. And we'll face many unpredicted problems. In short, it's going to be another interesting and challenging year.

In closing I'd like to thank all of you again for an outstanding job this year and wish each of you a very happy holiday season and joyous new year.

A handwritten signature in cursive script, likely belonging to the author of the text.

It was the end of a long day's outing for 70 old people from the Silver Jubilee Home for the Aged in Penang, Malaysia. Maria Malik, HP Malaysia personnel manager, was helping them board the bus to return to the home when one old woman paused and turned to Maria with tears in her eyes.

"God bless you and thank you for caring," she said softly. "I haven't been out of the home for 20 years."

"I was surprised, but perhaps I shouldn't have been," Maria explained later. "Jubilee Home is run by the government and most of the people there either have been abandoned by their families, or perhaps have no families left. They are forgotten people—especially in Malaysia where family ties are so important. That's why we chose the home for our quarterly charitable activity."

Four times a year HP Malaysia undertakes a project in the community to benefit some disadvantaged group. A Community Activities Committee composed of employees from all levels sets up and plans these special activities, and large numbers of employees volunteer to go along and help. Sometimes it is crippled or orphaned children who receive their attention;

other times elderly people, the sick, or handicapped adults.

The subsidiary also has an employee donations program to raise and contribute money to various charities, but, says Maria, "We also feel that several times a year we want to give more than just money. We want to give a little bit of ourselves."

HP Malaysia's activities within the community are not unusual. Adhering to the HP corporate objective on citizenship, a number of HP subsidiaries, as well as individual employees, are concentrating on being an asset to their communities.

HP South Africa is a major contributor to TEACH, a fund which supports quality education for Blacks. Organized in 1971 by one of South Africa's leading newspapers, TEACH so far has built 43 schools accommodating over 26,000 students. Each year HP South Africa employees make personal contributions to the TEACH fund, and the company matches those contributions.

HP Singapore sponsors an extensive charitable and community activities program. Operating through a 12-member Community Activities Committee, the subsidiary makes donations

Maria Malik helps serve lunch during an outing for the Silver Jubilee Home for the Aged.



Good citizens of the world

Javier Castelblanco, of Headquarters, jokes with a Junior Achievement member as he inspects her project.

to charities, carries out community and social welfare projects, supports scholarship programs, and identifies employment opportunities for disadvantaged groups. Employees make donations—which the company matches—as well as participate in various outings and projects. In the last year alone, nine charitable institutions have been the beneficiaries of HP Singapore donations and activities—including orphanages, hospitals, social service centers, and organizations for the blind and deaf.

In Japan, YHP personnel donate money to the National Social Welfare Council, contribute funds to an elementary school to buy yellow safety caps for children who walk to school, and make a "year end collection" to provide money for the poor to have a happy new year.

Headquarters employees each year contribute to United Way, a federation of social service agencies which raises and allocates funds as a unit. This year, some 72 percent of the employees donated a total of \$6,879, and these funds were matched dollar for dollar by the company.

Individual contributions, too

But if the subsidiaries' community contributions are impressive, private activities of individual employees are even more so. Intercon people are continually proving themselves to be good citizens of the world.

Ed Santos, HP Brazil order processing supervisor, is an outstanding example of what real community involvement can mean. For the past ten years, Ed has devoted his evenings and weekends to helping slum dwellers of Sao Paulo.

A member of the Allan Kardec spiritualistic community (which boasts 754 associations in Brazil), Ed belongs to the council of the Union of the Spiritualistic Societies, and works on the board of the Spiritualist Center ("Irmao Augusto") in Sao Paulo. The Center provides food, clothing, household goods, medicine and medical care to the poor. And there are plenty of poor who need help, says Ed.



Margaret Chang and her daughter visit with a resident of the Little Sisters of the Poor Home for the Aged in Taiwan. HP Taiwan employees make a yearly donation to the home.



Ed Santos pays a visit to this Brazilian mother of six who has an income of only \$135 per month.

"One-third of Brazil's 110 million people earn less than \$900 per year for a family income. The official welfare and educational programs are just not yet well-developed enough to cope with the dimensions of the problem."

Ed, along with other Center volunteers, assists a group of 150 poor families, most of whom live in the squalor of "favelas" or squatter huts on the hills in the outskirts of Sao Paulo. Average monthly income of these families is low, and they are plagued by all the problems which accompany poverty.

Along with attending to the people's material requirements, Ed and the

Center attempt to meet their educational and spiritual needs. Ed teaches classes in hygiene, first-aid, and moral and religious education.

His work brings a sense of great accomplishment.

"If you can teach somebody to insist upon his own dignity, that individual will probably come to understand that poverty does not necessarily mean being poor in spirit," he states. "I have the satisfaction of seeing people's attitudes change, and the gratification of seeing the happiness that many families exhibit when being helped."

Across the world in Australia, Melbourne Instrument employee **Bill Allison** devotes at least 15 hours a week to community service work. One



HP Singapore employees romp with children from the Bukit Ho Swee Community Service Center.

of his main projects is the "Reach Out For Kids Foundation" which he helped organize. Reach Out is a volunteer organization which works with children 8-17 years old who have come to the attention of municipal and state social workers as already in trouble or as being "at risk." Begun in 1975, Reach Out has 220 children and 140 volunteer youth leaders. The program provides camping holidays during school vacations and support programs in between.

"The object of the program," explains Bill, is to provide a loving and caring environment in which to raise the child's self-image and confidence. It sets out to prove to each individual child that they are both lovable and capable."

Another HP Australia employee, Order Processing Manager **John Springall**, is also concerned with providing a nurturing environment for children. Two years ago he helped found a half-way house for youngsters, as John puts it, "whose only offense is to be homeless."

The idea for the half-way house be-



Orphans from the Salvation Army Boys Home are some of the beneficiaries of HP Malaysia's charitable projects.



Bill Allison of HP Australia works on a project with boys from the Reach Out For Kids Foundation.

gan with an emergency accommodations project put together by John and some members of his church. Eventually the group found and renovated a house, hired two people to run it, and it has provided a "home" for about 50 kids for periods up to six weeks. John is now working on establishing an employment program and counseling service for youngsters.

"It is easy to accept the security of a family and stable environment in a company such as HP," says John, "but these should be a platform from which we move out to help those not so well off."

Kids are also the focus of the Headquarters "Junior Achievement" activity. Every Monday night four Headquarters employees get together with 19 high school youngsters to teach them about the American free enterprise system.

"Junior Achievement is a nationwide program to help kids understand how business operates by letting them set up and operate their own miniature businesses," explains **Javier Castelblanco**, former Instruments staff engineer. "Our group, for example, is producing several products—bookends, fertilizer for house plants, and pot holders. The kids designed and produced the products and will market them. They keep their own books and do everything else that a real business does."

Fellow volunteers **Connie McIntyre**, **Teresa Orsua** and **Sue Cole** echo Javier's opinion that the program is rewarding both for the high school students and for the HP advisors.

Says Sue Cole, "It's really been fun to watch the kids learning and getting enthusiastic about operating their business. They are really putting them-



YHP's Katsuto Kohtani with his Cub Scout troop.



It's tug-of-war time for children of the Sentos Children's Center at a picnic sponsored by HP Singapore employees.



Horacio Santana, of HP Venezuela, has been a volunteer firefighter for 11 years.

selves into the products they make, and a big part of us is in these products, too."

An endless list

The list of Intercon employees doing valuable work in their communities is practically endless.

Florence Lee, lead for HP Singapore CCO Components Department, spends many hours volunteering at the Salvation Army Children's Home where she helps with excursions and picnics, as well as raises funds for school tuition.

Engineering Operator **Jenny Lee Siew Peng**, also of HP Singapore, is active in the Tiong Bahru Community Center, a facility which conducts work projects and civic activities for area residents. Jenny has also been instrumental in organizing and supporting several of HP Singapore's mass projects.

Liew Fook Choon, HP Singapore personnel administrator, has long been involved with the Singapore Children's Society. Currently treasurer

for the society, he has also served as assistant treasurer, appeals chairman, and executive committee member.

As a volunteer fire fighter, HP Venezuela's **Horacio Santana** has battled forest fires, rescued people from collapsed buildings, given first aid to accident victims, and even delivered a couple of babies.

David Barr, Instruments and APD order processing administrator for HP Australia, is a Sunday School teacher, junior soccer team coach, and leader of the Boys Brigade (similar to the Scouts, but much older).

Blue Knights Motorcycle Club member **Rob Young** (shipping/receiving supervisor in the Toronto office) each Christmas works with his club and the Salvation Army to collect toys for needy children.

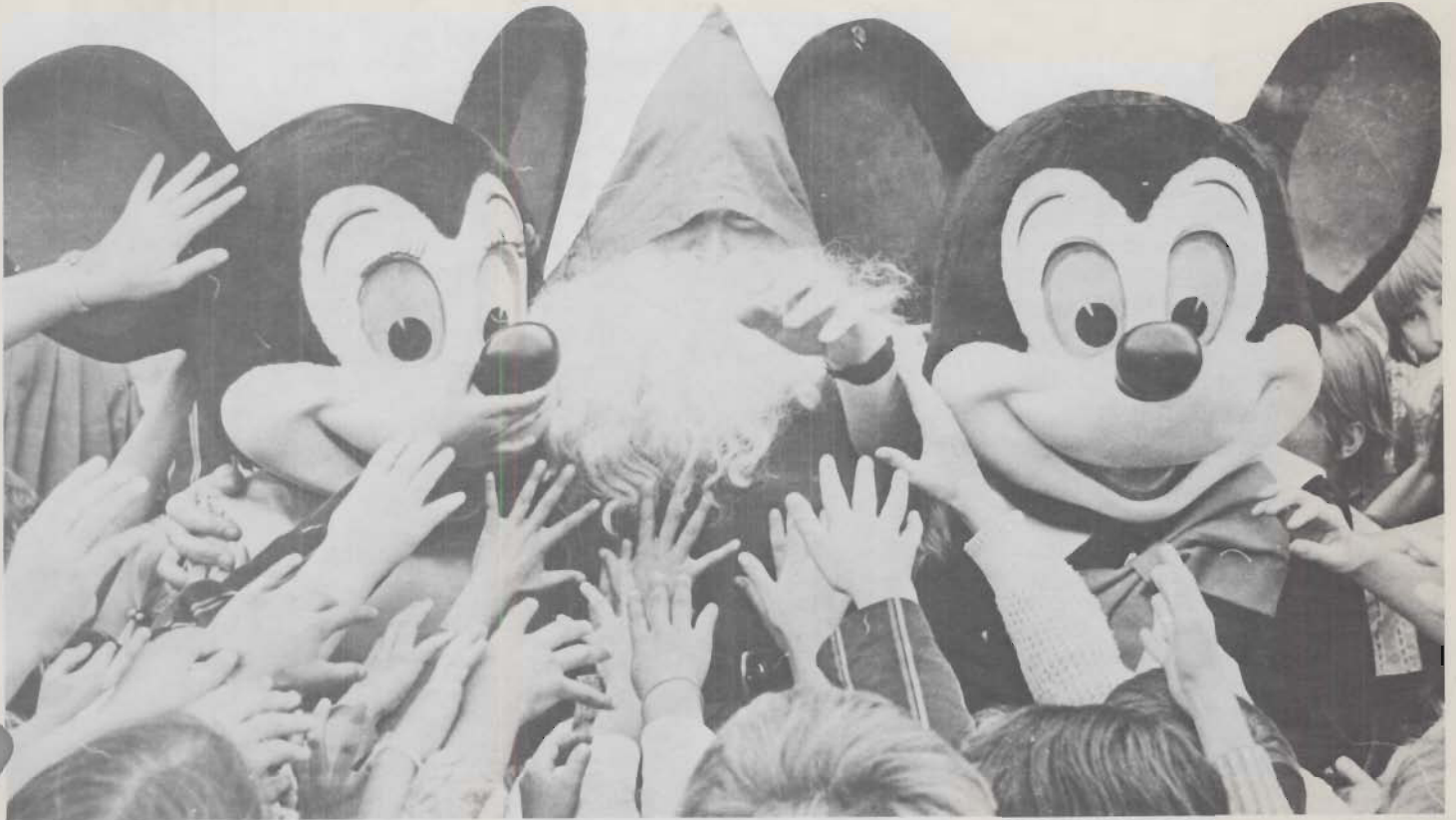
Although they're continents apart, **Gerry Cornish**, service manager for HP Canada in Ottawa, and **Katsuto Kohtani**, director and CPU systems operation manager for YHP Japan, have much in common. Both have

been involved for years in the Boy Scouts and Cub Scouting. Both wrote to say they feel the Scout movement contributes to their respective societies by encouraging individual growth within the framework of a cooperative organization.

All of the contributions mentioned here are different, but all stand as testimony to the concern Intercontinental employees share for their fellow human beings. And they stand as proof that no matter who you are, and no matter in which country you live, there is ample opportunity to be a good citizen of the world.

Winter—a time of rejoicing

'Tis the season to be jolly, and we celebrate in diverse ways around the Intercon region.



Father Christmas, flanked by two rather famous mice, visits an amusement park in Johannesburg, South Africa.

Christmas, Hanukkah, the New Year . . . Winter brings some of the most important holidays of the year to the Intercon region. Diverse as the holidays are, though, several common elements run through all of them, as indicated by the following accounts of celebrations around the region.

Christmas

The traditional "white Christmas" everybody always talks about actually occurs in very few places around Intercon. In Australia, for example, it's summer time and most people are off at the beach when Santa Claus comes to call. South America has much the same situation. Sergio Mendez, Computer Systems Latin American sales manager, recalls one Christmas in Brazil when he was putting up his artificial tree wearing swimming trunks and longing to join the crowd headed for the ocean to escape the 110 degree temperature!

But they don't really need snow in Brazil to get into the true spirit of Christmas, according to Jose Lacerda of HP Brazil's Campinas plant.

"One month before Christmas, the downtown becomes a different place

with lights, Christmas decorations and Christmas smells," he writes. "Children are playing on the streets and happy people are shopping all over. Although the weather is hot and there's no snow, we see Christmas on their faces."

Christmas is also an important religious holiday throughout most of Latin America. Maria Angelica Correia, receptionist at HP Venezuela, sends the following description of the significance of Christmas in her country:

"On Christmas Eve, families gather together and the children wait anxiously for the coming of the Christ Child who will bring them gifts. On that night people also dine in a very festive manner, with *hallaca* as the main course. (*Hallaca*, a Venezuelan national dish, is a rectangular tamale made of cornmeal which is stuffed with chicken, pork or beef, and wrapped in banana leaves.)

"The *Aguinaldo*, a Spanish Christmas song, is a traditional element in the Venezuelan Christmas—one which combines both religious and pagan

aspects. In many Venezuelan towns, groups of people (known as *parrandas*) go through the streets, into churches, and from door to door singing *aguinaldos*.

"Another important element is the *nacimiento* (stable) which represents the birth of Christ. Some of the *nacimientos* are real works of art, depicting in miniature life in villages with mountains, houses, animals, shepherds, etc."

Susana Perez Garcia, of HP Argentina, emphasizes the family aspect of Christmas in her country.

"Argentine people are very clannish, and Christmas is the best opportunity for uncles, aunts, cousins and grandparents to gather together to celebrate. Since it is summer here, many families have an outdoor Christmas party and enjoy a 'very Argentine' barbecue. But in big cities, where most women work, the stress of daily life is enough for them, and families who can afford it go out to a restaurant to celebrate Christmas."

In South Africa, despite the warm

Winter—a time of rejoicing

temperatures, an old fashioned, "rather English" Christmas is observed, according to Gwen Grove.

"Christmas is very much a religious holiday," she notes. "On Christmas Eve in Johannesburg, many people participate in carols by candle light, a program held at a lakeside with everybody holding a candle and singing. Proceeds from the candles go to various charities.

"Christmas Day, children gather around the decorated Christmas tree to receive their presents from Father Christmas. It's normally a quiet day spent with families—with all the usual trimmings including turkey, roast beef, Christmas puddings, etc."

The old English holiday of Boxing Day (December 26) is retained in South Africa and throughout most of Canada, Australia and New Zealand. It stems from the tradition of setting Christmas Day aside for religious purposes, and then distributing boxes of clothes and food to employees and tradespeople on the day after Christmas. In South Africa, it is also called "Family Day," and families go on outings together.

The one spot in the Intercon region that does have a white Christmas is Canada. Richard Legault, of HP Canada's Montreal office, relays this description of a traditional Christmas celebration in blustery Quebec:

"What a family reunion! Parents, children and grandchildren all gathering one half hour before midnight Mass at the ancestral home, then on to church for Mass.

"Upon returning home, the traditional gift-giving session begins with the ever-increasing pleasure of seeing our sparkling-eyed youngsters being enchanted by their gifts.

"The long-awaited Christmas Day has begun. Turkeys, meat pies, yule logs, fruit cakes, etc. . . . all prepared with love for this festivity.

"Good old-fashioned rigadoun and singalongs accompanied by our own accordionist, guitarist and/or pianist help us digest our meal. Dawn sees us all traipsing back home—already looking forward to the next year and yet another 'reveillon.'"



Meanwhile in America Santa Claus gets filled in on what this youngster would like to see under his tree Christmas morning.

Maria Angelica Correia and her daughter, Maria Alejandra, get ready for a Venezuelan Christmas.



Hanukkah

Hanukkah, which in Hebrew means "dedication," is a prominent winter season holiday celebrated by Jews throughout the world. It dates back to 165 B.C. when Palestine was ruled by Syrian King Antiochus, who sought to "Hellenize" the Jews and to suppress their religion. An armed rebellion broke out and Jewish rebels succeeded in driving the Syrian garrison out of their holy place, and reinstating the traditional order of worship. They then proclaimed an eight-day ceremony of rededication which has been commemorated through the ages as Hanukkah.

Modern-day celebrations of Hanukkah include the ancient religious ceremony of lighting candles or small oil lamps in the home during the evening of each of the eight days. The usual practice is to begin with one light and to add an extra light each night until all eight receptacles of the *menorah* are filled; the ninth is used to light the others.

The kindling of lights in the home is accompanied by the recitation of appropriate blessings and intonation of Psalm 13, entitled, *A Psalm, a Song for the Dedication of the House*. The

English version by Gustav Gottheil, is well-known:

*Rock of Ages, let our song
Praise Thy saving power;
Thou amidst the raging foes
Wast our shel'tring tower.
Furious they assailed us
But Thine arm availed us,
And Thy word
Broke their sword
When our strength failed us.*

Hanukkah is a time for family closeness, and the holiday combines joy with solemnity. Its central symbol is still the light, standing for Divine Providence, and for a burning dedication of a people to preserve its identity.

New Year—Asian style

The family ties, gift-giving, and sense of renewal which are part of Christmas and Hanukkah, are also evident in the Chinese and Japanese celebrations of the New Year.

In Japan, December 31 is a busy day of great activity and reflection. Customarily, one must have everything clean and in order (this includes households, personal business and offices) when leaving one year to enter the next.

This last day of the year is known as *Omisoka*. At midnight, the *Joya no Kane*, 108 peals of the temple bells, sound to ring out the old, and herald in the new year. People either sit at home and listen for sound of bells from their radio or TV's, or else go *en famille* to listen and watch the activity at a special temple.

The New Year holiday is officially celebrated until January 3, and New Year's Day is the "festival of festivals" in Japan. It is celebrated with solemnity and yet with joy. The streets are gay with New Year decorations of pine twigs, plum branches, bamboo stalks and ropes with paper festoons. People pay homage at shrines, and visit friends and relatives to exchange greetings and gifts.

Chinese New Year is the greatest of all Chinese festivals in Taiwan, Singapore and Malaysia.

Shimekazari, a sacred rope hung with paper festoons and orange and fern leaves, is hung at the entrance of Japanese homes during the New Year.

Children are reflected in the light cast by Hanukkah candles.



Five or six days before the new year—which is also known as Spring Festival—families observe an ancient ritual. They send the kitchen god, symbolized by a drawing, on a special mission to report the families' activities and accomplishments during the year to the Jade Emperor (supreme ruler of heaven). The kitchen god's ascent is symbolized by setting him aflame. Every precaution is taken to ensure that he will mention nothing unfavorable about the family, and offerings of honey, fruit and wine are made to sweeten his words.

As in Japan, a general housecleaning takes place before the New Year celebration. When all is ready, on New Year's eve the family welcomes back the kitchen god by affixing a new drawing of him to the wall of the kitchen.

During the ensuing several days of the New Year celebration, shops close down, schools shut their doors, and people spend their hours visiting friends and family. Many also pay a call on temple fortunetellers to get a preview of what the new year holds in store.

It is a particularly gay time of the year for children, who are dressed in new clothes and plying with red and gold *laissez* envelopes containing crisp new money. They are allowed to stay up late, and are amused by the prancing of dragon and lion dancers.

The celebration officially ends on the fifteenth day with a lantern festival. The festival is derived from the belief of ancient Chinese people that celestial spirits could be seen on this fifteenth day. To aid them in spotting spirits, they used torches, and from this custom evolved the practice of making lanterns. Great effort now goes into creating lanterns for the festival, and on the festival eve, groups of children carry candle-lit lanterns in outdoor parades, and lantern displays are common at temples.

(A special note of thanks to the people who very kindly wrote descriptions of holiday celebrations, and who sent photos. We received an amazing amount of material, and regret that we could use only portions of it.)



In Taiwan, dragon dancers wait to make their entrance.



Chinese New Year is a time for family togetherness as this three-generation family dinner attests.

This Hong Kong family is bringing home the traditional orange (or kumquat) plant to decorate their home for the New Year celebration.



China—The curtain parts



An interpreter translates during a tour of HP's Stanford Park facility.



They were some of the most eager and attentive visitors HP has had. They listened intently to all presentations and were openly enthusiastic at the things they saw on their tour of the Stanford Park facility. Affable and friendly, they smiled and made eye contact with employees—particularly production workers—as they moved through Stanford Park.

"They" were a small delegation of telecommunications experts from the Peoples Republic of China who visited HP on October 23. The visit was part of a shopping trip for equipment for a domestic space communications network being considered as a joint project between the U.S. and China.

Four other such groups have visited HP this year and, according to Intercon Far East Area Manager Lee Ting, these delegations may mark a new era of business relations between the U.S. and China, and hint of broad opportunities for HP.

"We expect trade activities with China will increase rapidly from now on," Lee comments. "The need for technological equipment is there, and with the current Chinese policy of leapfrogging into technological development, they are interested in the kind of equipment we have to offer."

HP's first contact with China came back in 1972 when Lee and Vice President for International Bill Doolittle went to China for discussions

with the Chinese Machinery Import-Export Association.

"After that visit we received a number of requests for quotations and actual contracts," notes Lee. "We could fulfill only a small proportion, however, because of the need for appropriate export licenses."

Business was sporadic through 1974, he continues, then things cooled off—probably because of the political upheavals going on in China. Activity picked up in early 1978 and the pace has quickened considerably, Lee states. A \$1.2 million deal for distance measuring instruments was concluded recently, and several others are under consideration.

"We believe there is a lot of potential for HP in China," Lee notes. "However, there are also a lot of challenges. For example, how do we service equipment we sell them? So far, the Chinese have been self-sufficient in that regard, but we will have to develop a strategy for the future."

HP's early contacts with China were important and probably auger well for the future.

"HP undoubtedly is well-known by people in China as a supplier of high technology equipment," Lee says. "China is a buyer's market right now, and it is good they know who we are."

Chinese visitors enjoy some "hands-on" experience.



Women on the move

Old barriers are coming down, and women are assuming new status in the world of business. Here are three Intercontinental success stories.



Winsome Norval



Margaret Chang



Mei Lin Ong

Moving from receptionist to district sales manager is a rather unusual career path, but South Africa's Winsome Norval took all the right steps in between.

She joined HP South Africa in 1972 as a receptionist/telex operator, and soon found the job limiting.

"I was not particularly motivated in the position," she recalls, "and it was a choice of either leaving the company or finding an alternative position. Being an outgoing person, selling as a career appealed to me, as well as the financial advantages of being a field engineer."

In order to move into a field engineer position, Winsome realized she needed sales support experience, so in 1973 she switched to APD sales support. In 1975, she became a field engineer for consumer calculators.

"To succeed at this job, both product knowledge and selling know-how were required—all of which I acquired at home in my spare time," she notes. "I did not want to be made a fool of because of my lack of product knowledge, and I knew I would have to be particularly well-versed in order to combat the stereotype people have that women are dumb about technical products."

Her efforts paid off nicely. In 1977, despite the general economic uncertainty in South Africa, she achieved 103 percent of quota (close to \$1.4 million) almost singlehandedly. In recognition of her feat, she received Intercon's outstanding field engineer award for consumer calculators. A short time later she was promoted to district manager.

Asked about the secret of her

success, she explains that along with making sure she is well-versed on the product, she adheres to David Ogilvy's philosophy of "the more you tell the more you sell."

"I also feel a successful field engineer is a person who can manage time correctly and acquire an in-depth knowledge and appreciation of the company's product," she adds. "A successful sales manager has the ability to lead by example, communicate with and motivate staff. Other qualities include an ability to develop people via training, to delegate responsibility and to control her/his team while establishing and maintaining a good team spirit."

Winsome says new customers are frequently surprised to see a woman selling calculators.

"Their reaction in most cases has

been 'when you get back to the office, perhaps you can get somebody to solve this problem'," she says. "When that happens, I suggest that we both look at the problem and try to solve it together so there is no need to wait for a solution. Invariably the problem is solved before I leave."

That approach works to her advantage, she adds.

"I have built up credibility in the marketplace and, as you know, our best sales people are our customers."

Winsome is a versatile person off the job as well as on. She is a part-time student at the University of South Africa working on a degree in computer science. In her spare time she enjoys squash, hockey and sailing. She and her husband Anthony, who is a sales executive in the computer industry, like to travel, and so far have visited North and South America, Europe and Mauritius. The two have a daughter and son—Candice, three, and Sean, 11—whom they would like to take sailing around the world some day.

Mei Lin Ong's biggest problem is the "credibility gap" caused by the fact she is a manager and only 26-years-old. As information systems manager for HP Singapore, she constantly encounters people who are surprised at her youth.

"People always say: 'you're a manager? But you're so young'," she noted during a visit to Palo Alto. "In a way, my age is something of a problem. After all, how does a young person gain the respect of workers 40 to 50 years old? I've taken that as a challenge. It's up to me to prove myself by doing my job well."

She is succeeding, according to South East Asia Managing Director Dick Love.

"Although Mei Lin is one of our newer and younger members, she has already demonstrated her leadership and motivational abilities," says Dick. "She has a strong technical background and is rapidly developing her managerial skills. I have been particularly impressed with her ability to generate team spirit in her group."

"I've got a good group of people who give me the respect and cooperation I need," says Mei Lin. "I worked

with them prior to my promotion and we're a close and cohesive group."

Mei Lin brings excellent credentials to her job. She holds both a Bachelors degree (in economics) and a Masters (in operations research) from Stanford. She completed the degrees simultaneously in four years under a co-terminal program at Stanford.

After graduation, she began working at HP Corporate as a programmer/analyst. Eight months later, she returned to Singapore as a programmer/analyst, and a year and a half later moved up to the information systems manager position.

Born in Ipoh, Malaysia, Mei Lin has varied "extra-curricular" interests. A major spare time activity is swimming ("I have a definite affinity to water," she jokes), and she represented Malaysia at the Munich '78 Olympics.

"I'm just doing recreational swimming now," she explains. "My scales are drying out, though, and I'm getting hooked on tennis. I also enjoy cooking and gardening."

Mei Lin and her physician husband, K. H. Cheng, manage to make their two demanding careers mesh quite nicely.

"We both enjoy and are very involved in our professions," notes Mei Lin, "but we also make sure we have time to spend together. Also, I guess I don't know enough about ulcers and gall bladders and he about bits and bytes to make any arguments worthwhile!"

She adds that K. H. will have to "polish up his pediatric skills" to help care for the baby they are expecting in a few months.

Margaret Chang smiles when she tells the story of the applicant she was interviewing for a job at HP Taiwan who got up to leave and said, "Well, I hope you'll tell the administrative manager about me."

"I told him that I was the admin manager," says Margaret quietly, "and you should have seen his facial expression change. He was quite shocked."

The government officials, banking people and customers she deals with are also sometimes surprised when first meeting Margaret.

"It's still unusual for a woman in

Taiwan to have this kind of position," she explains. "Women are accountants and even auditors, but few are managers."

"However, once people get to know me," she adds, "I have their respect and confidence. I may eventually even end up getting more support than a man would."

Interestingly, financial careers are a booming field for women in Taiwan. According to Margaret, 50 percent of her classmates at Taiwan National University (Taiwan's Harvard) were females studying business administration.

"Several of my classmates have also done very well," she notes. "One is general manager of a computer system software house. Another is Squibb's accounting manager, and others have advanced fairly far in government organizations and banks."

Margaret herself has had an upward bound career pattern. Following her graduation from Tai Da in business administration, she worked as assistant auditor for the Joint Commission on Rural Reconstruction, a Sino-American organization. She then went to England where she studied accounting and finance at the London School of Economics in the graduate program.

Upon her return to Taiwan in 1968, she worked as Eastman Kodak's only accountant, and later headed a five-member accounting department for them. In 1973, she joined HP Taiwan as accounting supervisor reporting directly to the admin manager, and last year became admin manager.

"I enjoy my job," she states. "I spend time in problem solving, coaching people, organization and planning, and dealing with outside customers. I enjoy all of these facets."

Margaret and her husband, Hong Chang (who works for a government research institute) have two children—Chenloong, 10, and Yu-wen, 7, who was born while Margaret was studying in London. The family spends a great deal of time together swimming, going to movies and traveling. Margaret has a new-found interest in yoga and is also learning to play the piano.

News briefs

Starring . . . HP Singapore

CBS-TV, one of America's major television networks, visited HP Singapore recently to film a segment for "60 Minutes," a popular news documentary program. The program dealt with Singapore and its development under Prime Minister Lee Kuan Yew, and HP Singapore was selected as a good example of manufacturing activities in that island nation.

Managers meet

The annual Latin American management meeting was held November 28-December 2 in the Caribbean. Country managers, regional marketing managers from three disciplines and representatives from Intercon Headquarters all discussed plans and objectives for the coming year.

Trade shows galore

HP Singapore held its annual solo Measurement and Computation Exhibition at the U.S. International Marketing Center August 31-September 2. More than 60 products were displayed from six disciplines: Instruments, Desktop Computers, Calculators, Components, and Medical and Analytical. U.S. Ambassador to Singapore Richard F. Kneip opened the exhibition, and a number of other dignitaries also attended.

HP Australia's Instrument and Desktop Computer groups both sponsored displays at a joint computer and instrumentation exhibition held October 24-27 in Melbourne. The show combined the Seventh Computers Electronic Technology Instruments and Communication Exhibition (CETIA) and the Fourth Electronic Engineering Measurement and Control Exhibition (EEEMC).

Malaysia held its solo Measurement and Computation Show in Kuala Lumpur September 21-23.

Computer Systems, Desktop Computers and Consumer Calculator groups from HP Canada all exhibited at the November 27-30 Canadian Computer Show held at the International Centre in Toronto.

Three disciplines from HP Mexico participated in the November 6-11 Institute of Electronic and Electrical Engineering trade show. Computer Systems, Calculators and Instruments were represented, and Instruments field engineer Enrique Setaro demonstrated HP-IB applications.

Mexican change

HP Mexico's Monterrey office has been reorganized. It will now encompass only computer sales and service support, with admin support provided by the Mexico City office. The main

office in Mexico City will provide sales, service and admin support for all other disciplines.

SEA management conference

Some 61 managerial and supervisory staff from HP Singapore and HP Malaysia met at Cameron Highlands in West Malaysia December 3-6 for the third Southeast Asia Management Conference. Discussion topics included management-union relationships, the HP Way, and techniques for making HP SEA a leader in cost-effective manufacturing.

Introducing . . .

The HP 9835 Desktop Computer and Series E Consumer Calculator were introduced recently throughout the Intercontinental region. Field engineer and customer training sessions were held, as well as open houses, shows and displays for dealers. In connection with the introduction, a special meeting of Consumer Calculator managers from the four Latin American subsidiaries was held at the Campinas factory. And in Singapore, selected Far East distributors attended a division support seminar.

And the orders come rolling along . . .

The Taiwan Telecommunication Administration in Taipei has purchased three HP 1000 computer systems and peripheral equipment worth \$485,000. The systems will modernize the present manual method of logging telephone equipment trouble called in by customers.

Souza Cruz, a large tobacco company in Rio de Janeiro, Brazil, has purchased HP Analytical equipment worth \$250,000. The 5985A mass spectrometer and 3354B lab data system will be used for quality control research in tobacco products.

Another piece of Analytical equipment will be used in West Australia to check up on the effects of "funny cigarettes." The West Australia Ministry for Police and Traffic has purchased a \$55,000 gas chromatograph mass spectrometer to carry out tests on motorists involved in accidents. The tests are aimed at determining if the motorists were using marijuana at the time of the

HP Singapore General Manager (Sales) Malcolm Kerr points out a piece of equipment to U.S. Ambassador Richard S. Kneip during the HP Singapore Solo Measurement and Computation Exhibit.



accident, and whether the drug was a factor in causing the accidents.

HP computers are selling like hotcakes (or is that tacos?!) in Mexico these days. Computer Systems people there just sold seven HP 3000 systems worth nearly \$1.5 million. Three of the 3000's went to Universidad Autonoma Metropolitana in Mexico City where they will be interconnected and used at each of the University's three campuses. Three more systems went to HP Mexico's biggest OEM, Integracion de Informatica Interactiva. The end user will be Desk, the second biggest holding company in Mexico. The final 3000 system went to FRISA, a large real estate firm in Mexico City.

One million down . . .

HP Brazil recently made the roster of the "One Million Dollar Club," an effort by the Brazilian government to recognize companies who export one million dollars worth of products. Some 87 other companies have received the award in the past, including such big names as Philco-Ford, General Electric and General Motors. Odmar Almeida and Oscar Barbosa accepted the certificate on behalf of Hewlett-Packard from the Brazilian Ministry of Industry and Commerce and the Minister of Planning.

SPICE is nice

The first HP Series E Calculators (code named "SPICE" before its introduction) rolled off the line in Alphaville in October. A formal introduction of the product took place on October 11, followed by a cocktail party at a local disco.

Checking first SPICE shipment.



News service launched

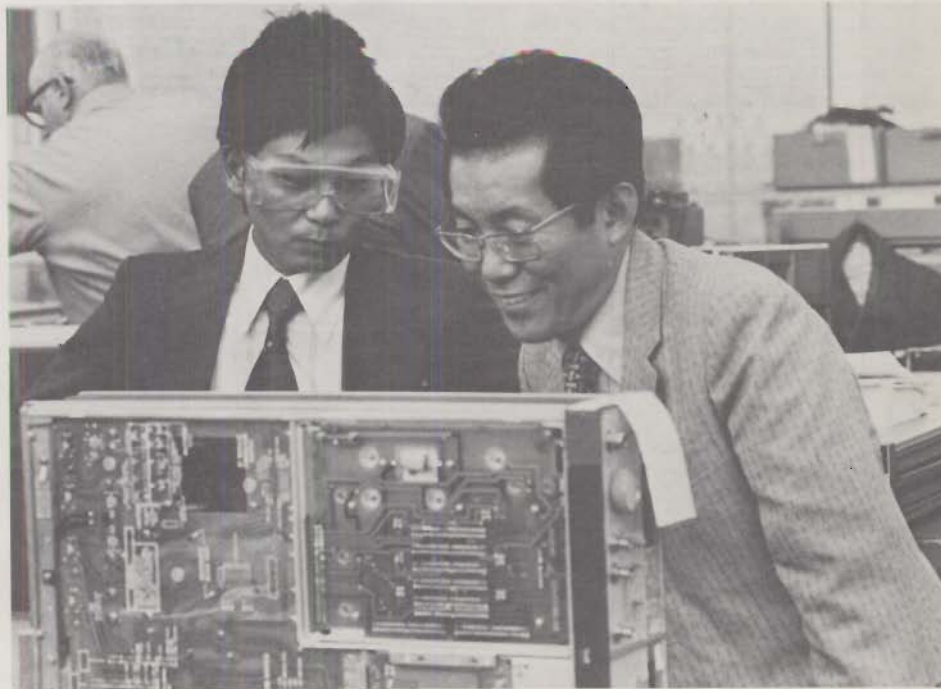
A new employee news service, Intercon Update, will disseminate news on major events and changes in the region. The most important Update releases will be transmitted from headquarters by COMSYS to general managers, and will then be typed (and translated if necessary) onto special Update letterhead. Update will be distributed to managers and supervisors for circulation to their people, and will also be posted on employee bulletin boards when appropriate.

Distributor notes

Caribbean Telecoms Limited (CARTEL) is now Intercon's exclusive distributor in Trinidad and Tobago for Instrument, Medical, Analytical and Consumer Calculator product lines. Andrew Alonzo is manager/director of CARTEL, and Wilfred Johnson is sales/service engineer.

With the dissolution of the Calcagni & Metcalfe partnership in Chile, HP has named Jorge Calcagni as the new representative. He has formed a company called Jorge Calcagni y Cia. Ltda, and will handle the Instrument line only.

Japanese industrialists tour Stanford Park.



Clowns and kids in Campinas.

Picnic fun

Some 200 employees from HP Brazil's Campinas factory attended the facility's annual picnic held in mid-November. Jose Lacerda writes that there was plenty of good food on hand, along with clowns for the children, and soccer, basketball and dancing for adults. Cida Straccialano, Odmar Almeida's secretary, was voted most congenial person at the plant and given a special award.

Japanese visitors . . .

Twenty-six managers of top Japanese firms and institutions visited Palo Alto in September. The group heard presentations on HP, Intercon and HP computer products, and also toured the Stanford Park Division.

News briefs

Personnel managers meet

Eight of Intercon's personnel managers and administrators were in town September 26-October 5 for their bi-annual meeting. The group attended seminars and workshops on finance and statistics, compensation, legal aspects of personnel, employee development and equal opportunity, computer applications, benefits, training and counseling skills. October 1-4 they joined HP personnel managers from 16 countries at Silverado for a world-wide personnel conference. Here for the two weeks of meetings were Brian Wright, HP Canada; Geoff Windsor, HP Australia; K. G. Tan, HP Singapore; Maria Malik, HP Malaysia; Olga Dona-Dio, HP Mexico; Gwen Grove, HP South Africa; Max Richardo, HP Venezuela; and Joao Jose da Costa, HP Brazil.

Taiwan workshop

More than 60 HP Taiwan employees and representatives from the San Kwang Instrument Company, which represents HP Analytical equipment in Taiwan, attended a three-day workshop at the Sesame Hotel outside of Taipei.

You gotta have HEART

HP Brazil has become the first Latin American sales subsidiary to transmit 100 percent of its orders directly on to the HEART system. The process, begun in July, 1977 with inter-company stock and trade orders, was completed in August of this year with the direct entry of the orders placed on behalf of direct import customers.



Intercon Personnel Manager George Trickett (left) consults with Brazilian Personnel Manager Joao Jose da Costa during the personnel managers meeting.

Yoga, Inc.

Ten HP Taiwan employees come to the office one hour early three days a week to practice Yoga under the tutelage of import/export clerk Lee Kuo-feng. Lee has a college degree in physical education, and has also taught yoga professionally for a number of years.

New building

HP Australia has exercised an option to acquire nearly five acres of land for a new sales and service facility in the Macquarie University Industrial Park at North Ryde, a suburb of Sydney. Phil Towle, former HP Corporate Construction manager, is coming out of retirement to work as a consultant to design and construct a 40,000 square-foot building on the new site. Current plans call for construction to begin in the latter half of 1979. The existing Sydney office has over 50 employees, and that number is projected to swell to 150 by 1983.



Meditating in Taiwan

Analytical group tops

Congratulations to Tony Abbis and the Intercon Analytical group who recently garnered honors as the top performing Analytical group company-wide. The award, announced at the Analytical group's late November meeting in Parajo Dunes, was presented for fastest growing and best performance against quota.



Components Group Marketing Manager Milt Liebhaber (left) and ICON Components Marketing Manager Harvey Gold, meet with T. Katoaka, new Components regional marketing manager in Japan. Milt and Harvey also visited Components people in Australia and New Zealand.



Vice President for International Bill Doolittle and Intercon Director Alan Bickell share a lighter moment before the annual Headquarters employees meeting.

coming events

JANUARY 1979

HP Solo Show

Taiwan
Jan. 10-12

**Latin American Distributors
Desktop Computer Meeting**

Colorado, California
Jan. 15-30

FEA Medical Sales Seminar

Singapore
Jan. 18-24

**Corporate/International
Management Meeting**

Silverado
Jan. 22-26

Internecon

Tokyo, Japan
Jan. 24-27

**Domestic/International
Desktop Computers
District Managers Meeting**

Loveland
Jan. 29-Feb. 2

FEBRUARY 1979

**FEA Distributors Desktop
Computer Meeting**

Singapore
Feb. 5-16

ICON Instrument Group

Service Seminar
California, Colorado
Feb. 4-Mar. 28

HQ No Travel—FME Meetings

Feb. 12-23

Petroavance '79

U.S. Trade Center
Mexico City
Feb. 13-16

YHP Private Show

Tokyo, Japan
Feb. 14-16

Quarterly Supervisors Meeting

Palo Alto
Feb. 22 (AM)

ICON Operations Council Meeting

Palo Alto
Feb. 22-23

YHP Private Show

Osaka, Japan
Feb. 22-23

APRIL 1979

ACS/CSJ Chemical Congress

Hawaii
April 1-6

IPG Senior Sales Seminar

Colorado, California
April 16-May 5

Admin Managers Meeting

Palo Alto
April 17-May 2

HP Canada Review

Toronto
April 20

Checking up on the HP Way

Is the HP Way practiced uniformly throughout Europe, Asia, South America and wherever else HP maintains international offices?

A series of personnel reviews around the world is aimed at determining just that, says Intercon Personnel Manager George Trickel.

"A Personnel Administration and Employee Relations Review Program has been developed by Corporate Personnel to objectively review overall personnel practices of each HP overseas entity in order to assure consistency in interpretation and implementation of policies and guidelines," George notes. "The Review will try to measure and improve the quality of supervision and personnel management through constructive feedback to each entity reviewed."

HP Australia and New Zealand were the first subsidiary and office visited as part of the company-wide review process. George and Lee Seligson from Corporate International Personnel conducted a review in the Australasian region in November. The procedures followed there were similar to those to be carried out in other reviews around the region.

"We spent five days in Melbourne," George explains. "The first day was spent talking to managers in order to get a feel for the organization and how things operate. We spent another day reviewing the Personnel Department itself—getting to know their policies, practices, etc. The next three days we talked to about forty

employees, selected at random, to get their views and impressions."

George and Lee also spent one day in Sydney and Canberra. Lee then went on to conduct a similar review in New Zealand and George assisted Geoff Windsor, personnel manager, with a "Managing at HP" training class.

Before they returned to Palo Alto, George and Lee sat down with Australasian Area Manager John Warmington and Geoff Windsor to share observations and recommendations. This face-to-face appraisal will be followed up by a formal written summary to John.

Lee and George believe many positive things came out of the review and they believe equally helpful information will come from future reviews in the region.

"We certainly don't see this as any kind of a 'policing tactic'," George explains. "It is designed to be helpful, and to point out areas of strengths as well as weaknesses. We realize many things we identify are already at least recognized by local management. However, our identification of the same concerns and our recommended solutions can encourage local management to give priority to a situation they already knew existed."

In other areas, says George, it is possible that local management "might be so close to the forest that they can't see the trees. In some cases we are able to identify concerns that maybe the Personnel Depart-

ments or other people didn't notice."

In addition, the reviews can highlight concerns, procedures, etc. that need to be followed up back in Headquarters or Corporate Personnel.

"We can learn a lot about our own strengths and weaknesses," notes George. "The reviews also facilitate spreading good ideas from one country to another. We can pick up good ideas in one country and then share them with other countries. We can end up being the medium to spread the collective understanding of the 'HP Way'."

Missing something?



Wondering why your subsidiary isn't represented in this issue's two round-up stories on regional charitable activities and winter holidays? Or curious about why the magazine doesn't carry more news from your area and on the accomplishments of your fellow employees?

We can't print what we don't receive, and we always seem to have difficulty getting the material we need in a timely manner. Check with your subsidiary's correspondent (see list on page 24) if you think there should be more news and information about your area in the magazine. By the same token, give that correspondent a pat on the back if you're pleased with the way your area is represented. And keep him/her posted on ideas or items you think might be suitable for *Intercom*. We are eager to cover the region in a uniform manner and are always looking for material. Let us hear from you.

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Geoff Windsor bids goodbye to George Trickel and Lee Seligson as they get ready to return to Palo Alto.

Old timers honored

Service awards were presented in a number of Intercon countries during November and December.

Tom Breitbart, Headquarters sales support engineer for Medical, was honored for 20 years of HP service, as was John Williams, HP Australia's Adelaide branch office manager. Receiving 15 year awards were Intercon Director Alan Bickell, HP Canada General Manager Malcolm Gissing, HP Canada Senior Field Engineer Guy Demonceaux, HP Australia Discipline Manager Bruce Marsh, and HP Australia Components Sales Manager Gray Morgan.

Ten year awards in the region went to: **Headquarters**—Tony Abbis, Don Andrushko, Mary Espinosa, John Hayes, Lucienne Jackson, Andrea Knoll, Ingrid Powell, Chuck Silberstein, Anita Stohl. **HP Canada**—Joan C. Gallagher, Ruth Wilson, Gerald



Alan Bickell presents Tom Breitbart his 20-year service award.

Cornish, Leslie Horn, Jeffrey Shook, David Lansley, Roger Walters, Michael Naggiar, Thomas Lechez, Keith Charlton, David Reid. **HP Australia**—Kenneth Jackson, Ian Richards, Francis Bruce Thompson, Ronald Pritchard. **HP Argentina**—Horacio

Manifesto, Jose Luis Esnaoli, **HP Brazil**—Henrique Henriques da Trinidade, Jose Genivaldo Nunes, Nelson Oliva Gomes. **Venezuela**—Anibal Regnault Volidon. **South Africa**—Lazarus Madolo, Andrew Penney.

New subsidiary opens in Malaysia

The Intercontinental region has a new sales subsidiary in Kuala Lumpur, Malaysia. Incorporated on October 20, Hewlett-Packard Sales (Malaysia) Sdn. Bhd. officially began business on December 1 with a staff of 10.

The new subsidiary will be handled as a branch office of HP Singapore for management purposes, and reports to Malcolm Kerr, HP Singapore (sales) general manager. It will sell and service all HP products.

Heading the operation as office responsible field engineer is John Chang. An Instruments field engineer affiliated with HP Singapore, John has been working with Teknik Mutu, HP's former Malaysian distributor. A native of Seremban, Malaysia, John joined HP in 1975. He was previously department manager for Philips Scientific and Industrial Division, and



John Chang



The new sub is located in downtown Kuala Lumpur.

holds an electrical engineering degree from Sydney University in Australia.

Other staff members are former employees of Teknik Mutu. They include Low Sook Heng, sales support; Ridzwan Abdullah, Instruments field engineer; Khoo Teng Liat, Analytical field engineer; Yen Yew Ming, Desktop Computer field engineer; Fong Keng Loong, Medical/Analytical service

engineer; and Teoh Kim Seong, Calculators/Instruments service engineer. Still to be hired are a secretary, general accountant and import/export clerk.

The new subsidiary is located in an office building in downtown Kuala Lumpur. The address is: Suite 2.21/2.22, Bangunan Angkasa Raya, Jalan Ampang, Kuala Lumpur, Malaysia. Telephone: 23320 or 27491.

Taking stock

It was inventory time on September 28, and nearly 50 ICONites gathered to perform the annual box counting ritual at the Western Distribution Center. Altogether they processed about 7,000 boxes. Happily, the data base was 100 percent reconciled with no write-off for losses (which means they found most of the boxes!). This feat was appropriately celebrated at the annual barbecue and beer bust "disco" which followed the inventory.

Warehouse Service Supervisor Al Domingo gives "the word" on how the inventory will be conducted, and passes out an inventory kit.



A count team reviews instructions prior to getting started. Left to right: Chuck Marr, Nancy Lent, Rosemary Levas and Ric Rogge.



Count team captain Rosemary Levas, assisted by Kevin Hansen, spot audits and verifies that the data on the sheet is consistent with boxes on the shelves.



Ric Rogge and Nancy Lent call up boxes and mark them with stickers.



The reports complete, Charlene Davis enters discrepancies into the system, and the job is over.



Actually, the job isn't quite over. Al Domingo and wife Sharon barbecue steaks at the beer bust celebrating the inventory's completion.



Newsmakers

Jerry Byma has been named product/sales support manager for the ICON Calculator Marketing group. The new position was created, says Marketing Manager Dick Warmington, to provide improved direction, development and continuity to the supervision of product and sales support functions.

Bob Reed, new Far East area sales manager for the Analytical group, has arrived at ICON headquarters from Pennsylvania where he was a field engineer for HP's Eastern Sales Region. Bob joined HP in 1976 as a field engineer. His prior experience included a stint as application chemist and manager of a subsidiary for Spex Industries.

A pat on the back for **Dennis Forbes**, who has successfully installed an HP3000 accounts receivable system in South Africa. He was assisted by **Lance Moffat** from HP Australia. The original system was designed by HP Australia and modified by Dennis for region-wide use.

Far East Area Manager **Lee Ting** was the recipient of a special Distinguished Management Award from HP Taiwan. The honor was announced at a dinner with HP Taiwan managers and supervisors, and Country Manager Lok Lin lauded Lee for his "unfailing support in helping us achieve our objectives in FY 78."

John Roussos, branch manager for HP Canada's Montreal office, is recipient of Canada's SAM (Sales Asset Management) Award. The award was presented at the Canadian year-end review dinner in Toronto.

R. Kanno of YHP has joined the Analytical group's \$1 million sales club.

Carlos Ribeiro, formerly a field engineer for HP Brazil, has been promoted to district manager for Instruments in the Rio de Janeiro office.

Bob McDevitt has been promoted to area manager for Computer Systems for HP Canada in Toronto.

Mitsutoshi Mori, formerly R & D manager in Hachioji, is head of the new YHP Instrument Division formed recently for the design, manufacture and worldwide marketing of YHP's proprietary instrument product line. Reporting to Mori in key managerial roles will be **Shiro Kitoh**, R & D;

Shigeki Mori, marketing; and **Yasuaki Hanatani**, manufacturing.

In other changes at YHP, **Tsugio Kataoka** is now Component sales manager; **Katsumi Yoshimoto** is customer service manager; **Tatsuya Aoi** is Osaka sales office manager; and **Mac Imahori** is personnel and general affairs manager at YHP Corporate.

Paul Ely, vice president and general manager of the HP Computer Systems group, has been elected to the YHP board of directors as a non-resident HP director. **John Brown**, who served as a resident HP director and YHP vice president for four and a half years, has returned to Palo Alto. **Chuck LaPorte**, who is serving as a resident HP director with sales responsibilities, continues on the YHP board.

Tsuyoshi ("Go") Kobayashi of YHP has joined the ICON Instruments group as an international sales support engineer. He replaces **Motoi Inoue** who is undergoing computer systems training at Data Systems prior to joining YHP as a field engineer. Go will help various divisions market products in Japan, as well as help YHP market their products in ICON. He joined YHP in 1971 in Osaka, and moved to Nagoya in 1977 where he was a field engineer for Instruments. He is a graduate of Niigata University with a degree in electrical engineering.

Brent Gardner has replaced Bob Creager as Intercon's legal counsel. A native Californian, Brent joined HP in 1972 as an attorney, and eventually moved to a position as senior attorney responsible for Computer Systems, Calculator Products and Components groups. He is a graduate of the University of Utah Law School and holds a B.A. in philosophy from San Jose State University. He spent two and a half years in Germany as a Mormon missionary.

John Maydonovitch, formerly a systems engineer with Neely Santa Clara, has joined ICON's Computer Systems group as systems engineer supervisor. John joined HP in 1975 at Neely. His prior experience includes a stint as a systems consultant and senior systems analyst for Bank of America in San Francisco. He is a graduate of Xavier University in Cincinnati, and holds an M.S. degree in

applied mathematics from the University of Santa Clara.

New major accounts marketing manager for the ICON Computer Systems group is **Bill Lukenbill**, former HP 3000 sales representative for Neely Santa Clara. Bill joined HP in 1968 and has spent time in the Manufacturing Division, Microwave Division, Neely offices in Salt Lake City and Denver, the Instruments group and the Calculator group. He has a B.S. in marketing from San Jose State University.

Ray Gerwing, HP Australia's new senior personnel administrator, is a native Canadian who moved to Australia thirteen years ago. He joined HP after working for General Motors and Varian. He is a graduate of the University of Saskatchewan.



Jerry Byma



Bill Lukenbill



Go Kobayashi



Brent Gardner



Bob Reed



Bob McDevitt

Unmasking it

It wasn't exactly business as usual at Headquarters on October 31. An odd assortment of Halloween creatures showed up to carry out their Intercontinental duties. Strangest of all was a large dancing pumpkin with flashing green eyes who had everyone wondering about his/her identity. At breaktime, the wraps came off and the mysterious giant pumpkin turned out to be none other than Region Marketing Manager George Cobbe!



Ginny (Vampira) Tetreault.

Curious ICONites speculate on the mystery pumpkin's identity.



Vivian Newcomb tries to hold back the "great pumpkin."

The pumpkin is unmasked, revealing Region Marketing Manager George Cobbe.



Cuddly Paula Scharback.



"Dragsters" Ray Shelton and Sue Gibbs.



Sue Cole (left) helps a fellow Hari Krishna adjust her robe.



Business as usual for Marilyn Periandri.



"I've got your number," says French maid Barbara Beebe.

HP Corporate Objective No. 7— Citizenship

"To honor our obligations to society by being an economic, intellectual and social asset to each nation and each community in which we operate."

To those of us in Intercontinental, it seems almost unnecessary to formalize such an objective. We deal with international matters on a daily basis and, with rare exception, we're tuned into understanding, supporting and appreciating a wide variety of nations and peoples.

And therein the danger lies. Dealing with international affairs has become so commonplace to many of us that it can become almost as automatic as driving to work in the morning. As such, opportunities for involvement and contributing to international communities might pass us by like an intervening side street between home and work.

What then are some of these opportunities—how do we identify them and how do we make a personal contribution?

HP as a corporation has conducted a donations program for many years. Via a set of guidelines and a committee, rather large amounts of instruments, systems and cash are disbursed in literally every world-wide community in which we operate, plus

some areas and countries where we never have and possibly never will make a sale. Typically, donations go to institutions, communities, charities and organizations where the need and justification is the greatest and, in the case of HP products, where research, learning and health care have the greatest opportunity for enhancement.

Despite the substantial amount HP sets aside for this purpose, the overall need is insatiable. There is an obvious limit to HP's donations resources—it simply cannot be a donations "banker" for the whole world—and that is where we come in.

Very few countries, including the U.S. are without their share of unemployment. Although the creation of jobs is not one of our corporate objectives, it is a natural by-product of the corporate growth process to which we all contribute. Providing even greater customer satisfaction contributes to customer success—to more jobs and fuller employment.

We can also make contributions as individuals. Even in countries where individual involvement in donations and charities are not commonplace, we employees can make an impact. For example, all of us have something

of value to teach either from our past studies or our work experience or both. Schools at all levels, social and professional societies, religious, youth and political groups, etc., would all benefit if we would commit a portion of our time to them.

Natural catastrophies and political upheavals also might give us an opportunity to help—for example, mass movements of refugees, earthquakes, droughts, famines and epidemics. And our contributions need not be only money. Most likely our most available, yet most valuable asset we can share, is our time. We can solicit resources, earn donation funds via independent individual and group action, donate blood, organize and participate in relief forces, collect and prepare supplies, etc.

The list has no end, but the most difficult step is the first one. Elsewhere in this issue of *Intercom*, Judy Hansen has described notable examples of Intercontinental people who have taken not one, but many steps toward a solid contribution to some of our communities. We recognize their accomplishments, and urge others to follow their lead.

Ju



Happy ending department. If Headquarters accounts receivable specialist Lydia Tandoc and her husband Aurelio look happy, it's because they have their children with them again after nearly two years. When the Tandocs emigrated to the States, they left their children for what they thought would be a temporary stay with relatives in the Philippines. However, red tape took over, and the Tandocs were unable to get their children to America. Finally, thanks to help from Headquarters personnel, who intervened with the U.S. Embassy, Imelda and Cesar recently joined their parents in California.

Intercom

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