

# epth depth de



FOR AUSTRALIAN AND NEW ZEALAND  
STAFF AND FAMILIES OF HEWLETT-PACKARD  
No 19 July 1985



## ● Local skills respond to a tough challenge

A world search for software ended "right back in our own backyard."

The search was for software to help Australian small manufacturers to become more productive.

**Malcolm Kerr** told the story at the opening of new premises for the Australian Software Operation at Ringwood on 6 June.

He was making his first important public announcement back in Australia, standing in for **David Booker** whom he was to succeed as Managing Director of Hewlett-Packard Australia Ltd in July.

The new facility was opened by **Mr Robert Fordham**, Victorian Minister for Industry, Technology and Resources.

**Mr Fordham** (left) is pictured with Malcolm and the plaque he unveiled at the Australian Software Operation's new premises in Ringwood St, Ringwood. ■

## Search that ended back home

Evaluation of software packages for small manufacturing businesses, gathered from around the world, found them all wanting in some major respect for the Australian scene.

So it was with some relief that HP Australia, which had contracted with government to develop such a package, found a solution within a middle-octave cooee of its Melbourne headquarters.

Malcolm Kerr revealed details at the opening of the Australian Software Operation's premises at Ringwood on 6 June.

He said HP Australia, at the urging of the Federal and Victorian Governments, had agreed to develop software that small business could afford and would find easy to use in improving productivity.

At first HP investigated third party solutions — taking existing packages and modifying them to meet the specifications. It failed.

So started in May 1984 another search, this time worldwide, but everything evaluated was found wanting and judged not to be easily modified.

The search also sought a so-called fourth-generation computer language that would greatly speed programming and thus allow creation of a package from first principles.

It all ended back in Melbourne with *bbj*, a software company associated ever since its founding 10 years ago with HP.

*bbj* had today, a smart fourth-generation language. HP bought exclusive world rights to market it on HP equipment as *HPtoday* with a dual intention: to develop it further for sale as an HP product throughout the world and to use it in developing the Australian small manufacturer's system, *Masterplan*.

A measure of the success of the combined local efforts can be read from HP's plan to release the new manufacturing package before the end of the year.

Malcolm told a government, industry and academic audience that the first modules would be delivered in August to sites in Melbourne. Sites in Sydney and Adelaide were also being considered.

However, much work remained to complete all aspects of what was a very comprehensive sys-

tem and to develop enhancements.

A major part of the package would be the supporting educational materials that would allow small manufacturers, typically without computer expertise, to use the system successfully.

Some work was being done under contract by RMIT's Tech-



● Clive Thomas, Project Director for MIS, Department of Industry, Technology and Commerce (left); Tad Bagdon, also from Ditac (Canberra); John Cromie; and Chris Walton, analyst programmer (seated).

nisearch to produce computer-assisted instruction material.

Malcolm estimated that the Australian requirement for the products represented only about one or two percent of the worldwide market and this offered a splendid opportunity for Australia to export.

At Ringwood, *HPtoday* and *Masterplan* each had a development team and a marketing team; plus a quality group to ensure that quality started with design and went right through the product.

Also, HP Australia had sec-

oned a very experienced R&D manager from HP's Fort Collins Systems Division in Colorado (Dan Osecky) to help the teams' productivity.

Other points from Malcolm's speech:

- When he left Australia just over 13 years ago, revenues were about \$4m a year. Last year they had grown to about \$120m, establishing Hewlett Packard as the second largest information systems company in Australia.
- His objective was simply to build on this achievement while meeting corporate goals of growth, people development and customer satisfaction "and of course a moderate profit to allow it to happen."

- Customers had supported HP because of the excellent balance in product quality, innovation and support. The company would continue to emphasise quality in all areas while striving to improve productivity further through innovative use of its own computer systems, local marketing programs focusing on solutions to real customer needs and institutionalising the TQC concept.

- He saw Australia establishing a profitable new division with a charter to develop, manufac-

ture and market products for worldwide distribution.

- A key factor in HP success had been ability to get innovative products developed quickly with competitive pricing. Today there were 65 such divisions, an increasing number being established outside the USA. Typically a division was decentralised, employing between 200 and 2000 people.
- HP aimed at satisfying government offset programs by adding value to its products in each of its major markets. This would not happen overnight but real progress was being made, the initial vehicle being the Ringwood operation.

### Minister said:

- The Victorian Government had a strong relationship with Hewlett Packard and saw the company as a key element in its long-term economic strategy;
- HP had been a valued participant in the Government's offset scheme; it had supported the Australian Microcomputer Centre Clearing House at RMIT and developed its own national distribution centre;
- Jobs in the Australian computer industry, especially in software, were expected to double over five years;
- The Victorian Government wanted views on how it could develop a marketing export organisation for the software industry;
- Mr Fordham's department would within weeks launch a data base it had established which listed about 600 organisations able to provide support services to industry under the headings of consultancies, finance, government, information, research, training, etc;
- Victoria was supporting development of a national technology data base;
- Its business development scheme was helping smaller firms acquire management and marketing skills and developers to find new sources of funds.
- Mr Robert Fordham, Deputy Premier of Victoria and Minister for Industry, Technology and Resources, speaking at the Ringwood official opening ceremony. ■



- Jan Laulund, Marketing Engineer for *HPtoday* (left); Sales Representative Ion Klopogge; and Rod Walkerden, consultant with Rhetec.

### Back in focus

No one really thought that **John Cromie**, Manager of HP's Australian Software Operation, and his team had been banished to some re-education stalag for the expiation of unknown sins.

But for many months they weren't seen much around Joseph Street and those too busy or with no need to visit knew only that something clandestine was happening at a place in Box Hill's Lexton Road.

Inquiries by *Depth* were met by assurances that the Lexton lot were alive and well but the time was not appropriate for them and their work to go on public parade.

Then on 6 June the wraps were discarded . . . well, were lifted at the edges to give a glimpse of what had been happening.

John explained: "Obviously, it has great significance for the company and just as obviously there were formidable problems to overcome; we had setbacks and sometimes we seemed a million miles from solutions. It was better that we should work in the comparative isolation of Lexton Road and now at Ringwood.

"But it is a relief that we can show we weren't just loafing. In basics, this is what's been happening:

"At the start, the Federal Department of Science and Technology — now Industry, Technology and Commerce — launched a public interest project called Low Cost Manufacturing Information System (LCMIS, shortened now to MIS).

"The Government wanted to assist Australian companies with less than 100 employees to grow, those mainly in the

areas of job shopping, and repetitive and process (batch) manufacturing.

"Technisearch was contracted to ask small manufacturers about their problems, why they were not competing more vigorously, not expanding into bigger companies.

"The need was seen for a low-cost management decision-support system and again Technisearch was assigned to develop specifications.

Phase 3, the commercialisation, was awarded exclusively to HP and we started on *Masterplan*.

"Our task at Lexton Road and Ringwood has been to build a product that the sales force and AEO can take confidently into the market and achieve the sale of 500 systems over four years, which is what the company has contracted with the Government to do.

"Our focus is on companies with a turnover of one to 10 million dollars.

"So far intuitive management has got them established but lack of modern management structure, skills and tools threatens to leave them where they are. This is not good for the companies themselves and not good for the Australian economy.

"Although the fourth-generation language *HPtoday* and *Masterplan* are separate projects, we needed the new language to develop *Masterplan*.

"This was because we decided to start from scratch after strenuous efforts to modify existing packages had convinced us they would not meet the government requirements.

"Humans don't naturally think in terms of writing long lists of instructions for computers. They are apt to leave out things, minute but vital, in extensive shopping lists, and then there is the time-consuming task of correction.



"*HPtoday* lets the programmer tell the computer more readily what is being attempted and specify some of the desired results. This generates the complete application the programmer is trying to achieve.

"It makes programming 10 times faster. Imagine how it has speeded up the creation of *Masterplan* and how we are working towards a commercial release this year rather than crawling towards a much more distant time horizon."

John said that creating the package was only half the task. Computer-aided instruction aids were just as important.

"We don't patronise or under-estimate our customers. They possess special skills and insights we do not have," he said. "But it isn't unkind to say that many who will buy our package and prosper quickly through it are presently seat-of-the-pants managers.

"In project planning, for instance, they have not realised how computers can prompt Bill that materials should be ordered now, this very afternoon; remind Suzy that accounts posted today won't give cash flow before 30 or 60 or 90 days; and Fred that a shut-down for maintenance is 21 days away and production will be suspended for 72 hours.

"Self-pace training manuals will help new and later employees understand how the software works; four video tapes aim at gaining management and employee commitment. A series of questionnaires makes sure the package actually fits a customer's needs.

"In all this, we are getting much help. Technisearch will run a lot of seminars and MIS workshops; and has produced a videotape and booklets to show small business how it can gain. The tape and booklets will be launched at the Automach exhibition early in July.

"The Government is also pushing the project at a number of trade shows and in other ways."

John, after juggling a lot of routines to have the building ship-shape for the official opening, proved himself a juggler also in matters dietary and personal.

He had pledged to fast for 40 hours in World Vision's Famine Appeal. Most did it over a prescribed weekend but John made his own schedule.

The smorgasbord at the opening was far too treacherous a temptation. So too was a planned weekend out of town with his family.

He fasted in the days between. ■



● Bill Kither, Manufacturing Specialist (left); Alan Langley-Jones, Financial Specialist; and Andrew Meier, Product Manager.

● Mr Noel Anthony Dean of RMIT's Faculty of Business (left) with Quality Assurance and Product Manager Laurie Wood. Laurie, wife of SE Bill Wood brought her bright personality from Personal Office Computer Division at Sunnyvale, Cal.



## WINNERS DINE

Twenty-eight sales representatives (needing 110 per cent of annual quota) and eight managers (needing 100 per cent) qualified for first-half Winners Circle Dinners.

Eleven Support people were also nominated by their District Managers.

Those entertained at Sydney's Sheraton-Wentworth Hotel on 4 June were:

David Cox (130 per cent of quota); Graedon Frazer (117); Bruce Maxwell (131); Brian Lehner (143); Greg Kershaw (153); Nick Debenham (116); John Harvey (119); Shailesh Naik (216); Bryen Tanner (127); Mark Dilli, Canberra (155); Tony Beaton, Brisbane (136); Steven Clark (118).

Paul McQuarrie, Canberra (101); Bob Robertson (108); David Smith (111).

CEO: Paul Scotland, Jurgen Horhann, John Quigley.

AEO: Cathy Killen, Neil Crosby, Andrew Silvers.

Also attending were Malcolm Kerr, John Bieske, Richard Vincent, Steve and Brenda Watkinson.

Guests at Melbourne's Regent Hotel on 28 May were:

Peter Hall (120); Steve Avery (197); Gregory Lister (117); Piers Hodson (209); Ken Stone (123); Ion Klopogge (133); John Lipson (167); Terry Padden (142); Frank Freschi (118); Chris Butchers (124); Ian Johnston (126).

Andre Blom (136); Mike Rimer (244); Tom Pileik (121); John Antonello (101); Jeff Herrick (101) (unable to attend).

CEO: Frank Van Grieken; Roland Schiller (unable to attend).

AEO: Jason Tranter; John Velezis.

RESPONSE CENTRE: Maxine Furneaux. Also present were Malcolm and Barbara Kerr, John Bieske, Bruce and Judy Marsh and Bruce Miller.

Dinners in Adelaide for Ken Jackson (129) and Peter Duncan (112) were planned for the next visit of John Bieske and Bruce Marsh.

Likewise in Perth for Ian Murray (111), Colin Allen (168) and Cliff Wilkinson (111). ■

## Visualising

**Steven Brivik**, who came from South Africa and joined Administration in 1983, gives strength to the Australasian Response Centre.

The Centre services both New Zealand and Australia and is possibly the largest geographical area for any such HP facility.

Customers ring in seeking help on all manner of problems. Steven started supporting the HP150 but is now moving to 3000s.

**John Thompson**, executive secretary of the ANZAAS Festival, sang his praises recently to Southern Area General Manager **Bruce Marsh**.

We had lent some equipment to the Festival Secretariat and John had phoned Response Centre with a problem.

"Steven's really amazing. He should be the subject of a psychological study," said John.

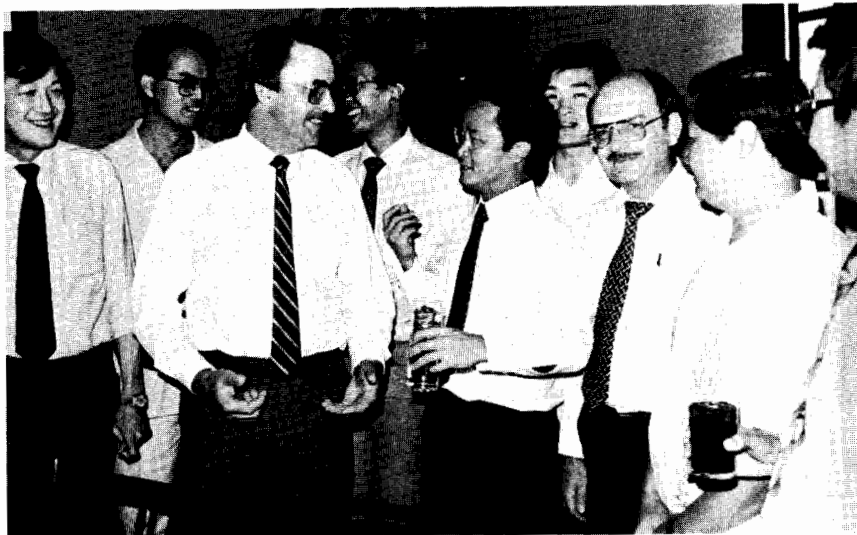
"He'd tell me to press a key and then say what I should be looking at. He talked me through at least 20 manoeuvres over more than half an hour until we got it right.

"I just assumed he had another HP150 on his desk and I was astounded when he said he didn't, that all along he had been visualising what should have happened. It must give a customer confidence with such expertise so readily available."

Steve was grateful for the Thompson eulogy but needed a little persuasion that "subject of a psychological study" had no hidden meaning and really was a compliment. ■

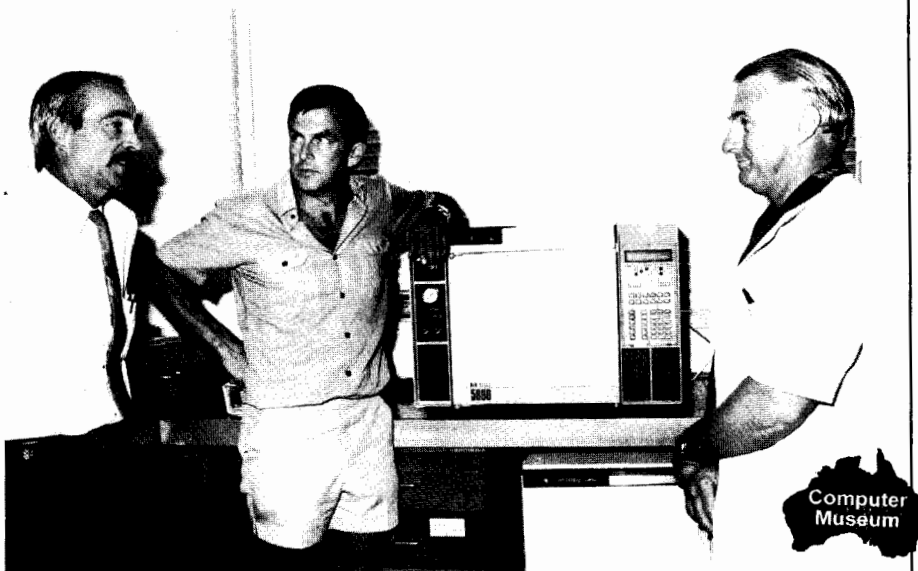


● **Steve Brivik** . . . customer satisfaction



● **Mr Manit**, MIS Manager of Thai Life Insurance (left); **Mr Kwanchai**, EDP Manager of the Thai Government Savings Bank; **John Bieske** talking to **Mr Gowit Jira**, of Unimesa; **DSMs Chairit and Preecha**; **Fred Traue**; **Mr Kamol**, Director of Thai International Airways; and (just squeezing into the picture) **Mr Visit**, Finance Manager of Dupont Thailand.

**Fred Traue**, HP Market Development Manager in Thailand, provided the picture above of **John Bieske**, Director, Marketing, Sales and Support — Australasia, fraternising in Bangkok on his way home from the Marketing Council meeting in Hong Kong in May.



● **Yves Knezy**, Adelaide Field Engineer (left); **Dr Brian Williams**, senior lecturer in chemistry; and **Dr Barrie Thistlethwayte**, director of Roseworthy Agricultural College.

The Department of Applied Science at Roseworthy has taken delivery of a high performance HP gas chromatograph to measure minute amounts of organic chemicals.

HP has also donated a spectro-photometer for use in the chemistry laboratory.

The picture above was taken at the installation and commissioning of the chromatograph. ■

Send news and pictures for Depth to Alison Teed (03 895 2643)

## Tenders and deadlines

Every HP office has a general feeling about it that other HP people can immediately relate to but each has its special personality, too.

Reasons vary — size, remoteness, type of customer, locality are just a few.

Much of the character of the Canberra office comes from nearly all its business being obtained by tendering to government departments and utilities.

Canberra Branch General Manager **Paul McQuarrie** says tendering requires special qualities of persistence, by the company and by individuals.

"We live by deadlines. We're dead if we limp in after tenders close," he says.

"It often means long hours of overtime, making sure our proposals and figures are spot on. For two reasons: our competition is tough and then, if we win, we're held to the terms of the tender.

"Elsewhere, you can pull out if you decide from the way discussions are going that the business isn't worth having. With tenders we're locked to our bid and it takes on average six to nine months for them to be evaluated and a decision made."

So Canberra calls for a special kind of dedication.

"You can phone any day of the week and find someone is working in the office," Paul says.

**Mark Dilli**, their 'gun' salesman, is Paul's model of a complete professional.

"It's not done with the grand flourish because he's anything but flamboyant; it's seen in everything he does, down to the last detail. If he says he'll be at a customer's site at 10am Tuesday fortnight, he'll be there with everything prepared. Never an excuse. If it means working through the night, he doesn't go to bed and that's an attitude shared by other staff," Mark says.

Getting an aviation tender in on time last October illustrated the point. It meant working close to three days non-stop.



• Canberra's Paul McQuarrie and Vicki Walker

Over a holiday weekend, **Mark, Grant Spratt and David Whitesed** hardly left the premises.

Mark's wife Ruth came into the office and typed up the tender the final night, finishing at 3am. Their children — Steven, 8, Rae, 7, and Jolene, going on three — played on the floor or took catnaps.

Grant and David (boasting that they were stayers) stayed a few more hours to tidy up a few things.

"We weren't too tidy ourselves — pretty grotty really," Grant recalls. "Fyshwick doesn't offer much in takeaways at 6am but we had a snack, went home and flaked."

Mark's description of professionalism: "Nine to seven all week days and a few weekends thrown in. There's no substitute for putting in the work. It helps that HP has a stable image with stamina to see out a 12 months' wait while some tenders are being assessed.

"Others have moved in to get on the wave but they don't find it easy.

"Why am I successful? It's a patch that I know. Most times the thing that swings a sale is the prospect being comfortable with the salesman. After 14 years, I know a few people and they know me."

Getting the aviation tender finished on time was probably the toughest pressure Mark has felt.

"We're on the short list. It could be worth \$20 to \$30 million. It would be nice to win it," is a typically Dilli way of understating things.

Give Paul an ear and he enthuses over every member of his team. All have pulled their weight for sales to grow 100% a year for two years with the likelihood of this year being just as good.

His appreciation of Branch Administration Supervisor **Vicki Walker** is typical:

"She anchors the office. If she has a day's absence, the place starts to shake. She has a tremendous grasp of the things that are important to the sales office.



• Mark Dilli . . . professional

She understands the value of the customer. Hear her talk on the phone and you realise that. Customers tell how she goes out of her way to help them with problems. Every night her briefcase goes home full."

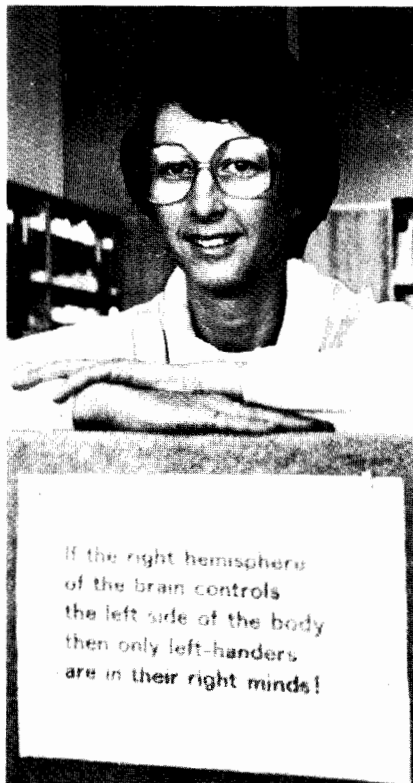
Paul is just as enthusiastic about his service staff, instancing an incident that involved Senior CE Athol Barker.

"A customer called for help with an HP3000/68 and Athol was told. Then the customer cancelled, thinking they had got it back up, but rang once more saying they were hopelessly down again.

"Athol had had a busy day and was completely committed next day — not a minute free — so he volunteered to call at 6pm. It was running again by 7.30. Another satisfied customer."

Paul, appointed BGM last year, was born at Junee, not far from Malcolm Kerr's birthplace at Yass. His father was a railwayman.

He schooled at Goulburn and Sydney, graduated from Sydney University. His wife Junette is a nuclear medicine technologist. Their children are David, 10, and Alison, 8. ■



● Carol Blackman ... left-handed presumably

If the right hemisphere of the brain controls the left side of the body then only left-handers are in their right minds!

## Paging Athol

Staff who need to be contacted in a hurry are finding new electronic pagers much better than the original beeper.

Senior CE Athol Barker in Canberra carries one, clipped to his belt. In the old days, a beep meant he had to go to a phone and ring in to get the meaning of the call.

Now he can be sent four different messages, each of 40 characters, which come up on a miniature screen. Messages are stored should he be temporarily separated from his pager and they can be read later.

"Before, I used to drop everything and ring the office. Now I can show some discretion and arrange my program better. It works better for all concerned," says Athol.

He has been in Canberra since 1971 and with HP since 1976, making him a greybeard of the Canberra scene (even though the picture shows he's clean-shaven). □

Carol Blackman, Support Representative, moved from Talavera Rd when husband John was transferred to Canberra.

BGM Paul McQuarrie says she is an acquisition, describing her as "bubbly" (hastily adding that she's definitely not round like a bubble but has an effervescent personality).

The sparkle she's shown has been in spite of near-zero temperatures in the caravan she and John occupied while waiting for their house to be built.

"Canberra office is a fun place and we have lots of laughs in spite of the hard work and cramped quarters," she says.

Carol has been teaching office products and doing a lot of demonstrations for prospects — on their sites mainly because of lack of space at Fyshwick.

"When we move to Bruce, it will be so much better," she says. ■

## Married

On 23 March at Casterton, New Zealand — EDP Co-ordinator Chris Dever to Nancy Nichols. ■



Computer Museum

● Athol Barker ... uses discretion

Field Engineer Greg Atkinson joined HP six years ago and for the last four he had been doing two-thirds of his work in Canberra.

So it made sense for him to move to the Australian Capital Territory last January.

Greg is a former North Queensland (Mt Garnet, 240km southwest of Cairns). He and wife Marion have three children — Melinda, 7, Richard, 5, and Kate, 3. ■



● Canberra SE Jon Rosalky ... came from government

From the vantage point of working for government, Jon Rosalky liked what he saw of HP.

He's been working from the Canberra office for just a few weeks but, looking from the inside now, he has not regretted the move. ■

## Young staff making good

**M**any surveys have named Hewlett-Packard as an industry leader — in management and ability to attract and retain talented staff as well as in quality of products and service.

One survey by *Fortune* magazine polled 8000 executives, directors and financial analysts in the US, seeking a consensus of the top 10 companies in various categories.

HP was judged top in its attractiveness to talented staff. It was rated 8.36 on a scale of 10. Then came IBM with 8.29 and Dow Jones with 8.2.

A recent book by Rosabeth Moss Canter, *The Change Masters*, gave HP as an example of a company geared to accommodate change, a quality developed by encouraging staff at all levels to experiment, innovate and take responsibility.

She said there were companies which resented, resisted and were frightened by change, whose managements and staff were locked by their sectional structure and philosophy into reacting negatively to any new challenge.

But other companies welcomed change, went forward to meet it and prospered from it. Innovation and experimentation were allowed at every level, not just at the top as with rigid hierarchies of old-style management.

Early acceptance of responsibility is among traits which HP Australia's staff training seeks to develop.

Accelerated career advancement is offered rather than promotion by seniority, by the mere effluxion of time.

There are many examples of young staff quickly settling into the HP family, absorbing its philosophy, honing their skills and preparing for responsibility.

In 1981 HP Australia started its Graduate Program, believing the complexity of modern business and technology required a tertiary education as base to build careers and the company's continued prosperity.

Few educators or employers claim that a university or college graduate performs markedly better right at the start than one

without their academic qualifications.

At worst, some are infatuated with learning for learning's sake, they make study a career and their capacity to apply knowledge to practical life situations is low.

"Give some academics a can-opener in each hand and they would starve in a supermarket," is hyperbolic and harsh assessment but it was offered recently by a respected Melbourne professor.

At best, a degree establishes that someone has the ability to be taught, has demonstrated self-discipline and willingness to work . . . a good springboard for further training and development at the work face.

Advocates of the Graduate Program thought those who had independently made a three or four-year commitment to tertiary study would be good prospects.

After all, people development is a never ending commitment by both management and employees in HP as well as many of the company's competitors.

Results are starting to show them right. More than 90 people have come into entry level positions from the program and many are putting in outstanding performances.

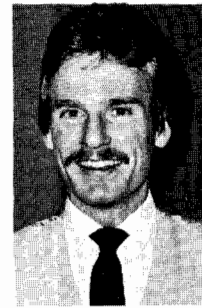
Policy for 1986 is to recruit for entry level positions through the Graduate Program.

The few case studies given here by no means exhaust successes of the Graduate Program. They are but a sampling; no doubt more will be worth writing about in the months ahead.

□

**Steve Hitchings** was a 1981 Melbourne University graduate. He'd been a bright student at Colac High School. Local job opportunities could have been at the local butter factory, the municipal offices, in a bank or in teaching.

Instead, at 21 he was recruited by HP on the Melbourne Uni campus as a systems engineer. He got



**Steve Hitchings**



**Glenda Patterson**



**David Triggs**



**Danielle Segal**



**George Artemiou**



**Geoff Benton**

on well with customers, who recognised his technical skills and willingness to forget the clock when they were in trouble.

Soon he was making a reputation as a performance specialist; assignments took him interstate and overseas.

In 1982, the World Health Organisation borrowed him for a 10-week stint in Beijing, helping the Chinese Government with the five HP3000s it had bought.

In the matter of age, he might have seemed an unwise choice. The Chinese show much deference to age.

He was there when the Central Government was reorganised by bringing in fresh blood — 'lads' who had been a long time ag- rooming and were now thought



about ready to take heavier responsibilities. Their average age was in the high sixties.

Yet Steve, by the account of one who was there at the time, won the admiration of his hosts. At his demonstrations, there was standing room only; usually an audience of around 50 Chinese, most of them over 50.

China isn't an HP Australia responsibility but people at the ministries keep in touch and ask when he will be back.

This year he was appointed a District Manager in AEO.

□

**Geoff Benton** also graduated in computer science from Melbourne in 1981. In spite of a working holiday in Britain and a back injury which kept him in hospital for six months, he boned up on HP3000s to the extent that for a year he had the responsibility of being the only 3000 guru in Adelaide.

Geoff developed strong skills in the fourth generation language *Rapid/3000* and has been able to provide consulting back to the HP factory at Cupertino, Calif.

He's now a product specialist helping HP's Australian Software Operation at Ringwood to develop *HPtoday*, our own fourth generation language.

□

**David Triggs**, recruited in 1981 from the University of NSW after working during vacations for the Atomic Energy Commission, is another who has developed an extremely strong knowledge of the internals of the HP1000 operating system . . . to the extent that he was able to recommend significant enhancements to the HP manufacturing divisions.

Sydney customers say of the Senior SE that he has a finely tuned understanding of their needs.

□

*Depth* wrote about **George Artemiou** in March, telling how through one night in his flat he remotely diagnosed and orchestrated repair of a fault in Hamersley Iron's HP3000/68, nearly 4000km away at Paraburdoo.

At stake were HP's reputation with an important customer and the threat of the mine coming to



a halt if a speedy repair were not achieved.

George joined from RMIT in 1981. As Senior CE, he's responsible for the day-to-day calling schedules of the other CEs.

□

**Glenda Patterson**, recruited from Monash in 1982, was assigned to the Australian National Animal Health Laboratories site at Geelong to help her development.

Instead of just looking and learning, she made a tremendous contribution to developing software for the world's most modern quarantine installation.

ANAHL has a completely paperless environment, part of elaborate precautions to isolate Australian livestock from the escape of deadly viruses under research in the laboratories.

Glenda has become engaged to **Brett Hutchinson**, also from Monash, who started the same day as an SE.

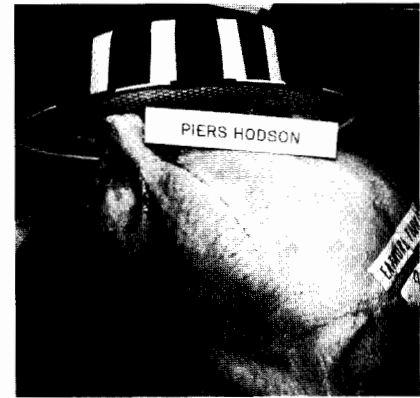
□

**Pam Gainer**, Sydney, came on board in 1981 as an HP3000 Systems Engineer supporting MPE and moving on to office automation.

Aptitude and application made her the resident graphics oracle. She contributed valuable input as a presenter to *Productivity 83*.

□

Sales Representative **Danielle Segal**, who came as Danielle Stanton from Monash in 1982, has



**Piers Hodson** (left) is a 1983 Graduate Program recruit from Monash University, who cheerfully admits to an offbeat sense of humor, who 'stirs' colleagues and is 'stirred' in return.

The turkey (above) appeared on a notice board as droll commentary at a time when he was logging at more than 400% of quota.

The pig in the picture came with the second award of "Untidiest Desk of the Month." Pier's instinctive reaction was to bestow the "Order of the Boot".

Super glue reassembled the pieces but piggy, in spite of bravado with the cigar, is too frail to travel and there hasn't been a third award.

gone on quota for the first time and currently is logged at 110%.

Sale of an HP3000/68 doesn't occur every day or every week. As the top of the range, with a price tag that starts around \$500,000, customers understandably want a lot of information and assurance before they buy.

Danielle didn't know 68s took some selling; or perhaps she knew and just ignored the odds. Anyway, she lined up a prospect, went to work and notched a sale.

□

Three graduates who won Salesmen of the Month awards were **Piers Hodson** (December), **Peter Hall** (January) and **Steve Avery** (March).

□

**MURPHY** says: Tell people there are 300 billion stars — or 300 billion and one — and they'll believe you. Tell them a bench has wet paint and they'll have to touch it for themselves.

Ron Holstegge, according to Bruce Marsh, is a terrible sailor but as an Applications Engineer recruited in 1981 he has been a great success supporting Financial Applications and now Manufacturing Applications.

For a time he had responsibility as the only SE supporting the HP250 in Australia and New Zealand.

Doubt about his matelot qualities came when John O'Brien and Ron invited Bruce to sail in their 15ft skiff on Middle Harbor.

"They didn't mention it was only their second time out and the forecast was for strong wind. They darn near drowned me," says Bruce, trembling slightly still.

□

Jason Tranter, who joined in 1984 from Chisholm Institute, has been involved in developing software which is likely to be marketed as an HP product worldwide.

Much of the work was done in his own time at home. It dealt with a condition monitoring system which greatly facilitates the precise servicing of rotating machinery like turbines and electric motors.

The monitor can point to deterioration in such things as axles or bearings and previously engineers could make printouts at intervals and compare readings.

A limiting factor was the amount of paperwork involved. Jason's software enables a multitude of readings to be taken and stored in a computer. If desired, scores of charts can be compared, images manipulated and weaknesses precisely pinpointed.

Engineers enjoy positive and negative benefits. A locomotive, say, may not be due for programmed maintenance for another 20,000km but the computer says: "Pull it in now."

Or scheduled maintenance is due but the computer says: "All parts are sound; why pull it apart just to find out why it's working so well?" ■

● Jason Tranter . . . Chisholm graduate who improved software to keep tabs on rotating machinery

## Graduate trainer

Late last year Kevin Neal joined Personnel as Graduate Program Manager to co-ordinate the 1985 assimilation into HP and to plan for 1986.

He brought the experience of seven years with HP, the last three as a District CE Manager.



● Kevin Neal . . . manages Graduate Program

Having seen the company operate in many areas and levels, he brought enthusiasm to the new assimilation program.

There had been a formal graduate program since 1981 but confined to two weeks' orientation; and graduates were engaged for a specific position.

Now they do the orientation program in which managers give a broad overview of the company and its activities but this is followed by another 10 weeks being rotated around several departments.

Everyone gets hands-on experience with HP Desk, HP Draw and touch typing; and everyone has an individual mentor, an earlier graduate.

Job assignments are not decided until near the end of the 12 weeks.

Kevin keeps in close touch with student appointments people at four Melbourne campuses (Melbourne, Monash, RMIT and Chisholm) and three in Sydney (Sydney and NSW Universities and NSW Institute).

Those universities and colleges have

courses which fit most of HP's staff needs; by concentrating on them, best use is made of interviewing resources.

But graduates of other institutions are by no means excluded. They can ask for consideration and the same kind of interviews are done at Talavera Rd or Joseph St.

Four comprise an interview team and earlier graduates are offered for consultation.

"It avoids any suggestion that we're out to snow anyone. They can get a private and frank appraisal of HP as an employer, knowing that only a short time before their consultant was in their shoes," says Kevin.

The Graduate Program will continue to be modified — on the basis of input from graduates themselves as well as from managers.

Kevin sees a case for extending it in time to branches other than Melbourne and Sydney.

He also refutes the idea that the program establishes an elite. Indeed, he plans that people recruited outside the program for specific positions and starting around February each year should share all activities of the orientation fortnight.

"There are always exceptions but my experience is that those joining via the Graduate Program have an engaging humility," Kevin says.

"They acknowledge that their courses provided a broad base to move from but they were often tailored towards research and teaching, not always relevant to the commercial scene.

"Often those in institutes of technology have a better opportunity to pick up business studies and awareness of 'real world' problems.

"The graduates say that without their degrees they would not have got their jobs but most qualify this by conceding that degrees mainly establish ability to assimilate information and willingness to be taught . . . plus willingness to undertake further training to fill a position and progress through the company." ■



## Hidden overheads

**M**anagers — even the jolliest — aren't renowned for smiles and hearty back-patting when staff put in expense claims like that from Wellington CE **Graham Young**.

Graham's request: *A new pair of shoes (preferably crocodile skin), replacing those ruined by water and long treks to a telephone; new trousers or at least drycleaning thereof; and gin-and-tonic for Pam.*

He made the point that the job was extremely uncomfortable and wet.

Information that came from Sales Secretary **Cheryl Graham** didn't tell whether he succeeded so *Depth* can't say whether a lucrative precedent has been set.

But Graham's account of tribulations at a Napier site surely would test the defences of the hardest-hearted beancounter.

A building had been flooded. When he flew in at 10am, there was still 2in of water on the first floor and another two levels up had been drenched.

Graham's report detailed how he had wiped down equipment, disconnected, untangled and re-connected cables, opened cabinets, pulled boards, sprayed Freon, powered up and tested.

The report ended: "All phones out so communication with Wellington very difficult; calls made from building down the road; extremely frustrating going back and forth leaving messages for Wellington and returning to get answers a while later.

"At 4pm Pam made decision whether to return or stay and finish job."

Service Co-ordinator **Pam Davison** told him to return. No doubt it explains the item: "Gin-and-tonic for Pam." ■

● **John Bieske (left); University of Melbourne's Professor John Rose and Professor John Rickard; and Bruce Thompson (seated) at handover of HP150 and software donated to the Graduate School of Management for software teaching and research.**



● **At an Auckland customer function: Graham Oclston, Plessey Engineering Manager; John Logen, of Progeni; and David Booker (at table); with Vern Coleman, Dominion Breweries, and Bruce McCormick, GM Northern Region (at back).**



● **Still in Auckland: Remonde Claridge, HP Receptionist (left) and Lois Miller, Sales Secretary, with staff of the Computer Calculator Centre, authorised HP dealers — Peter Mowbberley (left); HP Staff CE Richard Warham; Fred Van Peolgeest and Grant Buchanan.**



## Newcomers

**Denise Alcock**, Typist/Clerk/Order Processing (Melbourne).

**Barbara Baumann**, Senior Computer Operator/ISG (Melbourne).

**Michael Blowers**, Customer Engineer/CEO (Brisbane).

**David Booth**, Systems Engineer (Adelaide).

**Rodney Bruce**, Software Quality Engineer/ASO (Melbourne).

**Julie Burn**, Order Administrator (Sydney).

**Leanne Carroll**, Secretary/Analytical (Sydney).

**Nigel Carruthers**, Sales Support Engineer (Canberra).

**Trevor Chadband**, Computer Operator/ISG (Melbourne).

**Kerri Crawford**, Secretary (Canberra).

**Wayne Davey**, Systems Engineer/AEO (Canberra).

**Craig Davis**, Customer Finance Consultant (Sydney).

**Trudy Edgehill**, Telephonist/Typist/AEO (Sydney).

**Dianne Haynes**, Branch Administration Supervisor (Brisbane).

**Leslie Jackson**, Stock Control Clerk/Service Admin (Sydney).

**Beryl Johnson**, Canteen Assistant (Sydney).

**Glenda Kann**, Contracts Co-ordinator/Admin (Melbourne).

**Jan Lautland**, Product Marketing Engineer/ASO (Melbourne).

**Fiona McAllister**, Secretary/Marketing (Melbourne).

**Gayle Payne**, Receptionist/Typist (Canberra).

**Andrew Pedrazzini**, Customer Engineer/CEO (Melbourne).

**Neal Pye**, Sales Representative/Third Party (Sydney).

**Melanie Rankine**, Secretary/Personnel (Sydney).

**Lydia Ropiha**, Secretary/Finance (Melbourne).

**Jonathon Rosalky**, Systems Engineer/AEO (Canberra).

**Garry Turner**, Customer Engineer/CEO (Sydney).

**Peter Westhorp**, Technical Writer/ASO (Melbourne).

**Andrea Wingard**, Call Co-ordinator/Response Centre (Melbourne).

**Howard Wright**, Technical Writer/ASO (Melbourne).

### NEW ZEALAND

**Pat Ahlsen**, Receptionist/Typist (Wellington).

**John Bache**, Service Co-ordinator/Support Admin (Wellington).

**Sara Kerwood**, Computer Operator/EDP Admin (Wellington).

**Paula McLennan**, Customs Clerk/CSG (Wellington).

□

**MURPHY** says: Under the most rigorously controlled conditions of pressure, temperature, volume, humidity and other variables, the organism will do as it damn well pleases. ■

**Keith Martin**, Warehouseman (Wellington).

**Gabrielle Myjer**, Support Co-ordinator/Support Admin (Wellington).

**David Plummer** OP Co-ordinator/CSG (Wellington).

**Christene Scammel** Admin Support Supervisor (Wellington).

## Transfers

**Janet Beck**, Secretary/Admin to Branch Administration Supervisor (Perth).

**David Burgess**, Contracts Supervisor to Support Admin Manager (Sydney).

**Keith Burson**, Personnel Administrator to Sales Representative/Finance (Sydney).

**Nigel Clunes**, Systems Engineer/SEO to Software Development Engineer/DSD (U.S.).

**Judi Elliott**, Branch Administration Supervisor (Perth) to Sales Secretary/Third Party (Melbourne).

**Nancy Gan**, Consumable Sales Supervisor/Admin to Credit Administrator (Sydney).

**Steven Hitchings**, Systems Engineer/SEO to District Manager/AEO (Melbourne).

**Heather Hooper**, Systems Co-ordinator/Accounting to Operations Support/EDP (Melbourne).

**John Klein**, Senior Systems Engineer to District Manager/AEO (Melbourne).

**Helen O'Keefe**, Order Co-ordinator-Parts/Consumables to Bench Repair Co-ordinator/Support Admin (Sydney).

**Dan Osecky**, HP U.S. to FSE Project Manager/ASO (Melbourne).

**Graeme Paton**, Computer Operator (Melbourne) to Computer Operator (Sydney).

**Andrew Silvers**, Systems Co-ordinator to Staff Systems Engineer/AEO (Sydney).

**Dawn Slater**, ICAM Supervisor-Contracts to Co-ordinator/AEO (Melbourne).

**Pam Tamplin**, Administration Secretary to Facilities Supervisor (Sydney).

**Garry Turner**, HP U.K. to Customer Engineer/CEO (Sydney).

**Vicki Walker**, Sales Secretary to Branch Administration Supervisor (Canberra).

**David Whitsed**, Senior Systems Engineer (Canberra) to Senior Systems Engineer (Brisbane).

**Guy Wittig**, Sales Representative to Systems Engineer (Sydney).

**Judith Woolley**, Receptionist/Typist to Support Co-ordinator (Canberra).

**Stefan Ziemer**, Staff Systems Engineer to Product Support Engineer/ASO (Melbourne).

### NEW ZEALAND

**Roy Crothers**, Computer Operator to Support Systems administrator (Wellington).

**Anne Haigh**, Service Co-ordinator to Order Processing Co-ordinator (Wellington).

**Diane Quirk**, Support Systems Administrator to Retail Sales Administrator (Wellington). ■

**Marrying:** Melbourne Sales Representative **Philip Moon** and **Frances Webster** — on 24 August. □

**Married:** Melbourne Systems Administrator **Peter Edwards** to **Jenny Skeggs** — at Parramatta on 6 April. ■

## Engagement



● **Steven Fielding and Susan Head**

Once upon a time, a beautiful lady was out driving when a wicked gremlin tampered with the engine and her car stopped on the roadside.

The beautiful lady exhibited the traditional signs of distress and two gallant men pulled up with a screech of tyres to help her.

But even with their vast engineering backgrounds, they could not breath life back into the motor. As knights in shining armor go, they were quite inadequate.

However, all was not lost, either for the beautiful lady or one of the would-be heroes.

At this point, we can dismiss Graduate Program Manager **Kevin Neal** from the story because he plays no further part in our true life drama.

But for CE **Steven Fielding** it was the start of a wonderful romance.

And the damsel is no longer in distress.

Melbourne Contracts Clerk **Susan Head** told guests at a Rialto celebration on 17 May that they plan to marry and live happily ever after. ■

## Gourmet goal

**Warren Jones**, Southern Area Operations Manager, and Chef **Ben Bramble** have a vision for the Joseph Street cafeteria.

They want to make it the best catering service of any HP office. Not just the best in Australia but anywhere HP operates.

Ben brought quite an impressive culinary pedigree when he joined HP Australia in 1983: early experience in his native Canada, an international prize for French pastry, chef de partie for the Niagara Parks Commission and executive sous chef at Sonesta Beach Hotel in Bermuda.

In Australia, he has added to his stature and is vice-president of the Guild of Professional Cooks.

On a private visit to Canada and the US, Warren arranged for him to inspect the catering set-up at Corporate and the HP Labs at Palo Alto, and at Eastern Sales Region at Rockville, Maryland.

But in going up-market would any of the old favorites be retained? Muffins, for instance.

"I'll be studying muffin," was his reassurance for all who over-indulge mid-morning on his multi-flavored taste treats.

He spoke of "muffin" in the generic singular, as something deserving of the most serious scientific research — much as an anthropologist would study "man" rather than "men".

"There is room for improvement. Their popularity surprised me, really. I threw them together from a housewife's cookbook," he calmly confessed.

And while he was abroad, would they be off the menu? Would addicts have to suffer the pain of withdrawal?

No. He was arranging for the supply to be kept up.

Ben said Southern Area Administration Manager **John Daley**, off overseas in July, had promised to keep eyes and ears open in the US, Europe, the UK and Switzerland.

Warren and Ben see first-class institutional cooking — whether for a company cafeteria or a general hospital — as an important contributor to morale, not just a



• **Warren Jones . . . official taster of a Bramble quiche**

way of giving a cheaper nosh-up than the pie-and-sauce place down the street.

In that they are in the best Australian tradition of the shearers' cook.

The men with the blades worked long and hard and even the flintiest squatter was loathe to scrimp on the tucker.

Those who did found no one prepared to man their kitchens. The "babbling brooks" had a way of setting standards . . . hardy fore-runners of those in Ben's Guild today.

While abroad, Ben was to contact some of the top hotels and restaurants and arrange apprentice exchanges with Australia. ■



- **Who could it be?**
- **All is revealed on p16.**

Computer Museum

## Gone west



• **Jim Hamilton . . . Perth CE**

**Jim Hamilton**, who joined the Perth staff earlier this year as the second commercial SE, is a former Melburnian.

He moved to Perth in 1973 and completed a degree in electronic engineering at the Western Australian Institute of Technology.

He then joined the AWA computer division as a field engineer and for six years worked in both software and hardware on a range of PICS-based systems.

Before he moved over to HP, he was the senior support engineer for a team of nine.

Jim is married with one daughter and one son. His recreations include sailing, reading, camping and amateur radio. ■

## HP supports science festival

**F**eatured speakers at the ANZAAS Festival of Science at Monash University in August — more than 650 of them — have been told they must use good technology in the service of good science.

The head of the Festival organisers, **Professor John Swan**, told *Depth* that a pre-requisite for approving a session was that convenors aimed at professional standards of presentation and showed awareness of the best audio-visual aids available.

"Audiences excuse the isolated failure of an overhead projector but not the sloppy housekeeping that hasn't got spare bulbs handy for such an emergency," he said.

Then he explained how glad the Festival Secretariat was, with HP's help, in being able to show that it practiced what it preached.

"We felt obliged to employ the latest technology in our own domain of organising, controlling and documenting the Festival," he said.

HP has lent a HP150, three HP Portables, two disc drives, two Sendata modems and two ThinkJet printers.

The Festival executive secretary **John Thompson** took up the story:

"HP's advice was as good as its gift: it is not always what the client wants that will do the best job.

"**Roger Kane** and **Bruce Marsh** generously said we could have anything we needed but we took their advice to by-pass the imposingly powerful HP3000 and tailor equipment more realistically to our needs.

"Without our various machines, we could not have set sights as high as we have. With a lean staff, each day we face a mountain of planning information that even our President, Sir Edmund Hillary, could not have climbed in his best Mt Everest days."



• **Bruce Marsh** with Festival of Science office secretary **Thais Bassett**

John Thompson again: "The day's haul of data from the portables can be dumped into the HP150's data base.

"A great deal of our work is done away from the Monash office and the go-anywhere HP Portables are versatile, operating from mains or battery. One lets me update our data base when I'm discussing a session with the convenor in his office on the other side of town.

"**Bill Charles**, organising the *Community Science and Technology* program, spends most of his time in factories, museums, research laboratories and so on.

"He can sit his portable on the car bonnet in the middle of a Board of Works paddock at Carrum and add to his records that way instead of by notebook and pencil.

"We can type in the last lines of our magazine or a brochure, send it 15km by Sendata acoustic coupler and telephone to Meredith Typesetters in Burnley and have galleys delivered by scooter to Monash in little more time than it would take someone to drive there and back.

"It doesn't matter where the transmission originates — Monash, at home or interstate. The technology is there to send from the moon or beyond (except that we don't have a budget to lavish on such junkets)."

With such emphasis on computers, it is not surprising that several Congress topics relate to computers. Some HP staff may wish to contribute to them as speakers or just to sit and listen.

It will not be necessary to register for the whole Congress of 130 sessions. Like a festival of arts, tickets for single sessions will be sold through BASS (Vic) at \$8 a session.

The computer sessions are:

- *Computer Languages in Education and Industry.*
- *Computers and Education — School and Home.*
- *Computers in Rehabilitation (Medical).*
- *Computer Music Concert.*
- *Data Base Systems for Chemistry.*
- *Cashless Society — Electronic Funds Transfer System.*
- *Computer Control — Possibilities and Consequences.*
- *Computer Technology for Music Teaching and Learning.*

HP will sponsor one of the computer sessions and, on three or four days of Youth ANZAAS, 40 Year 11 students will be brought to Joseph Street to see how theoretical science is applied to the everyday needs of industry, commerce, education, communications and leisure. ■

### Births

- **Brett Anthony**, son of Secretary **Lorraine Hales** and **Greg**, at **Mercy Maternity Hospital**, Melbourne, on 2 April (2892gr/6lb 6oz)
- **Kirsten Alexandra**, to Staff Sales Representative **Ian Webb** and **Marnie** on 4 April. ■

## Up and down

**O**n more than 2500 occasions over 10 years, HP newcomer **Noel Rath** has climbed to a considerable height and then jumped down again.

He's also spent many thousands of dollars doing it . . . achieving parachuting skill to world standard is an expensive business.

Earlier this year Noel was appointed a Melbourne Sales Representative/Third Party.

He has competed in two world championships. There were 77 teams at Gatton in Queensland when the Australian team came fifth.

Twenty-four nations competed in Florida and Australia was fourth. And at the 1981 Pacific championships at Anyang in China, Australia came second in the four-man event.

Including lost wages, the Florida contest cost Noel \$12,000 "which is why I haven't jumped for a couple of years but been involved in administration."

In his jumping heyday, training for a big event required about four jumps a day for four to six weeks. He practiced a big repertoire of manoeuvres, even though competitors don't perform them all in a competition.

"It's like a school exam. They won't test you on everything but you have to be able to tackle any assignment they set. Man-



• Noel Rath is there somewhere . . . if not in, then out

oeuvres are drawn by ballot on the day of competition so you hope you're lucky and get the things you do best," he says.

In an eight-man event, there are 50 seconds to perform before the ground gets too close. Whoever does the most manoeuvres over 10 jumps is the winner. Eight manoeuvres is world class.

The routines have evocative names: The Diamond, the Dog-bone, the Hope Diamond, the Caterpillar, The Star and the In-and-Out (one jumper facing into

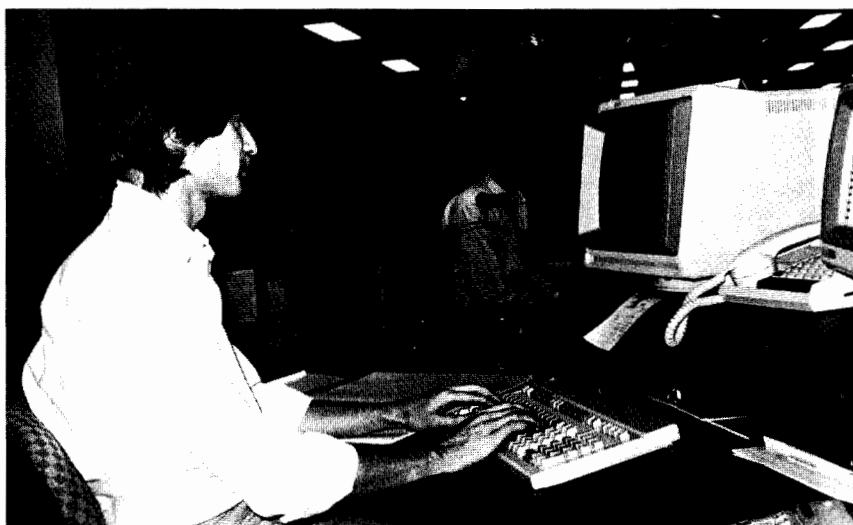
a circle, the next in the ring facing out).

Noel's wife Karen isn't involved in the sport but he says she doesn't mind his jumping.

**Farrell McKay**, another newcomer as a Systems Programmer/ASO, also jumps at weekends and on vacations, weather permitting.

He has been jumping since 1977 and was third in the Australian championships at Corowa.

His girl friend isn't nervous — she also jumps. ■



• Farrell McKay . . . another jumper, new at Ringwood



• Noel as workmates know him



## AWARD

In March Your Computer magazine announced that the HP Portable had been judged "Personal Computer of the Year for 1985".

Judges were Dr Robert Graham, of the NSW Institute of Technology; Mr Phillip Grouse, an independent software developer and formerly Professor of Information Systems at the University of Sydney; Mr Len Rust, of IDC Australia; and Mr Les Bell, a computer programmer, lecturer and journalist. ■

## Mystery picture

It had to be Melbourne Order Co-ordinator Tony Holman — the hand gesture was a dead-set giveaway, even 26 years down the track.

The 1959 picture shows Tony at 12 months with big bruvver, Phillip, in Lincolnshire.

Tony met Liz, an Australian, in a pub in Portsmouth (English pubs are places that respectable young ladies do visit); she returned home, he came out for a holiday, she went back to England and they were married there in 1982.

Samantha Jane was their first child and the first daughter in six generations of Holmans; more than enough reason for Tony's mum and dad to visit and bring out the family photograph.

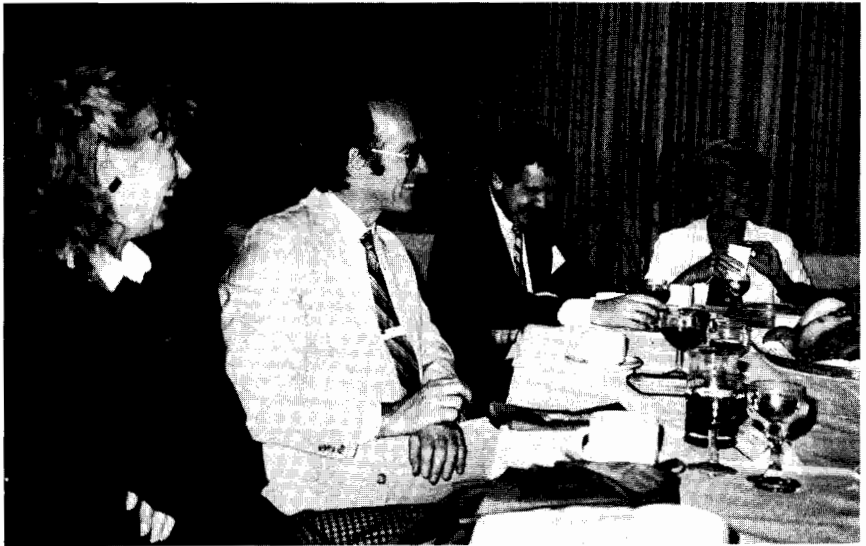
Phillip will be here in October to run in the Big M Marathon. ■



● Tony Holman . . . of course



● Collyn Rivers (left), technology editor of *Australian Business*; Peter Scott, of *Computerworld*; Northern Area General Manager Richard Vincent; and Paul Grad, of *Engineers Australia*.



● Helen Meredith, computers and telecommunications editor of *The Australian* (left); Marcom Manager Geoff Stewart; Les Bell, of *Les Bell and Associates*; and Secretary/Assistant Shirley Nankervis.

Sydney's Lexcon (nee Illoura) Room is a valuable facility for doing business with customers and important guests.

It is tastefully furnished and, with good food attractively served, it makes for relaxed discussion.

A typical use was a luncheon given to trade press people, hosted by Northern Area General Manager Richard Vincent, assisted by Marcom Manager Geoff Stewart and Secretary/Assistant Shirley Nankervis.

The atmosphere becomes a little more purposeful when a screen is drawn to reveal a multi-screen video array, which permits an impressive presentation of HP's general activities and philosophy or of a particular product.

Helen Meredith, of *The Australian*, spoke for the other guests when she said: "We'd heard there was no such thing as a free lunch and we expected you would have a message. But you presented it well and we've been impressed."

The room was renamed after Ben Lexcon, designer of the America's Cup victor Australia II. Ben has been doing marketing work for the company. ■