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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND
No 32 . February 1988

 **HEWLETT
PACKARD**



Bill's and Dave's
garage ... 1938
picture of the
birthplace of
Hewlett-Packard
and birthplace of
Silicon Valley.
Story: p 3.

Our Company has never been in better shape

The general managers' meeting in Palo Alto in January was the most encouraging and enthusiastic I have attended.

John Young set a most positive mood for the 183 who attended from around the world and it was echoed by all who spoke.

It was obvious that there had been a lot of reassessment of HP and a lot had been achieved.

We have re-aligned our focus, re-evaluated our strategies and developed a whole lot of new products. After difficult times, the economy has also changed for the better.

On the computer side, we have competitive strengths in price/performance, reliability, multi-vendor networking, new workstations, PCs and terminals.

There have been significant developments in measurement systems: the new family of logic analyzers, capitalising on VLSI advances developed in the Spectrum program; new Spectrum analyzers; fibre optic test equipment; and strong performances of Medical and Analytical.

... growing strength

We have growing strength in selling and support; more expertise and focus in T&M; CIC for qualified leads; sales force automation; and No 1 ranking in support.

We have increased productivity; we are much leaner and stronger and we have accomplished this with zero change in people.

We have come off a very good year with profit up 8 per cent and with orders worth 8.4 billion dollars.

We are seeing the benefit of our key decision to adopt Precision Architecture. It is now starting to pay off.

In short, our Company is in a very strong position.

The theme of *Taking The Offensive* has been a good vehicle to bring all facets of the Company together, right through R&D,

manufacturing, marketing and sales.

It has helped us unlock the potential of HP which we all know is there.

... clear commitment

There was clear commitment to partnership between field and factory, particularly to develop differentiators that lift us above our competitors.

This is the 49th year of the Company and the goal offered to everyone is to be earning 10 billion dollars annually as we enter our 50th year. It would mean achieving "108 per cent in '88."

There was continued emphasis on communicating and helping to interpret the Company's policies and direction for all our people.

... tough choices

Over the last couple of years, we have been focusing inwards, occupied with strategy reviews, deciding what businesses we were in and making some tough choices, and achieving our common technology base (Precision Architecture).

And generally working hard in difficult times.

We now need to look outwards and communicate with confidence and enthusiasm with the outside environment.

We want the marketplace to hear and see the image we have of ourselves and how we can contribute to the well-being of our customers.

John reminded us all of some key words in our Corporate Objectives:

The organisation should have objectives and leadership which generate enthusiasm at all levels. People in important management positions should be selected for their ability to engender enthusiasm among their associates.

There can be no place, especially among the people charged

with management responsibility, for half-hearted interest or half-hearted effort."

Dave Packard, in summarising the meeting, said the Company was in the best shape he had seen it in 49 years and identified five things that made for a winning company:

- Hire the best players and give them the best training and motivation;
- Develop the best teamwork;
- Encourage the attitude that we want to win;
- Provide the best tactical leadership, based on knowing the strengths and weaknesses of your own team and those of your opponents.
- Finally, keep your eye on the ball and don't get distracted by the audience, whether they be consultants, the media or whatever.

"The best defence is offence," said Dave.

The enthusiasm of the two-day meeting was still there at the Icon Ops Council meeting which followed.

There HPA received good exposure; the senior Icon management were impressed by our Value Added and marketing activities.

... common thread

Alan Bickell said he thought there was a common thread through all our programs and that this would make the difference for '88.

We need to continue our *Big Deals* program; to develop a *must win* list which is successful; and continue our strategic pricing offensive.

Alan urged us to continue our special promotions, displays and installed base seminars; and to focus on major accounts and target accounts as key to our long-term success.

He wants us to *prioritise, focus and win*, and to make '88 the best year in the Company's history.

MALCOLM KERR

Humble building, exalted status

Little sentimental interest has been shown by **Dave Packard** and **Bill Hewlett** in the garage at 367 Addison Avenue in Palo Alto, California, where they began their business.

Nevertheless, a steady trickle of visitors to the site in recent years has been informal proof that the little one-car garage was regarded as historic.

Now has come the announcement that the state's Historical Resources Commission has designated it as a California State Historical Landmark.

Press coverage and visits by television crews to the property followed the announcement.

Today the site has the same three structures it had in 1938: a two-storey duplex in the front, a garage in the rear reached by a narrow driveway alongside the house, and a small cottage at the back.

Some changes are evident. The brown shingled exterior of the main house and garage have been painted beige; and structural changes made in the rental flats.

Dave and Lucile Packard lived in the flat on the first floor.

But space is still limited in the 18 x 12-ft garage, now used for storage by a street-cart florist.

And the 12 x 8-ft cottage, where Bill Hewlett lived, has the original exterior and a pile of discarded furniture inside. The property is now owned by a local realtor.

Availability of the garage was what persuaded the young entrepreneurs to rent quarters at the site. Dave has recalled that they "wanted to find a house that had a garage we could use for a shop."

The designation emphasises the influence of **Dr Fred Terman**, of Stanford University, in encouraging his two former students to strike out on their own.

Dr Terman made an often-quoted remark that you could always tell when they had any orders because Dave would park his car in the driveway while they were there working.

"If the car was in the garage and the doors were closed, you'd know there wasn't any work going on," he said.

The partners' first commercial pro-



● Outwardly little has changed at 367 Addison Ave.

duct, the 200A variable frequency oscillator, was produced in the garage.

Initially California was quite generous in naming landmarks but the approval process was tightened in the mid-sixties. Since 1981, an average of only three applications a year have been approved.

The garage becomes California

Registered Historical Landmark No 976 with a bronze and brass plaque to say so.

Landmark status is given only to those sites and structures of statewide significance — the *first*, the *last* or the *only*.

The buildings at 367 Addison qualified as "first and most significant." ■

North-south links

Understanding a country of big distances was one reason why Regional Services Manager **Phil Cole** was an appropriate person to help **Jianxiang Wu**, China HP's Medical Support Manager.

Another was his role as chairman of the Asia-Pacific Medical Support Council.

Wu visited Melbourne and Sydney for a fortnight just before Christmas, spent much time with Phil and sat in on sales and service meetings that were making business plans for 1988.

Wu's customers are mainly hospitals and clinics in Beijing and Shanghai but are also in distant provinces. Ultra-sound systems have had good sales all over China.

Phil did a chef's apprenticeship with the RAF after leaving school in England and served for nine years, including a stint with the Blue Streak support team at Woomera.

There he met Paula, a RAAF librarian, and they married.



● Wu and Phil at Blackburn.

He tired of cooking ("don't even cook at home these days"), joined the RAAF and trained in electronics. He spent five years in Darwin with the RAAF message-switching system.

Arriving just after Cyclone Tracey, he was offered a house but had almost to rebuild it before moving in.

Phil has been with HPA for six years. The Cole family includes Tabatha, 20, and Elton, 16. ■

Know your logos and trademarks

Advice that is important for all employees but particularly those producing print or television material comes in a slim volume titled *Hewlett-Packard Corporate Identity Trademark Standards*.

President and Chief Executive Officer **John Young** says in a preface:

"Our identity is the set of attributes that we as a company communicate to our customers, employees, vendors, investors and the general public.

"While these audiences may see variety in Hewlett-Packard's people, products and services, they should also see consistency in HP's identity. We want to communicate a one-company identity in all markets worldwide.

"I have asked the Communications Design Centre, in conjunction with the Corporate Industrial Design Centre and the Legal Department, to bring together the HP standards and practices necessary to promote and protect a consistent and integrated corporate identity through our trademarks and service marks.

"The success of this endeavor depends upon the ownership of its goals and values by every HP employee."

The introduction says that a corporate identity is the fundamental style, quality, character and personality that distinguishes one organization from all others.

Our principal trademarks and service marks — the Company Brand name, the HP Symbol and Company Logotype — are among the most effective in communicating a one-company identity worldwide.

They show the source of our products and services, distinguish them from others and indicate their consistent level of quality.

The legal protection of these and other marks allows us to keep others outside our company from using them. However, to preserve these rights, the marks must be consistent in their appearance and use.

A mark is also a company asset. Its consistent appearance and correct usage increase its recognition in the marketplace.

Hewlett-Packard Company

The **Trade Name** of the U.S. parent corporation is Hewlett-Packard Company, regardless of the typeface in which it appears. While each subsidiary has its own trade name (eg, Hewlett-Packard Australia Ltd in Australia), the parent and subsidiary companies are usually referred to simply as Hewlett-Packard.

Hewlett-Packard

The **Company Brand Name** is Hewlett-Packard, regardless of the typeface in which it appears. It is registered in most countries as a trademark and/or service mark.

HP

The **Company Initials** are "HP", regardless of the typeface in which they appear. They are also a registered trademark and service mark.



The **HP Symbol** consists of the italic lower case letters "hp" in an open circle within a round-cornered rectangle. The HP Symbol is registered in most countries as a trademark and/or service mark.



The **Company Logotype** is the unique combination of the HP Symbol to the left of the stacked words "Hewlett" and "Packard" in HP Gothic typeface. The elements of the Company Logotype are registered trademarks and service marks.



The **Special-Use Company Logotype** is a variant form of the Company Logotype in which the HP Symbol is positioned on top of the stacked words "Hewlett" and "Packard" in HP Gothic typeface. This logotype has been approved for use only on binder spines and shipping containers. The elements of the Special-Use Company Logotype are registered trademarks and service marks.



Special Program Marks are specifically designed versions of the house marks that have received corporate approval for special applications, including use by certain third parties. The approved Special Program Marks are the HP Plus and the Value Added Reseller (VAR) marks. Elements of these Special Program Marks are registered trademarks or service marks.

Redux

Product Marks are any product-specific trademarks or service marks (whether or not in a special typeface) approved in accordance with company standards. Examples include Vectra (or HP Vectra in Europe), ThinkJet and HP AdvanceWrite, as well as Product Marks inherited from acquired companies, such as Redux from Sanborn Company (which became Waltham Division). Many Product Marks are registered trademarks.

Vectra

Do or don't

Here are some guidelines culled from the publication *Hewlett-Packard Corporate Identity Trademark Standards*.

But for anyone producing text and graphics for visual reproduction, for in-house or outside use, the list is far from complete.

Read the book — from front to back and more than once because all of its subtleties are not grasped at one reading.

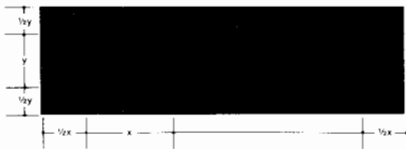
Marcom Manager **Doug Forsyth** can lend a copy and help with interpretation.

Correct

The **Company Logotype** is to be reproduced only from masters that originate in the Communications Design Centre.

It is to be surrounded by an open space in all applications. A minimum distance of one-half the height of the **HP Symbol** must separate text, phrases or graphics appearing above or below the Company Logotype.

A minimum distance of one-half the width of the HP Symbol must separate text, phrases or graphics appearing to the left or right of the Company Logotype.



Incorrect

The Company Logotype must not be in a size that is out of proportion to the rest of the layout.

The appearance of any of the elements cannot be changed.

It cannot be combined with any other graphic element.

The elements of the Company Logotype (the HP Symbol and the stacked words "Hewlett" and "Packard" in HP Gothic typeface) cannot be used independently of each other.

Exceptions are use of the HP Symbol on employee service awards and on small parts or components where there is insufficient room for the complete Company Logotype to be reproduced legibly.)

The Company Logotype cannot be used as a substitute for the Company Initials, the Trade Name or the Company Brand name, such as in headlines, titles or text.

Do not "split" any element of the Company Logotype; and do not use it as a design device or element, such as in a repetitive or 3-dimensional manner.



Correct

Proper use of color is a critical factor in correctly using the Company Logotype and the Special-Use Company Logotype. (See the full guidelines).

Incorrect

Do not use red, orange, yellow, green or any variation of these colors, or any fluorescent colors.

Do not half-tone screen any portion of the Logotypes.

Do not apply color in the open circle containing the italic "hp" initials. The color in the open circle is to be the color of the surface on which the Logotypes are applied.

Correct

The **Company Initials** are used when an abbreviation of the Company Brand Name or Trade Name is desired. They may be used in headlines, in text and with product model numbers and names.

Whenever used in front of product model numbers or names, there must be a minimum of one-half character space between the Company Initials and the product model number or name (HP Vectra, HP 150, HP Word, HP 9000 etc). See full guidelines for exceptions.

Incorrect

Do not put periods after the letters in the Company Initials; nor use them as a signature or substitute for the Company Logotype.

Do not put a hyphen between the letters in the Company Initials or use them in lower case type.

Do not use the Company Initials as a design device or element or in script or other decorative type style. ■



Computer Museum

- Warwick Bray . . . tops class.

Study rewarded

Being named the best first-year MBA student at Melbourne University is encouragement for SE **Warwick Bray** to tackle the final year with confidence.

As well as the honor, he won the Chase AMP Bank Prize of \$500.

Warwick, who is single, didn't have family cares to distract him "but even so fitting in study with work hasn't been easy." ■



Who's the young lady dressed in mother's finery and pictured in granny's garden?

A clue: She has dealings with every HPA employee but wishes you would keep closer touch.

Turn to page 10 for a more recent picture. •

MTS "important initiative"

Corporate Training and Development Manager **Neil Johnston**, visiting Australia in December, named teamwork as a key issue for HP, both within and across entities.

He described *Making Teams Successful* as an important Australian initiative.

"I don't think there are many entities that have taken such a wide approach as Australia and New Zealand," Neil said.

"All of the elements of MTS are known by HP but the way they are tied together is quite special.

"People don't always see the whole process. Elsewhere we tend to compartmentalise; we knit them together alright but in Australia and New Zealand you bring them together in an organised way."

Neil advised that there were people who did not understand the MTS language so we needed to make sure we interfaced with other parts of HP in a way that helped them understand what we were doing.

One of Neil's objectives for 1988 is to increase the flow of experiences from one entity to another.

"We don't have to take specific programs but concepts and directions can be adapted to suit other environments," he said.

Neil visited Singapore, Penang and Hong Kong before Melbourne. ■

- A Personnel gathering: Training and Development Manager **Ray Gerwing** (left), Region Personnel Manager **Geoff Windsor** and Corporate Training and Development Manager **Neil Johnston**.

Any takers to a Melbourne challenge?

Fourteen members of Contracts at Joseph Street hope other sections will take up a challenge to sponsor an underprivileged child.

They are each contributing \$2 a week for the education and related help to **Kalum Shri**, 11 in April, who lives in Sri Lanka.

Their interest in doing something to help someone less fortunate than themselves was triggered by Contracts Manager **Elayne Pickthall** after she and husband **Bryan** had watched a World Vision report on television.

"We were prepared to sponsor Kalum ourselves but others in the group wanted to be involved," Elayne explains.

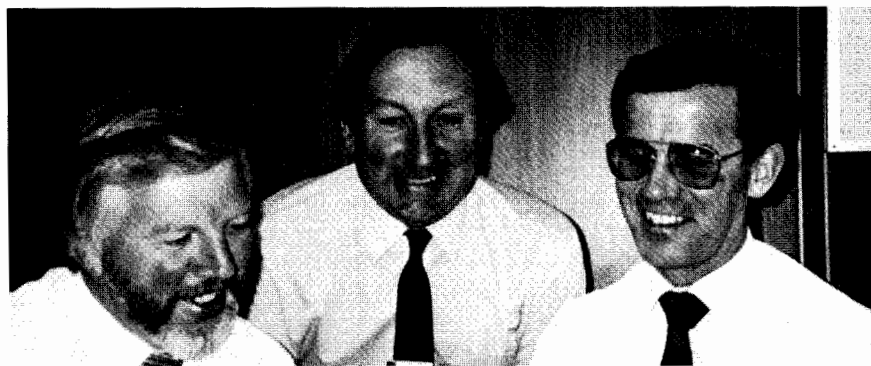
"We had to find \$24 a week so we're adding a bit to that because the arithmetic is easier — and the few extra dollars will be well spent.

"We're hoping others in HP will do the same. World Vision handles inquiries extremely efficiently. I rang them one day and in the next mail came personal details and the invitation to sponsor Kalum."

Besides Elayne, Kalum is being supported by **Wilma Plummer, Lyndy Drew, Elaine Griffiths, Pam Craig, Sue Herrod, Enid Braszell, Mark Wilkins, Julie Mackiewicz, Toulia Chrisant, Chris Forbes, Wendy Mosden, Chris Hain and Pam Seibert**.



• Four of the fostering 14: **Lyndy** (left), **Elayne**, **Chris Hain** and **Sue**.



After their induction course in early February, 1988 Graduates have started duties.



CRAIG RYAN
RMIT
Lab/ASO



ANNE COOPER
RMIT
Accounting



RAJ DALAL
NSW Uni
AEO



JUSTIN TYE
Otago Uni NZ
Mktng/Sales



JENNIFER BARKER
Chisholm Inst
Response Centre



PETER WESTLEY
RMIT
AEO

One good turn begat another

These two letters tell part of the story:

To MD Malcolm Kerr

I am glad to have the opportunity to write this to express my appreciation — and indeed admiration — for the way I was treated this morning when I visited your Customer Service Division at Blackburn.

To explain, I have an ancient, reliable and much-beloved small HP 10 Calculator, now sadly out of production. The paper had jammed and Mr Pasko Starcevic effected a most satisfactory and quick repair.

When I offered payment, I was told that — in as much as the machine is long out of service — there was no charge. Mr Starcevic explained what had gone wrong and gave me the proper direction.

I was somewhat embarrassed by the refusal to accept payment and take the liberty of enclosing my cheque for \$50 made out in your company's name.

Please accept this as a token of my gratitude and apply it to any in-house charitable purpose, or to any other charity as you may see fit.

It was indeed a pleasure to see the beautiful grounds of your factory and the helpfulness and friendliness of your employees, particularly also Mr Ken Mackay, to whom I spoke first.

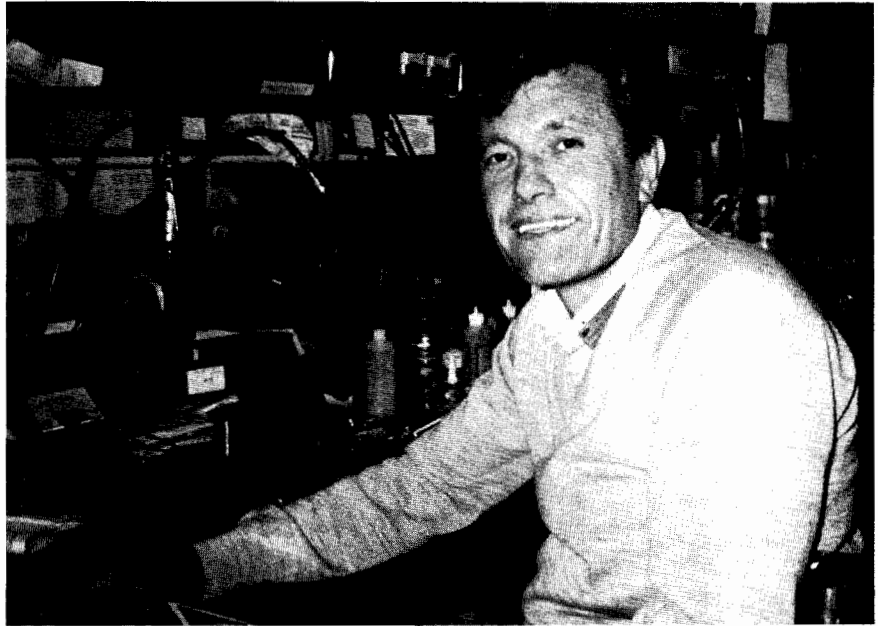
Albert Klestadt
Managing Director
Scrivener-Klestadt & Co Pty Ltd
303 Collins St
Melbourne.

To Mr Klestadt

Thank you very much for your kind letter concerning services received at our Customer Service Centre.

As we pride ourselves on the quality of our products and the services we provide our customers, it is always pleasing and reassuring to receive letters such as yours commending our service.

Pasko was primarily responsible for



• Pasko pauses for a picture at his technician's bench.

helping you and I have confirmed with him the charitable institution to whom he would like to make a donation. He has elected to forward the cheque to the "Freedom from Hunger" Campaign.

Thank you again for taking the time to write and I trust your next dealing with Hewlett-Packard will leave you with a similar impression.

Malcolm Kerr
Managing Director

This is the rest of the story:

Pasko was a 19-year-old Croatian house painter when he migrated 19 years ago.

Helping opal-mining friends at Coober Pedy, he was affected by explosives fumes and tried to escape from the shaft.

Instead he fell back down, struck a rock and became a paraplegic.

Then followed 15 months of hospital rehabilitation, permanent confinement to a wheelchair, a job as a packer, three years' night school

studying fine arts, inability to make a living as a full-time artist and so another three years' night school studying electronics.

Pasko tells how he joined HP:

"There weren't many job options when I moved to Melbourne and I wasn't all that confident when a friend recommended I try Hewlett-Packard.

"But **Bernie Rottinger**, who did the interviewing, didn't seem much concerned about my disability and I got my HP start. I've been really lucky to find such an enlightened employer."

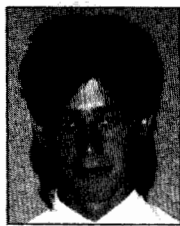
About Mr Klestadt's donation:

"It wasn't hard to decide when Malcolm asked what charity we should help. A night or two earlier, we had seen on TV the poverty and suffering of people in Uganda.

"We had felt guilty watching while we were enjoying a full Australian meal. It had to be Freedom from Hunger." ■



**HELEN
NICOPOULOS**
Monash Uni
Marketing



**LOU
BOSANCIC**
RMIT
Lab/ASO



**ANTHONY
REED**
RMIT
Systems Devel



**ELIZABETH
FENNELL**
Melbourne Uni
Logistics



**ARTHUR
ARGYROPOULOS**
Melbourne Uni
Sales



**ANDREW
COSGROVE**
NSW Uni
CEO



**WENDY
McCARTHY**
Curtin Uni
Sales

CEs gather for annual meeting and dinner

Customer Engineer managers from around Australia and New Zealand gathered in Melbourne in December for their annual meeting.

It was opportunity for Region CE Manager **Bob Congdon** to review the past year's activities and to preview things to come.

Four days were spent at the Joseph Street training centre and the CEs invited guests from other sections

to a dinner splendidly presented by Catering Supervisor **Benjamin Bramble**.

Guest speaker at the dinner was **John Thompson**, managing director of Tide International Pty Ltd.

John had recently been commissioned to report to the Victorian Government on redevelopment of the State Museum and the State Library.

He larded sound business philosophy with a light-hearted wit that produced laughs and thoughtful nods in about equal measure.

"I guess I'm not telling you anything really new but for what they're worth I bequeath you *Thompson's Ten Tips*," he said in summary.

1. Isolate and articulate a problem. Define it, get it clear in your mind by writing it down. Lee Iacocca



- Escalation Centre Manager David Collins and Perth CEDM Chris Cantor.



- Region Quality Manager Roy Armour (left) and Customer Support Manager Roger Kane.



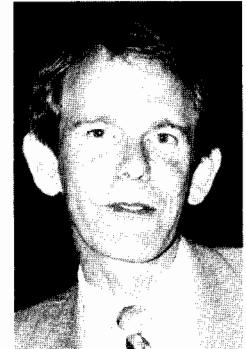
- Canberra CEDM Athol Barker (left) and NZ National Support Manager Greg Barton.



- For Intercon Service Centre Manager Don Paul and Rosebery CEDM Pam Isaac, it was a happy reunion. Don hired Pam when they were both in South Africa.



- From left: Visiting Intercon CE Manager Don Maston; retiring Sydney SE Ray Mills; and Director of Marketing Operations John Toppel.



- Brisbane CEDM Greg Condell (left) and Region PC Support Manager Brian Avery.

says writing it down is the first step to solving a problem.

2. See the problem in its context and understand it in its environment.
3. Study the obvious solutions and then question them thoroughly.
4. Look at all the trivia related to the problem. Talk about it with many people.
5. Don't place too much emphasis on past thinking. Watch out for habits of mind.

6. It's often an advantage not to conform too much to accepted behaviour patterns or procedures.

7. Don't form or articulate conclusions too soon. Anyone can knock them down. The challenge is to get help in building ideas.
8. Try not to cling to your first ideas. Note them. Go on to other ideas and then judge the early ones again.
9. Ask dumb questions. Don't be afraid of the views of friends, col-

leagues and superiors. Get all the facts you need.

10. If you follow "the competition", you may be heading in the wrong direction.

Intercon CE Manager **Don Maston** made a presentation to Sydney SE **Ray Mills**, who retired last month, and congratulated him on his service and the respect he had earned from colleagues.

Ray is the first in Australia to retire from the CEO. ■



• Melbourne SVC Program Manager **Joanne Turton** and Logistics Manager **Greg Plummer**.



• New Zealand CEDM **Kevin Matson** (left) and Sydney CEDM **Paul Hoolahan**.



• Region Support Admin Manager **David Burgess** (left); Melbourne Secretary **Kay Jakob**; and Support Marketing Manager **Phil Greetham**.



• Contracts Manager **Pam Seibert** and Region Admin Manager **Bruce Thompson**.

Births

- Charlotte Louise, daughter of CE **Paul Brackenridge** and Louise at 11am on 29 November.
- Allison, daughter of Catering Supervisor **Benjamin Bramble** and Louise, at Mitcham Private Hospital at 3.40pm on 1 December (2665gr/5lb 14oz).

- Deanne Lee, second child of Telemarketing Representative **Adrian Weiss** and Vicki, at Croydon Private Hospital at 4.23am on 3 December (2849gr/6lb 4oz).
- Katherine Ann, daughter of Sydney CE **Michael Lee** and Pamela, at 11pm on 17 January (3500gr/7lb 11oz).

- Christopher Cameron, son of Sydney CE **Steven Weir** and Annette, on 16 January (4394gr/9lb 11oz).
- Katie Ellen, daughter of ASO Engineering Manager **Laurie** and OCS Project Manager **Bill Wood**, at St Andrew's Hospital at 10.30pm on 16 December (2495gr/5lb 8oz).



Newcomers

Philip Anderson, Product Support Engineer/ASO (Ringwood).

Marianne Biersteker, Sales Secretary/ Installed Base (Melbourne).

Eva Chan, Order Co-ordinator (Sydney).

Deborah Derriman, Sales Secretary/ New Business (Sydney).

Maria Dulce A Nel, Sales Secretary (Rosebery).

Jal Karani, Financial Controller (Melbourne).

Elizabeth McGovern, Receptionist/ part-time (Perth).

Millicent Miranda, Sales Secretary/ New Business (Melbourne).

James Radford, Sales Representative/ New Business (Sydney).

Cate Rejman, Sales Secretary/ MDM District (Melbourne).

Ingrid Scott, Credit Officer (Sydney).

Jennifer Stanley, Sales Secretary/ Telecom-Staffline (Melbourne).

Ananda Subbiah, Applications Engineer/AEO (Melbourne).

Transfers

Paul Bankowski, Systems Manager (Sydney) to Network Manager (Melbourne).

Steve Bogaars, Bench Repairs to Customer Engineer (Melbourne).

Colin Byron, Intercon to Accounting Manager (Melbourne).

David Collins, System Support Engineer to Escalation Centre Manager (Melbourne).

Pam Craig, Accounts Clerk to Contracts Administrator (Melbourne).

Pam Gainer, Systems Engineer (Sydney) to HP UK.

David Luck, Applications Engineer to AE District Manager (Melbourne).

Francis Mudaliar, Order Co-ordinator (Sydney) to Service Co-ordinator (Melbourne).

Janine Pahlow, Sales Secretary to Personnel Co-ordinator (Melbourne).

Robyn Papax, Personnel Co-ordinator to Telemarketing Representative (Melbourne).

Paul Turner, Customer Engineer (Sydney) to System Support Engineer/Response Centre (Melbourne).

Michelle Rittinger, Secretary/ Installed Base to Sales Secretary/PC (Melbourne).

Anne Vassos, Systems Administrator to Administration Manager/ASO (Ringwood).

David Weeks, Order Co-ordinator to Demo Co-ordinator (Melbourne).

Mark Wilkins, Warehouseperson to Contracts Administrator (Melbourne). ■

A new language

Though not a scientist by training, Media Services Journalist **Gordon Williams** had a good science background when he came to HPA in October.

He had worked with the Victorian Department of Minerals and Energy, the Victorian Solar Energy Council, the Gas and Fuel Corporation and CSIRO.

At CSIRO there was plenty of variety, seeking scientific solutions to such things as bushfires, solar energy and traffic noise.



- Gordon hosting Channel 7's Lena Caneva on a recent visit to Blackburn.

"There always seems to be a communications conflict with scientists. They are rigid in the way they want information conveyed, not too co-operative when you're trying to get things said in lay person's language," Gordon says.

"I'm still learning a new vocabulary for the electronics industry and to absorb Hewlett-Packard philosophy but HP people are much easier to work with.

"They won't compromise on accuracy but appreciate the difference between communicating through a technical journal and telling the same story through the 'popular' press."

Appointing a staff journalist has been well received in publishing circles.

One editor volunteered to Depth that his own work has been made much easier by more frequent press releases and quick response to inquiries.

Gordon and his wife Wendy live at North Balwyn. ■

V you right?

The fashion-conscious miss pictured in page 5 is Payroll Co-ordinator **Karin Biermann**.

Here she's shown at her desk at Joseph Street ("a few years later," says Karin, exercising a lady's prerogative of not being more precise).

Karin remembers in all its detail granny's garden in a town just outside Germany's Bremen — the fragrance of the flowers and particularly the rocks which housed a wondrous colony of ants.

She has been in Australia since 1961 and with HPA since 1978.

"I've got the job I like, dealing with figures and people," she says.

"It has more challenges than you might think. Columns of figures have to balance but that's often the least of it.

"People forget to keep me informed about personal details that

have an effect on tax deductions or other record-keeping. In my job you need a crystal ball as well as a calculator and a word-processor." ■



- Karin ... big crystal ball.

Perthians party on at end of year

Two Christmas parties were staged in Perth — one for customers in the Herdsman Park office and the other for employees at the Burswood Casino Resort Hotel.

Success of the customer function can be measured by the time that the last guests left.

BBM **Glen Taylor** reported: "It was supposed to be a 4.30 to 7.30 thing but it went on until 10pm.

"We had lots of good feedback about the atmosphere and catering. Consultants and customers who are regularly 'romanced' by vendors said it was the best party they had been to for a long time."

That was on 11 December. On Christmas Eve, employees went to Burswood for a breakup smorgasbord lunch.

"We used the occasion to announce some service awards," said Glen. "Recipients were **Cliff Wilkinson** (SR — 5 years), **Ian Murray** (Branch Sales Manager — 10) and **David Chambers** (SR — 15).

"Unfortunately David could not attend because he was working on a tender." ■



● Dining out: Michael O'Connor and Sally Imberger are nearest camera.



● Customers Michael Holmes (left) and Ian Merker (right) with BBM Glen Taylor and BSM Ian Murray.



● Cliff and Ian ... awards.



● SE Michael O'Connor (left) and CE Jan Jesske in happy mood.



● SSR Gil Mavroidis ... ready to greet guests.

Perhaps you've already heard the joke that's going the rounds in the aftermath of the stock market crash but Melbourne Age columnist Bob Millington tells it better than most:

St Peter is on the turnstile at the Pearly Gates sorting out the queue.

"What's your IQ?" he asks of the first in line.

"One hundred and sixty," replies the candidate.

Pete puts down the pedal.

"What's your IQ?" he says to the next.

"One hundred and ten," the lad replies. He's in.

"What's your IQ?" says the saint to the third bloke.

"Sixty-five," is the answer.

"How's the market?" asks St Peter. ■





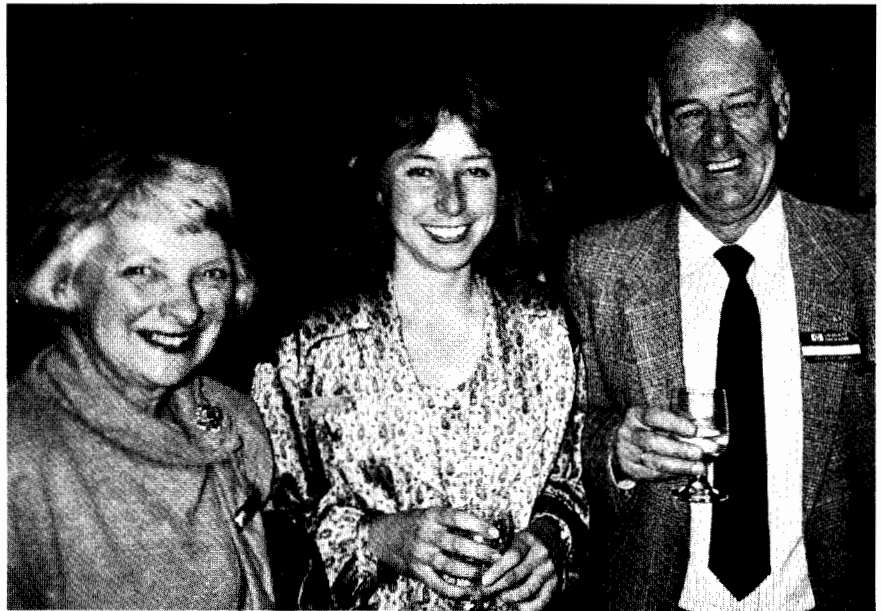
• LEFT: Mr Bill Pollock, Chairman of NEC, and MD Malcolm Kerr. ABOVE: Shell Company Regional Manager Rod Corinaldi with Region Marketing Manager Bruce Marsh.

We say thanks

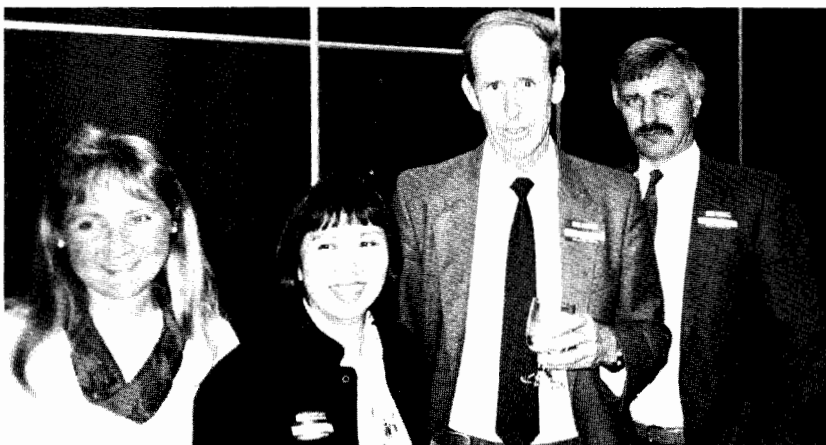
People who helped in special ways with the study tour of Xinhua Newsagency journalists **Li Jianxiong** and **Zhang Huchen** were entertained at a function in the Wellington Room at Joseph Street in December.

Li and Zhang returned to Beijing on 16 January.

Besides those pictured, guests included **Professor John Swan**, former Dean of Science at Monash University; **Rob Morton**, Corporate Affairs Manager of the Australian Wheat Board; **Dr George** and **Mrs Naomi Tippett** (their house hosts and representing Melbourne Rotary); and **Lena Caneva**, Channel 7 news journalist. ■



• Cr Valda Arrowsmith, Mayor of Nunawading (left); SE Jenny Miller; and Mr Ian Burston, Vice-President of CRA Ltd.



• Personnel Representative Alison Teed; Sandia Rose, Qantas consultant for Asia; John Thompson, MD of Tide International Pty Ltd; and Mark Drew, Melbourne City's Civic Affairs Manager.



• Telecom PR Officer Nola Day and Corporate Development Manager Bruce Graham.