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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND

No 44 July 1990



- HP's Brian Purcell is encouraged by Cliff Young, sans gumboots, in a tough section of the course. Cliff won the first Sydney-Melbourne race in 1983, aged 61.

For the fifth year running, Yiannos Kouros, the "galloping Greek", dominated the Westfield Ultra-Marathon, running the 1008km race in a remarkable six days and 55 minutes.

But, by coming sixth in an internat-

ional field, HP's Brian Purcell, from Sonoma County, put in a splendid performance. It was a co-operative family event for Hewlett-Packard, with Australian colleagues contributing support in many ways.

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Change, productivity and focus

Confronted by a greatly changed economic environment, Hewlett-Packard sees an urgent need to become more productive.

Top management have been focusing hard on that and the results are now pushing right down into the depths of the organisation.

What it means to all HP people is *change* . . . and fewer resources to handle what we have been doing and what we will be asked to do in the future.

So how can our organisation cope?

I don't think the answer is to ask our people to work harder and harder, or longer and longer, or into the weekends.

Certainly, there will occasionally be a need to call for extraordinary effort to cope with an extraordinary situation but burning out our people is not the solution.

In talks I have had in Melbourne, Sydney, Brisbane and New Zealand, I have stressed two themes:

1. We must stop doing things that are *not vital, not at the top of our priority list*.

I am confident that there are many things that we all do which have little or no impact on the success of our business. Rather than performing all our tasks a little less well, I would like to eliminate those tasks which are no longer important.

In this regard I would like every

individual to step back occasionally from day-to-day activities and ask, "Is what I'm doing at this moment really essential?"

If the answer is "no", then the task should be reviewed with management to see if it can be eliminated.

You see, unless we do house cleaning occasionally we find we're doing a lot of things that are still *slightly important but not essential*.

If each employee eliminates even a minor task, the collective impact for our operation will be substantial.

2. The other thing you'll hear me emphasising is the need to focus more sharply on how we can best apply those resources available to us; and not spread them over all the opportunities that might tempt us.

When we were a T&M company, we dominated the market and sat astride it with products that met just about everyone's need.

Then, when we entered the computer market, the culture carried over. We got by, using a shotgun approach, at a time when business was relatively easy for all the players.

But today the economic climate is tougher and our survival rests with focusing on those opportunities we can make into winners.

It means eliminating those with less chance of success and those which lack prospects of long-term leverage.

So, in summary, my message is



this: Stop doing things that aren't important; free up resources that can be better used; focus our efforts by working towards being the dominant player in *chosen* markets, not all markets.

Customers should be able to see us as the obvious choice when they are about to spend, not just one of a host of suppliers of similar products.

Selling is never easy but it's easier when customers make the first approach and much more productive than scattering pellets around and hoping a few will find a target.

■ ■ ■

I appreciate the quality and commitment of our people in Australia and New Zealand and am looking forward to working with you all over the next few years.

I plan to make early visits to our Canberra, Perth and Adelaide offices.



• Stan Beer - journalist.

Goal achieved

Media Services Journalist Stan Beer brought a Science degree as well as editorial experience to his appointment last January.

He had worked in Telecom's PABX division and

as a contract analyst/programmer before deciding those careers didn't quite fit his personality.

So he became a feature writer, for *Computerworld* and then for *Pacific Computer Weekly*.

Then editor of both *Graphics Australia* and *Professional Computing*.

But when he saw the HP job advertisement, he felt it was just what he had been looking for.

Stan hosted a visit by computer journalists to the US last month.

He's been married close to a year to Vickie, who works in Victoria Police's personnel department. ■

Hill happenings

The Dandenongs to the east of Melbourne echo to the sounds of hobbies that range from casting metals in a blast furnace to scaring off birds which threaten to destroy a grape crop.

Chris Cantor, in an elaborately equipped workshop near his house, nestling in a wooded vale at North Warrandyte, casts bells in bronze and steel blocks which he makes into machine tools for his lathe.

"The furnace, turbo-fed with diesel oil, makes one helluva din but neighbors don't complain. They are mostly arty types who tolerate my noise if I tolerate them," Chris says.

"But I'm savvy enough not to fire up at daybreak," he adds.

From Warwick in Queensland, Chris has migrated as far west as Perth, where he was CEDM before moving to Melbourne last year as AEDM.

Region Contract Manager Roger Morgan lives 25kms to the east as the crow flies (he'd be happy if they all roosted on Chris's gable) and grows premium grapes that Lilydale Winery makes into wine.

When fruit is ripening, the crack of an acetylene gun reverberates through the hills but again neighbors don't complain.

"There are 150 viticulturists in the Yarra Valley and they accept as a fact of life that marauding birds are too wise to be fooled by scarecrows. A strong hint to buzz off by using noise guns is preferable to shooting the blighters," Roger says.

Welsh-born, he became interested in wine as a Sandhurst-trained officer in the British Army . . . passing the *Croft's* from right to left and all that sort of thing.

A stint in Germany taught him the delights that come from the Moselle and Bordeaux. After a good dinner in the mess, he would dream of owning a chateau and producing a *cru premier classe* in the Medoc . . . a little beyond the resources of an army officer, he admits.

Instead, he accepted a posting as instructor to the School of Signals at Watsonia, became enchanted with Australia and its wines and settled for a plot at Seville where he has 11 acres under vines - five for



• Chris Cantor, tongs at the ready, about to lower crucible into the fiery furnace.

RIGHT:

The Family Morgan . . . Emma, Roger, Toni and Christine.

The sign on the tractor is a souvenir from California's Napa Valley.

BELOW:

Intercon Systems Development Manager Chris Vogt tries his hand at building trestles when he visited last January.



pinot, four for cabernet and two for merlot with more available to expand, possibly with chardonnay.

This year he picked 21.5 tonnes of grapes. He's planned the project as a business for eventual retirement. Meantime, his wife, Christine, is winding down her interior decorating business to manage the property.

Vintage is a glamor time but work continues year round for a viticulturist's family. School-age daughters pick, prune and drive a motorised runabout as skilfully as adults.

Roger is in second year of a six-year science correspondence course with Charles Sturt University at Wagga. ■



Hangs up his pick

Three employees have chosen July and August for retirement.

* * *

Perth employees numbered three when **David Chambers** joined HPA in 1973 - the others were the secretary, **Margaret Tyers**, and **Ainslie Asprey**, who was selling calculators and survey instruments.

David had been running his own company designing and manufacturing electronic systems for the mining industry, the old PMG and the Western Australian Main Roads Department. The collapse of the mining boom forced closure of the business and 30 employees to disperse.

His HPA commission was to build up the office, doing whatever he thought was necessary. In four years the staff had grown to 25.

He sold our full range of products himself, the while training others in his methods: "Avoid shotgun salesmanship, haphazardly firing in the hope that a few pellets will hit.

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

David demonstrated his philosophy by his patient and successful attention to Hamersley Iron, a unit of CRA, and his success in then selling to sister companies like Dampier Salt and Pacific Coal in Queensland.

He became a familiar visitor to Karatha, Paraburdoo and Mt Tom Price, selling gear worth \$1 million a year into the Pilbara.

His rapport with mining extended to diamonds and the Argyle Mining Company, Australia's only diamond producer.

David recalls that when the first pocket calculator, the HP35, was launched people swarmed into the office to inspect it.

"It was such a crush; it drove us mad but we made good sales," he said.

He realised it was desirable to create a dealership and after interviewing prospects gave it to the Mt Lawley Technical College Bookshop.

Some who missed out muttered

there must be something wrong for a bookshop to be chosen but the dealership still prospers 15 years on.

Also part of his sales strategy was to establish an infrastructure around HPA of companies supplying applications to the mining industry and using HP products.

Ill-health obliged David to cut his workload and he handed over to **Ian Murray** as Branch General Manager in 1985, staying on as Senior Sales Representative.

He won't be idle in retirement. Apart from consulting work, he will pursue his hobby of sailing and have more time for church activities.

David migrated from England in 1953 and married Australian-born secondary school teacher, Gaye. They have six children. ■

Almost unique

Organising a gathering of the Worssam clan isn't an agenda item for **Phil Worssam** following his retirement early this month.

Although the family has been traced back to the middle 1300s, Phil is the only Worssam listed in the Melbourne telephone directory.

There's one other listed in Adelaide but none in Brisbane, Sydney, Perth or Canberra.

Phil believes the name has Scandinavian origins.

His own birthplace was Hertfordshire. He came to Australia in 1959, transferred by ICI, and was involved in selling plastics. Five years later he moved to production scheduling, matching the

output of the Botany factory with southern orders.

It involved much manual paper work and Phil sensed early on that computers were the coming thing. He boned up on the subject - with a one week's course provided by a vendor, reading other's programs and riffling through books.

ICI's first mainframe had less memory than today's desktop.

He moved to the CBA Bank as manager of its systems, then to International Harvester until it crashed and in 1981 to HPA as EDP Manager.

One thing he will continue is a 30-year involvement with the sea as a member of the Royal Australian Navy Reserve. His maritime interests started when he was a pilot for two years with the Royal Navy Fleet Air Arm.

Phil's wife, Rosemary, is Australian born. They have three children, all grown up. Rosemary will continue her career as a teacher. ■

A credit to Bob

Controlling credit - assessing risk and recovering loans if things do sour - has been a life-time career for **Bob Calwell**, who will retire on 1 August.

'Debt collector' are impolite words to some people but he's never flinched from them, even when he's had to repossess equipment.

"There was always an opportunity to soften the blow. I'd back them until the last minute it was prudent in their interests to do so. >>



• David . . . miners' friend.



• Phil . . . flying sailor.



• Bob . . . kept his friends.

Chemicals cause concern

Discharge of dangerous trade wastes illegally into the sewerage system is currently the subject of a public inquiry by Melbourne and Metropolitan Board of Works.

Five thousand industrial sites have contracts to discharge wastes but there is concern that some chemicals are in excess of safe environment and health levels, dieldrins particularly.

So, whenever there is a threat of this nature, HP expertise and equipment is in demand.

Gas chromatographs and mass spectrometers, handled by our Analytical group, are used to detect and measure the presence of drugs and chemicals in such diverse areas as horse racing, athletics and farm pesticides.

Senior Sales Representative **John Lynch** - this year winner of the President's Award - was not in selling mode when he invited the inquiry chairman, **Professor John Swan**, to make use of HP's considerable experience and resources, both here and in the US.

The inquiry might lead to others buying our equipment but John - backed by Region Analytical Support Manager **Leong Tan** - thought HPA had a bigger contribution to make as a corporate citizen.

He urged Professor Swan to look at the need for Australia to do more in the area of establishing defin-



• Emeritus Professor John Swan, former Pro-Vice Chancellor and Dean of the Faculty of Science at Monash University (left), shares a joke with John Lynch . . . although the reason for their meeting wasn't funny.

itive standards for the chemical industry.

A lot of testing is already being done but the testers would be more effective if they were guided by better defined standards; and also by standards applying nationwide and not varying from state to state. ■



• Keith . . . others can sail.

Ever a landlubber

He wouldn't deceive you. He's one of the very few privileged to have sailed in New Zealand's America Cup yacht KZ1.

And in his yachting cap, he looks every bit the part.

But Wellington Warehouse Administrator **Keith Martin** readily confesses he's no blue water sailor and rarely steps off terra firma, even though he's spent most of his life near the sea.

And he intends keeping it that way.

Keith sailed in KZ1 only because his name came up in a raffle when HPNZ was hosting dealers, customers and staff aboard the celebrated boat and her sister, KZ7.

"It was a smooth trip and I'm grateful for the experience but I'm still not converted to yachting," he says.

But generously tolerates the addiction of others: "After all, thousands spend all their spare time out there."

<< "Even when you had to pull down the blind on a customer with no hope of climbing out of a hole, there was the challenge to do it as kindly as possible," he says.

"I lost very few customers as friends. They came to realise that I'd helped them to face facts and avoid an even more crushing burden."

One customer in the Wimmera was 20 when his father died, left with a struggling farm and petrol distribution business. Bob and his employers were supportive and today he owns businesses and property worth hundreds of thousands of dollars.

They have kept in touch for more than 20 years and visit each other as friends.

Bob joined Ampol's credit department in 1948, liked the company and its customers, particularly those in the country, and stayed until 1979. After six months full-time with a debt collection agency, he moved to HPA.

"Credit is the end result of every sale. It's not complete until money is in the till," he says.

At HP he found he was dealing

with an entirely different market.

"HP customers know they are buying a Rolls Royce article at an appropriate price and are less likely to default. When you burn a gallon of petrol, there's not even vapor to repossess. Electronic equipment is a tangible asset that can be recovered."

Bob will barrack vociferously for Hawthorn at weekends and take part-time work, in that order of priority. He and Val have two sons and two grandchildren to occupy any spare time. ■



Ultra-marathon was a co-operative HP effort

Running 1008km in seven days - in some stretches for 72 hours with only five hours of sleep - calls for immense reserves of physical stamina but also for a high level of mental strength and courage.

Brian Purcell, from HP's NDP finance department in Sonoma County, showed he had plenty of both when he took on 32 experienced international runners and finished sixth in the Westfield Ultra-Marathon in May.

Although an American record holder, Brian's previous longest run was 384km in 48 hours. Between Sydney and Melbourne, he bettered this and covered 688km in four days.

Yiannos Kouros, who started eight hours behind the others, ploughed through the field and by the third day had surged to a 35km lead.

This left Brian to stage a rugged tactical battle with the dogged Australian, **Bryan Smith**, for second place. They won and lost ascendancy four times during the night between Cann River and Orbost, with Brian leading when dawn broke.

At Sale, just over 200km from the finish, he hit his dreaded 'brick wall'. The body still had strength but the mind cried out for rest and the race doctor ordered a three-hour sleep.

He arose to tell his delighted crew that he would finish, even if it meant crawling to the line.

Afraid that he would be out of the race if he ran, he mostly walked to Doncaster where a team of HPA people was waiting to greet him with cheers and congratulations.

Excluding rest breaks, Brian averaged 7.72kph. Over the seven days and 3hr 20min, his 24hr distances were 188km, 156, 161, 153, 130, 88, 110 and 20.

Just to achieve his goal of finishing, he walked rather than ran the last 222km.

He finished sixth out of a starting field of 33. Only 18 finished within the arbitrary limit of eight days and 12 hours.



• In Sydney, not quite sure of what rigors wait ahead: (Front from left) Craig Steele and Craig White; (middle) Adrian Hunt, Vicki Chung, Jan Kahdeman, Brian Purcell and Gwen Welsh; (back) Ian Brown, Doug Forsyth, Col Parry and Stewart Beasley. Jim Usher took the picture.

Craig Steele - Brian's 'runner, driver, navigator and store-keeper' - said: "None of us could possibly have known the pressure and hardship that he had to survive to keep going in freezing rain and through the lonely nights."

Obviously, the hardest part of an ultra-marathon is to run it; yet being in the support team runs close.

Hewlett-Packard Australia sponsored Brian's participation, including the entry fee, transportation, race crew and vehicles.

PR Manager **Doug Forsyth** went to Sydney a week before the race to welcome Brian, his girl friend **Jan Kahdeman**, a freelance writer who works under contract to HP in Santa Rosa; **Craig Steele**, a facilities supervisor with HP at Santa Rosa; and **Vicki Chung**, a masseuse and acupuncturist who was to watch over the runner's physical welfare.

Doug also set up media conferences in Sydney, where Brian had attracted interest, being tagged variously as 'Big Red' (he has

bright red hair), tackler of the 'Kangaroo Killer Race' and 'Seeking Plunder Down Under.'

Corporate Programs Administrator **Gwen Welsh** co-ordinated pre-race plans and out on the road organised food and laundry. 'Mum' was her affectionate title - earned from her attentiveness and willingness to share the tough conditions along with the toughest of them.

Three or four hours sleep in a motel bed was a luxury.

Other Australians in the crew were Melbourne Sales Co-ordinator **Ian Brown**, a runner himself who drove a support car, helped feed Brian on the run and tracked a metre behind him to offer encouragement over difficult parts of the course;

Craig White, a gym instructor and swimming pool manager from Bellingen on the NSW coast, as team leader;

Col Parry, who runs holiday units on the NSW north coast, as driver;

Stewart Beasley, a Telecom line-man from Victoria, also a driver; **Adrian Hart**, maintenance foreman from near Sydney, as mechanic to the convoy; and

Jim Usher, freelance journalist from Melbourne, as driver and helping with media liaison.

But the support effort did not start and finish out on the road.

In Sydney, Events Co-ordinator **Betty Murray** and Secretary **Debbie Derriman** drove south to give cheer with an HP banner.

Debbie had earlier organised a well-attended sausage sizzle, with Staff Sales Representatives **Leo Lynch** and **Michael Muller** showing what sizzlingly good cooks they were.

SSR **Ron Turnbull** put hitherto hidden culinary skills on display by baking oatmeal cookies for the crew. Many others also baked.

Several groups drove 80km out of Sydney to give a last rousing farewell.

Abbotsford Facilities Administrator and former Joseph Street Catering Supervisor **Ben Bramble** used the old boy network to organise quiches, soups and other morsels to be waiting on arrival at Canberra. The head of the College of TAFE obliged . . . an old mate, obviously.

Canberra Branch Business Administrator **Gayle Payne** took away a pile of grubby clothing and handed it back in pristine condition.

Secretary **Elly Susnich** drove 330km to Lakes Entrance to refill tucker bags with goodies baked in Melbourne.

Before the race started, Sales Co-ordinator **Mark Berends** had spent a couple of days taking a banner around the Joseph Street, Ringwood and Abbotsford offices collecting signatures.

Secretary **Cate Rejman** designed posters to link HPA into the marathon promotion, which was reported by national television, radio and press and by regional stations and newspapers along the course.

FOOTNOTE: Senior CE **Kirt Fanning**, at North Ryde, won a \$150 clothing voucher for being closest with his estimate of Brian's time - just 53 minutes outside his 7 days 3 hrs 20mins. ■



• Craig Steele (left) and Ian Brown minister to their charge.

President and Chief Executive Officer **JOHN YOUNG** wrote before the race:

"I must say I stand in awe at the mere prospect of a thousand-kilometer run.

"Please remember, no matter the result, you've already won the respect and admiration of your HP colleagues for trying.

"Please count me among your colleagues in that respect."

HPA Managing Director **BILL HILLIARD** wrote: "On behalf of all Hewlett-Packard staff throughout Australia, I would like to thank you for representing HP in the Westfield Run.

"We are all inspired by your efforts and determination and wish you the success you rightly deserve."

Brian thanked all those who had helped him - those whom he knew and the many he didn't.



• Betty Murray (left) and Debbie Derriman show the flag on the highway south of Sydney.



• Gwen sheds a tear of relief - Brian is safely through his ordeal.

Off-site Support meeting

Six visitors from the US, Japan and Singapore joined 41 Australian and New Zealand Customer Support managers and supervisors at a three-day off-site meeting at Ballarat in May.

They were Group Marketing Manager Lane Nonnenberg, Worldwide Customer Support Controller Chu Chang and Worldwide Response Centre Manager Mark Stolle, from the US; Far East Response Centre Manager Mas Iskandar and Asia Pacific Response Centre Manager Gerry Sheridan, from Singapore; and Japanese Escalation Centre Manager Hikeo Ohta, from Tokyo.

Region Business Manager, T&M, Frank Freschi, was an Australian guest.

Australasian Customer Support Manager Roger Kane hosted the meeting and Secretary Susan Byrdy was on hand to ensure the workshops and after-work activities ran smoothly.

CEO was represented by Roy Armour, David Burgess, Paul Hoolihan, Nigel Marrion, Paul O'Brien, Steve Hall, Pam Isaac, Kevin Neal, Greg Plummer and Darryl Wallace.

TCG: Athol Barker, Greg Condell, Jim Golding, Peter Lalor, Jo Naylor, Chris Cantor, Bob Congdon, Laurence Fong, Bernd Rottinger and Ross Templeton.

ARC: David Collins, Andrew Robertson, Graham Gunson and Rod Makin.

Support Admin: Pam Craig, Carmen Dousset, Jack Gargano, Chris Hain, Pam Seibert, Joanne Turton and Elaine Dawes.

Support Marketing: Brian Avery, Chris Gibbons and Doug Woodcock,

Support Quality: Ken Bailey.

Customer Education: Brendan McAdam.

Projects: Bill Clarke.

New Zealand: John Axe, Greg Barton and Jos Kunnen.

Themes of the workshops were *leadership*; *providing superior customer value*; and *lowering costs*.



• Mark Stolle (left), Chris Gibbons and Gerry Sheridan.



• Bob Congdon (left) and Lane Nonnenberg.



• A frying pan, symbol of the cook who gets all the ingredients right, was presented to Susan Byrdy . . . applauded by Bill Clarke (left) and Kevin Neal.



• Graham Gunson . . . the Sandman cometh . . . it's been a long day . . . or do the workshops start too early?

• Pam Craig (left) . . . doing what the motivator said . . . pick a target . . . go for leverage . . . focus . . . shoot to win.



• Finally, they DID work hard as well as play . . . this unposed picture proves it for Chris Gibbons (left), Roy Armour and Roger Kane.

Bad news, then good

For Sales Representative **Martin Bastock**, this year is a distinct improvement on 1988.

Martin was aboard the plane which lost a cargo door and from which nine people were ejected to their death at high altitude over the Pacific. That left him nearest the hole in the fusilage but fortunately decompression forces were abating and his seat held firm.

Nevertheless his left arm was crushed and he needed a series of operations and the insertion of artificial parts to give back some mobility.

"I'm naturally left-handed and have to do many things differently. So I play squash right-handed. My game can improve," he says ruefully.

But this year has been better - much better. After a year working on a proposal that Telecom use ATO's Australian-designed and manufactured Digital Performance Monitoring System, he got Telecom to agree on the benefits it offered and signed a \$6 million contract.

Telecom has 75 DPM Unix-based systems at sites around Australia and the ATO equipment will help detect instantly any degradation of transmission standards.

Up until now, telecommunications authorities around the world have had no completely reliable way of detecting degradation.

Often they relied on customers to advise that equipment wasn't working properly on the authority's network.

Now Telecom Australia will be able to detect a departure from standards and most times make a correction without the customer being aware.

Authorities in several countries have inquired about ATO's monitor and the Telecom application. Of special satisfaction was the installation of an evaluation system by Sweden's telecommunications authority, Televerket. Sweden is one of the world's most advanced manufacturers of communications equipment.

Martin acknowledges that Region Corporate Development Manager **Bruce Graham** was exceptionally helpful in development of the system, seeing it as positioning HPA for sales not only to Telecom Australia but as helping the company meet export targets.

Martin was born in Hampshire and in 1962 came with his parents to Adelaide, where he obtained a cadetship with Telecom.

He has made significant contributions to international telecommunications publications and, while representing the United Nations Telecommunications Union, has been a consultant to the Governments of Malaysia and Thailand.

He's also a member of the Australian Institute of Management. ■



• Martin . . . recovering.

Angie's back in Adelaide

Twelve years ago **Angie Marshall** was Sales Secretary in the Parkside office.

Now she is back as Branch Office Administrator after acquiring a family of three boys, aged eight, 10 and 12.

For a while before she resumed with HPA, Angie tried her hand at managing a women's only health and fitness centre.

She enjoys exercise, has entered a number of fun runs and hopes to get together an HP team for the Corporate Cup.

Cup trials start next month. Over 16 weeks, runners try once a week to improve their individual and team times - being recognised for improvement in fitness rather than just a single dash to the tape. ■



• Angie . . . for fitness.

Births

• **Bronson Mark**, son of Telemarketing Representative **Diane Nuske** and **Greg** at 4.40pm on 12 May at Box Hill Hospital (3799gr/81b 6oz).

Benjamin James, son of **Caroline** and **SE Frank Van Grieken** at 10.30pm on 7 June at Mitcham Private Hospital (3119gr/61b 14oz).

Timothy Daniel, son of **Meegan** and **DSM Peter Hall** at 10.38am on 10 June (34309gr/71b 9oz).

Engaged

• **Jenny Miller**, Corporate Development, and **Response Centre Engineer Jeff Riley**. They plan to marry early next year.

Support for Sigrun

From films to electronics is the change that has been made by **Jill McIntosh**, who recently joined Personnel Representative **Sigrun Aschoff** at North Ryde as Personnel Co-ordinator.

Jill, an Australian, had been working in personnel with Columbia Pictures in America. ■



• Jill . . . from films.



• Personnel Representative **Elizabeth Densky** and **David Dawborn** married in the Scotch College Chapel on 19 May.

Computer Museum

Centre sells training

Locating and upgrading the Customer Education Centre on the ground floor and near the entrance to the Joseph Street entrance has made Education Co-ordinator **Joyce Thompson** really happy.

"I used to try to establish a good rapport with customers over the phone when they were booking courses and follow it up when they were collecting their name badges," Joyce says.

"But there wasn't much time to talk to them all and the contact was broken when I returned upstairs to my desk to make more calls and handle paper work for the next course.

"Setting up a spacious and attractive area near the foyer has given benefits additional to my own comfort.

"Customers drop in at coffee and lunch breaks to chat, browse through the literature on display and tell of satisfaction or dissatisfaction with their course - just the kind of feedback we appreciate getting.

"Importantly, it's also an opportunity to sell extra training. Many of those who take elementary courses are receptive to the suggestion of higher level training a few months down the track."

It isn't expected of Joyce that she let her job encroach onto her own time but, being the kind of person she is, she will go the extra mile to convince customers that HP really does try to give service.

Recently an interstate inquirer was hesitating because his employer had authorised an exceptionally tight budget for travel and accommodation.

She rang around for economy accommodation, met him



• Joyce loves us . . . but not our snakes and spiders.

on arrival and drove him to his hotel. He was grateful, indeed.

Joyce came to HPA 12 years ago as a temporary in the calculator section, became permanent with the parts store, moved to the exchange boards area, then to Analytical as Service Co-ordinator and to Education 18 months ago.

She was born in North England, retains her County Durham accent and "I still barrack for the Poms." Like her ex-Navy husband, Bob, she's never regretted coming to Australia "even though I hate snakes and spiders."

Joyce works closely with SE Educator **Ian Wallbridge**, a teacher who joined us just over two years ago.

Customer Education is now the responsibility of **Brendan McAdam**, who moved from Apollo late last year. He was Northern Area CEO Manager. ■

Newcomers

Paul Ayton, Credit Admin (Blackburn).

Joseph Azzopardi, CEO (Abbotsford).

Nancy Bartholomew, Sales (Blackburn).

Gary Berman, Order Admin (Blackburn).

Christine Blewett, ASO (Ringwood).

Alan Brown, T&M (Nth Ryde).

Angella Chan, Order Admin (Blackburn).

Ramki Chidambaram, Sales (Nth Ryde).

Ron Danko, AEO (Abbotsford).

Craig Delianis, Sales Admin (Blackburn).

Jeff Gardner, Response Centre (Blackburn).

Jennifer Gunson, Facilities (Blackburn).

Karalee Lomas, Accounting (Blackburn).

Darwin Price, ASO (Ringwood).

Jeff Shiels, Order Admin (Blackburn).

Manon Strachan, Sales (Adelaide).

Vanco Taveski, Medical (Nth Ryde).

Debra Thompson, Sales Admin (Canberra).

Wendy Tollkuhn, Support Admin (Blackburn).

Shane Withers, Service (Blackburn).

Christine Wright, Facilities (Adelaide).

Pauline Yu, Order Admin (Blackburn).

NEW ZEALAND

Claire Billski, Admin (Wellington).

Monika Montilla, Admin (Wellington).

Kumar Rangan, AEO (Auckland).

David Thompson, AEO (Wellington).

Transfers

Cal Burns, ARO to CEO (Abbotsford).

Jeff Gomes, Boblingen to ASO (Ringwood).

David Lade, Distribution to Sales Admin (Blackburn).

Mary Lam, Market-

ing to APESC (Blackburn).

Paul Lau, China to ITG (Blackburn).

David Luck, AEO to ASO (Ringwood).

Brendan McAdam, Northern Area CEO Manager to Education Manager (Nth Ryde).

Shailesh Naik, Northern Area Sales Manager to Quality Assurance Manager (Nth Ryde).

Perry Rosenboom, AEO (Abbotsford) to ASO (Ringwood).

Peter Sheehan, CEO (Melbourne) to CEO (Brisbane).

Convert career opportunities

A simple definition of success was given in a talk to women employees who filled the Canberra Theatre at Joseph Street last month to hear a talk by **Cynthia Klustner**, Controller of the Finance and Remarketing Division at Mountain View.

"It's achieving what you set out to do and leaving the world a better place than you found it," Cynthia said.

"I don't think women need work harder than men but we need the attitude that we want to do things better than anyone else, man or woman.

"Be a team player. Support the team. Too often we don't take time to say 'thanks', to acknowledge the contribution that others make to our success.

"The person with most impact on my career was a man. Hopefully I have helped some men as well as women to advance their careers."

Cynthia urged her audience to be adventurous in taking initiatives.

"It's OK to make mistakes but you don't want a whole string of them, and all the same kind. We should be able to learn from them," she said.

When Cynthia joined Corporate Treasury 10 years ago as an analyst, she managed cash activities that added up to \$400 million and saw them rise to \$2 billion.

She offered that luck - being in the right place at the right time - had played a part in her promotions but conceded that she had been prepared to take up opportunities, even though they might have been a bit frightening at the time.

"Don't lock yourself into a rigid career path," she advised. "The box you set your heart on probably won't be there in five years' time.

"Welcome opportunities, even if they beckon in a direction you were not expecting."

AFRO Operations Manager **Muan Lim** alerted Affirmative Action Officer **Heather Duncan** that Cynthia was visiting and would be well worth listening to.

"I'm so glad we took him up. Many more attended than we had expected," Heather said. ■



• Lyndy Drew (left), Cynthia and Tricia Matsoukas.

Trenerry achiever

Following Blackburn's lead of offering the prize of a restaurant dinner for two in recognition of outstanding achievement, Abbotsford has named Librarian **Karen Harris** as its first award-winner.

There was still a lot of work to do fitting out their library space after the 18 January move-in.

For weeks, Karen worked out of boxes and from makeshift shelves, giving many hours of her own time to maintain a service and keep on top of a great amount of material coming in and out.

But, as Area Sales Manager **Greg Kershaw** remarked, Karen coped splendidly.

Now that the furnishing has been completed to her satisfaction, Trenerry people praise the library as

an efficient, well-managed and helpful resource. ■



• Karen and the sculpture, made from beaten roofing iron, that adorns the foyer at Abbotsford.



• Compliments were received after the Defence Symposium that was staged in Melbourne, Sydney, Canberra and Adelaide in May. Customers and HP visitors who came to assist described it as one of the best-organised and helpful they had attended. Pictured are Andy Prater, from HP's Stanford Park Division (left); John Lipson, HPA T&M National Program Manager; and Aldo Persi, of the Department of Defence.

Computer
Mia



• A successful HPNZ audit pass was the result of much concentrated effort and good reason to celebrate - so in Wellington on 3 May the FY90 Internal Audit Team and Administration management did just that.

From left: Mark Law, Derrick Lim, Judy Chua, Han Neilson, Marilyn Daly, Bruce Thompson, Chris Dever, Philip Ma, Christine Scammell, Annie Ma, Joe Chin, Paul Chen, Solomon Lai and Malinda Gabin.

Births easy, names difficult

Conference rooms at Trenerry Crescent have been named after Prime Ministers and demonstration rooms after sports men and women.

There weren't enough rooms to honor every PM so the intention was to invoke those who were *Victorian-born*.

A learned institution - which generously agreed to research the birthing locations and which, in matching generosity, Depth shall not name - was right on the ball by naming **John Curtin**.

Everyone associates his early industrial career with Perth and his entry to the Federal Parliament through the seat of Fremantle but he was born at Creswick, Vic.

Likewise, **Gough Whitlam**, educated in Canberra and Sydney and the member for the NSW seat of Werriwa, was born in Melbourne, Vic.

Where the academics dropped a stitch was in identifying **Harold Holt** as Victorian-born. Understandable really, because he was educated at Wesley College and Melbourne University, his law firm was in Melbourne and he represented the Melbourne suburban seat of Fawkner.

But Depth's deeper research (a dog-eared copy of *Who's Who*, which has survived every one of Mrs Depth's spring cleanings since 1955), told the terrible truth. It said he was born in Sydney, NSW.

So, do we tear down the name from the Holt Room?

Not a bit of it. There won't be many smarties like Depth who happen to have a 1955 copy of *Who's Who* (other editions and other publications seem not to record the ignominy of his birthplace).

But, even if there are, what a great talking point?

There's no need to blush; just report: "*Congratulations - you picked our deliberate mistake. So few do.*"

Below are the Australians whom Abbotsford remembers.



Stanley Bruce
(1883-1967)
PM 1923-29
Born Melbourne



James Scullin
(1876-1953)
PM 1929-31
Born Trawalla



John Curtin
(1885-1945)
PM 1941-45
Born Creswick



Robert Menzies
(1894-1978)
PM 1939-41; 49-66
Born Jeparit



Harold Holt
(1908-67)
PM 1966-67
Born Sydney



John Gorton
(1911-)
PM 1968-71
Born Melbourne



Gough Whitlam
(1916-)
PM 1972-75
Born Melbourne



Malcolm Fraser
(1930-)
PM 1975-83
Born Melbourne



Frank Sedgman
(1927-)
Tennis player
Born Melbourne



Bill Roycroft
(1915-)
Equestrian
Born Melbourne



John Landy
(1930-)
Runner
Born Melbourne



Pam Kilborn
(1939-)
Runner
Born Melbourne



Peter Thompson
(1929-)
Golfer
Born Melbourne



Debbie Flintoff-King (1960-)
Runner
Born Melbourne