

depth



From the Managing Director:

As this issue of *Depth* should reach you prior to the year end, I cannot help but think over the past twelve month period.

A good many changes have taken place within the organisation which is normal for an entity growing as rapidly as we have seen within Australia and New Zealand during recent years. It is expected that the changes made were in the best interests of employee and company to ensure that we have good people with potential growth in the correct slot – for the continuing rapid growth which is envisioned on both sides of the Tasman.

Due, in part, to an overall good performance during fiscal FY78' with a 77% order growth in New Zealand and 36% growth in Australia which has now put us, as an area, into the big league, perhaps you would be interested in some comparisons.

Our area orders for FY78 were equivalent to Canada in FY74 and within 10% of U.K. and Japan in the same year. We were almost equivalent to total Corporate orders for FY58 – better than total Europe in FY66 and better than total Intercon FY68.

Naturally hand in hand with good performances and growth, our organisation has become a great deal more visible at both ICON and Corporate headquarters which in turn has led to more senior management visits than we have witnessed previously – some of the highlighted visitors included Bill Hewlett, John Young, Al Oliverio, Bob Rogers and Dave Nelson and obviously we have seen a large number of people from the ICON Management team together with ever increasing assistance by specialists from the Manufacturing Divisions.

I believe that it would be interesting for you to know that Australia in particular, and New Zealand to a somewhat lesser degree, was chosen as the first Sales Company to participate in a Personnel Audit.

There were a number of outstanding individual performances throughout the year, and I believe we have a number of challenging opportunities ahead to really test our abilities to maintain our growth pattern and work within approved targetted costs.

Finally, I take this opportunity to wish each and everyone a particularly happy and safe festive season.

J. WARMINGTON

Boomerang for Bill Hewlett

Bill Hewlett was in Sydney on November 20th and joined the Staff in the HP office for lunch.

He was presented with a boomerang "to ensure his return and immediately became interested in the aerodynamics of it.

Overseas Visitors

There have been a number of other international visitors:



LEE SELIGSON, International Personnel Manager and
GEORGE TRICKEL, ICON Personnel Manager.



OVERSEAS VISITORS (Cont'd.)



ED TRUITT, Corporate Compensation manager and John Warmington.

MAY

John Martinez – Colorado Springs
John Poss – Colorado Springs
Al Oliveria – Corp. Tony Bellhouse – U.K.
George Cobbe – ICON

JUNE

Jerry Byma – ICON Rene Babi

JULY

Eric Grandjean – DTD Ed Miller – Corp.
Walt Sousa – ICON

AUGUST

Bill Cardwell – CSC Harmon Brown – SID
Manley Siler

SEPTEMBER

Bill Shellooe – ICON Tom McSweeney – ICON
Bert Desmond – Ft. Collins John Klonick – Boise

OCTOBER

Steve George Wayne Squires – HP-N.Z.
Peter Shaw – ICON Alan Bickell – ICON
Srinu Nagshwar – Ft. Collins Tom Vos – San Diego

NOVEMBER

Colin Hardeman – ICON Dennis Raney – ICON
Fred Gibbons Jack barbin
Bill Dalton Fred Glage
Neil Newman – ICON

DECEMBER

Harley Leete – ICON Tony Abbis – ICON
Bob Turner – Avondale John Lortscher – Santa Clara
Dick Watts – Santa Clara

An Application Package for Manufacturers on The HP 3000 Computer System

In today's environment, many manufacturers face significant challenges. Cost pressures, shipment schedules, production line productivity – all these are factors familiar to anyone involved in manufacturing management. These challenges demand effective management of every aspect of the manufacturing operation.

As a manufacturer, HP has faced the problems confronting manufacturers today. Several years ago, the decision was made to implement a Materials Requirements Planning system within our production facilities. Today, many Hewlett-Packard factories around the world use the techniques of the system on the HP 3000 computer.

In November, Ian Little conducted a seminar in Melbourne on the MFG/3000 package which makes the Hewlett-Packard solution available to manufacturers who may be facing similar problems.

158 Employees attend Training Classes

Since the last publication of Depth, 158 employees have attended internal training programs. These include 76 people at Customer Relations courses right around Australia and in New Zealand, 46 attendees at Sales Basics, 12 at Managing at HP and 24 people attended Administrative Support Workshops.

New Zealand Computer Conference

The sixth New Zealand Computer Conference was held recently at "Trillos" Downtown Auckland. H-P was the only exhibitor to appear on Television One Network News at prime viewing time. Graham Barnes from the Brisbane

Office and Sue Schuller from the Wellington Office manned the stand which was never empty.

They were assisted by Alan Thompson, John Wadsworth and Roy Armour.

GRAHAM looking as though he is enjoying his 'TV Stardom Bit'! Don't think Sue is quite so sure that it's her vocation.

BRUCE GRAHAM, back to camera, directing the TV filming.



TONY COOKES was seen quietly sneaking in early one morning to try and beat that "Wumpus" at his own game.

ROY ARMOUR Senior C.E. rummaging through his service kit for the 2631, (no, there was no real problem, just last minute testing!!).

Considering that each of the 15 programs involve, on average 3 instructors, an additional 45 people participated by presenting material. This represents a significant investment of time and energy in developing our people.

It is also interesting to know that we are able to conduct most of the HP developmental training programs using our own resources. This has come about primarily through emphasis on in-house Instructor training and participation by Managers in the presentation of these programs.

More in IFY 79.

Next year we will continue to pursue the company's objectives with respect to development and growth of people by providing a wide range of programs including more workshops, such as Performance Evaluation, Salary Administration, Effective Presentation and Advanced Sales Training. These are additional to established programs which will continue. A schedule of all programs will be published early in the New Year.

Perth Office welcomes JOHN HARVEY who transferred from Sydney to replace Mike Canvin, Instruments F.E. John and his wife, Chris, are living in a caravan until they take possession of their house. It's got to be warm with the 40°C Perth heat.

Mike has returned to the Melbourne Office.



Musical Chairs – in the New Zealand COMPUTER SYSTEMS GROUP . . . when the music stopped. It seems nobody landed in the right chair first time!

JOHN WADSWORTH is now the Auckland O.R.M. ROBERT HICKS the district C.E. Manager and DAVE KNIGHT the C.S.G. Field Manager.

HP People – On The Move . . .



HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

During September, MILT LIEBHABER, Component Group Marketing Manager, and HARVEY GOLD, ICON Region Marketing Manager, paid their first visit to Australia and New Zealand. This visit followed closely on HAROLD NORRIE's appointment as the Components person here, taking over the responsibility previously held by Gray Morgan.

During the visit, discussions were held with both customers and companies in the component distribution business and the appointment of another distribution in parallel with Amtron Tyree is likely in the near future.



HARVEY GOLD, HAROLD NORRIE, MILT LIEBHABER.



HANS NEILSON has been promoted to Southern District CE Manager, Desk Top Computers.

BOB CONGDON was promoted to Medical Service Supervisor. He was recently confined to the hospital in Adelaide. We wish you a speedy recovery, Bob.

BILL THOMAS and family are now settled in Sydney - Sue is due to produce Bub 3 at any moment - so there will surely be a postscript to this editorial. — NOTE: (Leah Victoria has arrived!).



BOB KEERS has been appointed Northern District Manager, Computer Systems Group, Major, Manufacturers. Bob usually wears conventional dress, but at times he likes to be different.



John Schmidt

In Melbourne, MIKE RIMER transferred from S.E.O. to Computer Systems Group Sales Rep. and JOHN SCHMIDT from service to I.G. Staff Engineer.



ADRIAN FARRELL, is the new Southern District Manager, Computer Systems Group, Major, Manufacturers.



Les Lawrence receiving an award from Mike Muller for exceeding Quota for five consecutive years.

LESS LAWRENCE is the first to be appointed to District Manager, Medical. Les is in the Melbourne office.

BETTY HAMILTON, formerly Service Co-ordinator, Med/Anal/I.G., has transferred to Components/Admin. Secretary. (Hopefully, readers are aware that Harold Norrie is responsible for all Component Sales within Australia, now).

BRYAN FREW transferred from S.E.O. and GEOFF PIPER from Staff Engineer to become a Computer Systems Group Sales Representative as of November 1, in Sydney.

ALEX KENNEDY is the Northern District CE Manager, Computer Systems and DOUG WOODCOCK is Northern District CE Manager, Desk Top Computers.

Doing For Others

Several HP employees are actively involved in organizations, doing things for people.

TERRY WILDE, DCD Sales Representative, Melbourne, is a member of Lions Club International.

Members are currently working to raise funds for the purchase of mobile intensive care ambulances for the Civil Ambulance Service throughout Australia.

These ambulances are needed on site intensive care for serious cases including heart attack victims.

Another national Lion's project is the "Save Sight" campaign for children. At no cost children are tested for defects in vision and special treatment recommended.

On a local level the Lions provide playgrounds for children, transport for elderly citizens, funding for youth projects, one of which is the Drop In Centres; and handyman type activities for the aged and handicapped.

Emphasis is on youth without neglecting the elderly in the community.

To raise funds for these projects the members give their time to the Christmas Cake Sale, Monster Christmas Raffle, catering at local shows and running a circus.

ADELAIDE:

Much has happened and many changes have been made in the Adelaide office - ANN TREDREA guides you through:

Sitting in our Chieftain's chair is JOHN WILLIAMS, O.R.M. The Adelaide office has responsibility for all of South Australia and the Northern Territory. John is a member of the Instruments Group.

KEN JACKSON is an Instruments FE, and also has responsibility for Distant Measuring Equipment.

MARLENE CASTRIQUE, is secretary for the Instruments Group and assists John in office administration. She is responsible for handing out the money, which makes her the most important person in the office.

Slowly, we wend our way to BRUCE GOW, our new Desktop Computer Sales Representative. Bruce replaces RON LOMAX who has been promoted to District Manager, D.C.D. and is now in Melbourne.

Close by is ANN TREDREA secretary for D.C.D. and C.S.G. Ann was a secretary in the Melbourne I.G. for several years. Soon to join these two will be a C.S.G. Sales Rep.

In the "Service Area", we find PAUL CURTIS, Customer Engineer, Computer Systems and BRIAN AVERY Custom Engineer, Desktop Computers.

As we take you back to the entrance, we find HELEN LOWE, Receptionist, who also assists as a Parts Co-ordinator, Service Support, Literature Clerk, and Consumer Calculator Clerk.

CANBERRA:

There have also been changes in Canberra. DICK GRAF leaves to join the Sydney Office in the role of Product Specialist in the Instruments Group and JOHN DALY will become the O.R.M. John is Sales Rep. in the Desktop Computer Group.

ANGY KASPRAZAK, joined the Canberra Office in July as secretary in the Instruments Group. She also helps out in the Computer Systems Group. Prior to joining HP, Angy was on a working holiday in Scotland.



RON JOHNSON, Parts Storeman, Melbourne, died in September. Our sincere sympathy to his family.

Ron Joined HP in September 1974. We will miss him.

MELBOURNE:

FY78 is over and Hewlett Packard Australia has had a good year.

JOHN ANTONELLO sold \$1.25 million worth of instruments and finished 335% of quota. Congratulations John!

BOB CATTELL, Analytical Field Engineer also has sales over one million dollars.

AND AS WE ALL HEARD IN JOHN YOUNG'S MESSAGE - -- PROFIT SHARE WILL BE 8.75%.

HP PICNIC — MELBOURNE

And though the rain came down in torrents, it was still a fun day.



SYDNEY:



Paul Bromfield (Service Dept.) in chains, the day before he got married. (Ball & chain on feet).

While we're handing out congratulations – best wishes to PAUL BROMFIELD who married Amanda on November 17th.

Sydney Office is boasting about their two "Million Dollar Sales Reps", JIM WATSON, Analytical and BOB KEERS, Computer Systems. At a recent coffee session, HAROLD NORRIE, ORM presented them with bar glasses to express appreciation for their efforts.

The first HP barbecue for Sydney Office employees was on November 22nd. CHRIS ARMSTRONG tells the story:

When about 20 people gathered after work at Lane Cove River Park for a B.Y.O. It seemed we had only just gotten the fire lit and one batch of meat cooking when a ranger appeared and told us we had 15 minutes before the Park closed; having done our homework, we knew we had 45 minutes (until 7.30 p.m.) and politely told the Ranger so. He returned very disgruntled in about 7 minutes' time, and curtly informed us that we could only get out of the gate at the other end of the park and that would be shut on the dot of 7.30 p.m. (He certainly hadn't done a Customer Relations Course), so the barbecue came to a rather hurried end. But it was fun while it lasted.

Sydney Office personnel have enjoyed a busy social life. Various employees have entertained at their homes.

The next Company sponsored social event will be the annual picnic on December 17th at Paradise Gardens.

BRISBANE:

COL COLQUHOUN, a former Queenslander returned from the Sydney Office to join the Sales Group in Brisbane. Col is a D.C.D. Sales Rep.

We are pleased to have Col here and we think he is pleased to be back. Haven't had much trouble converting him to a Queenslander again.

Some people have all the luck. PETER HILLMAN will leave us in December to go into "early retirement"? Well anyway, he'll be pulling up anchor and setting sail for wherever the winds and tides take him.

Happy sailing, Peter.

GRAHAM BARNES will be leaving Brisbane but not Hewlett-Packard. He'll be transferring to England. He has been slowed down a bit lately by a knee operation, however, the crutches only slowed him down, nothing stops him.

Good luck in your new home Graham.

We try to please – BILL CARDWELL from the U.S. to conduct Digital and Microprocessing courses, requested a small car. Have you ever seen a 6'4" Yank arrange himself in a Mini?

Christmas for the Brisbane Office will be celebrated at Gambaros Seafood Restaurant this year.

PERTH:

El Caballo Blanco proved to be a very enjoyable venue for staff and families for a barbecue a short while ago. The highlight of the visit proved to be the dancing Andalucian horses. This was the last social occasion we enjoyed with BRENDA and MIKE CANVIN. Mike has returned to I.G. in Melbourne after working with us for two years and has made some really valuable contributions, e.g. our overhead projector system in the demo room.

MATT SAUNDERS deserves a big pat on the back for being DCD's salesman of the month for September achieving the grand total of 71K. Well done Matt!

We're Still growing

Planning is under way for new buildings in Melbourne and Sydney. The preliminary plans for Melbourne (which are subject to change) will provide for an increase in floor space which will almost double our present office area. Plans for Melbourne are on display in the Admin Conference room. Roger Bailey expects completion date to be early in 1980.

Plans for Sydney are more tentative than Melbourne but we do hope to open our new building in North Ryde in 1980. Floor space will be about 30,000 to 40,000 sq. ft. Staff in Sydney is expected to grow from the present 50 people to about 70 by the time building is completed.

NEW EMPLOYEES AT HP

New Zealand



WENDY LATHAM – Order Processing Clerk/Import Export Assistant. Wendy joined us on the 17th September 1978.



DAVID MOREL – Systems Engineer. David joined HP New Zealand on 1st November after accepting the position as Systems Engineer whilst living in Sydney. Dave spent 4 weeks in the U.S.A. receiving 3000 training prior to joining us here.



LINDSEY SWINSON – Order Processing Clerk. Lindsey joined us on the 20th November, 1978.



ANNE NICKLESS – Service Secretary. Anne joined us on the 13th November, 1978.



JENNY ROBERTSON – Consumer Calculator Secretary. Jenny started with us on the 29th August, 1978.



BOB McCULLOCH – Warehouseman. Bob started with us on the 31st July, 1978.



KEITH MORRIS – DCD Sales Rep. Keith has joined the Desk Top Computer Group in New Zealand. He will be participating in a number of training programs here in Melbourne over the next two weeks.

In his spare time, Keith is an active tennis player as well as a keen golfer. Music is another area of interest and he plays the piano and guitar. His wife gets him to do some gardeniaing in between.



BRUCE HAWKINS – Bruce is married, with a bub on the way (due in June). Hobbies are (apart from the obvious, says Bruce) – building a house, tennis, snooker, golf, swimming, and all that healthy stuff. Bruce joined HP in October as a DCD Sales Rep.

Sydney



CHRISTINE COATES – Christine joined us this November, as Service Co-ordinator for the Medical/Analytical/Instrument products. Christine is married (no children), and previously worked at Hornsby Hospital as a clerk/typist. Her main hobby is horse riding.

JOHN QUIGLEY – John Joined us on 24th November as DCD C/E. John is married, with no children. His prime hobby is making and flying model aircraft, and John holds the New Zealand title for Aerobatics – Radio Controlled Miniature Aircraft. John previously worked for A.W.A.

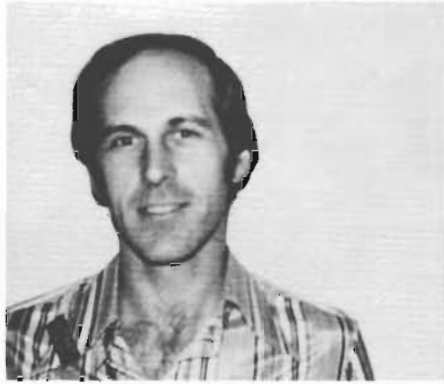


PAUL HOOLIHAN – Paul is one of our relatively new hires, joining us in November as a Customer Engineer – Computers. Paul is married, with one child, and lists his hobbies as golf and squash. He previously worked at Honeywell.

JON HANCOT – Jon is our new Analytical C/E, who has joined Duane Bishop. Jon is a gliding enthusiastic, and is also interested in photography and guitar playing. Jon is single; and previously worked for the Anglo Australian Observatory.



BRUCE MAXWELL – Bruce joined Sydney I.G. in July as a staff engineer but as from Nov. 1 became a fully fledged Field Engineer. Bruce is married with 2 children (and 3 cats!) and previously worked at the ABC. Hobbies include photography, hi-fi, scuba diving and restoring vintage motor cycles and a 1964 Morgan (it's green not Gray – ouch!).



GARY REED – Gary works in Sydney S.E.O. and his expertise in this area is already proving invaluable. Gary lists his hobbies as tennis, squash, and home renovating. He previously worked for the Public Transport Commission.



ANGELA ADAMOPOULOS – Angela is Invoice Typist for Parts O.P. Angela comes to us directly from Blackburn High School and therefore will be very much in a learning process for the next few months.



JOYCE THOMPSON – Warehouseperson. Joyce previously worked as a "temporary" in mini-calc service. Now a permanent member of the warehouse staff in Melbourne. Joyce is married with a son and daughter and has an interest in German Shepherd obedience training.

Canberra



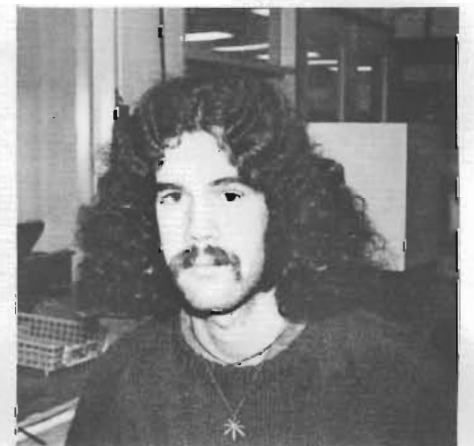
GEOFF PIPER – When asked about his hobbies, Geoff (who is single) stated "Women". After a pause, he said "More women". When the correspondent said, "Come on, you must have more interests than that", Geoff responded "O.K., blokes." Seriously, we know that Geoff, like Bruce Hawkins, is currently involved in building a house.



ANGY KASPRZAK – Secretary, Canberra Office, has just returned from a working holiday in Scotland where she was employed by Bell and Howell (Microfilming). She joined HP on July 4th.



DAVID RICHARDSON – David has accepted the position of DCD Sales Representative in Melbourne. He will take over the responsibility for the Northern section of Victoria from PETER PHILIPP as from February 1, 1979, when Peter starts his MBA Study Leave.



COLIN POPPINS – Warehouseperson. Colin is 21, single and has an interest in electronics and modern jazz.

Perth



MARK POLTI – Mark is a Computer Field Engineer and joined HP in May after emigrating from South Africa, where he worked at Burroughs. Mark's hobbies include golf, and he has been known to play 9-holes of golf before coming to work in the morning – and then eating his lunch at 9.30 a.m.!



PETER LALOR – Peter joined HP on July 3rd and has been in the U.S. learning Computer Service Techniques.



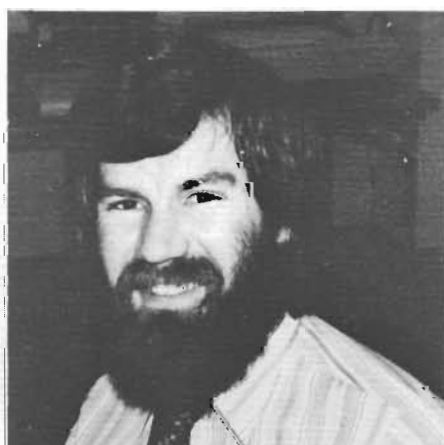
GREG BEERS – Import Co-ordinator. Greg is the newest face within the Customs Group and joined H.P. in July after working for several years with Myers. Greg is married and his wife, Cathy, is expecting their first child in April. He also enjoys the occasional game of golf.



BRYAN LUGTON – Warehouseperson. Married with one son. Interested in all sports and model railway.

Melbourne

KARRIE JOANNOU – Karrie joined us in October as Computer Sales Secretary, replacing Angela Booth who left to have a baby. (Angela had a baby boy!). Karrie is married, with 2 cats (who are her "babies"). Karrie made certain of getting the job by not only speaking the same accent as Colin Howard (they both hail from Glasgow), but also by moving to a property about ¼-mile from the office the day after the interview.



DENNIS MALSEED – Dennis is the Systems Engineer for Southern District, Desktop Computer Division. Dennis is based in Melbourne, and joined HP on June 6, 1978.



DAVE HUSBAND – Warehouseperson. Dave is single, plays the guitar and is interested in yoga.



PERCE BAIN – Warehouse Supervisor. Married with five children. Interested in golf and swimming and the "Tigers" (Richmond Football Club). Lives in Forest Hill.

GREG ATIKINSON – Greg commenced on 1st December as Staff Engineer for Instrument Group, Sydney. Greg also lists his hobbies as photography and gliding. He is married, with one child, and prior to joining HP was self-employed doing general electronic service.



PHIL HUNT, an ex Honeywell C.E. joined HP Melbourne in July 1978 is scheduled to commence ACE training under the new scheme in January 1979. With the very high standard previously set by the Australian C.E.'s Phil has a large task before him. However, we wish him Good Luck and an enjoyable trip.



DENIS HITCHENS - Field Engineer - CSG - Melbourne.



JILL KEMM - Secretary - Med/Analy - Melbourne.



PETER DELBRIDGE - Marketing Communications Manager, Melbourne.



CLIVE RICHARDSON, our most recent member who joined the Melbourne C.E.O. in late November, was a key technical C.E. with Inter Data for some time. With ACE training in the U.S.A. still before him, we wish Clive well in his career in H.P.



TONY CANTLON - Systems Engineer - SEO - Melbourne.



TONY BREWSTER - FE. - Analytical - Melbourne.



KEVIN WILEY - APD Service Technician, Melbourne.



SONJA SIBLEY - Sonja left HP in 1977 to return home to Canada, but now she is back and in Order Processing. She returned to Australia with her new husband.



JOHN CROMIE - Staff Engineer - CSG - Melbourne.



JUDY BOTTOMLEY - Receptionist - Melbourne.



DANNY HILLS - Returned to HP after a short time away. Welcome back Danny.



CAROL DONALDSON - Secretary - CSG - Melbourne.



KEN MACKAY - Serv Contracts Clerk - Melbourne.

BIRTHS

KEVIN & DIANE MATSON in Auckland, have a new son, Mark born in October.

MIKE & JUDY MALLALIEU in Wellington, added another daughter, Katherine to their family in June.

DOUG & MARILYN WOODCOCK in Sydney, are the proud parents of a daughter, Rebecca.

MAREE AND PETER LALOR in Perth, a son: Anthony.

KAREN AND GORDON SMITH in Melbourne, a daughter, Christina Jane.

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Editor: Robin Schmidt.

Typist: Kay Nimiczek.

Photography: Clarissa Crispin.

Contributors:

Chris Armstrong - Sydney.

Sue Schuller - New Zealand.

Clare Maguire - Canberra.

Ann Tredrea - Adelaide.

Jenny Mudge - Brisbane.

Sandra McCann - Perth.

Merry

Christmas

and

Happy

New

Year