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FOR HP EMPLOYEES AND FAMILIES
IN AUSTRALIA AND NEW ZEALAND
No 51 April 1992



• HP's new office looks out from a high profile site on Auckland's waterfront.

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HP Computer Museum
www.hpmuseum.net

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Thanks for a good start to FY92

I want to congratulate and thank all of you for your superb contributions to our encouraging first quarter result.

In the first three months of FY92 we achieved 124% of quota; and I'm pleased to be able to tell you that the momentum continued in February and March.

What has been really pleasing has been the effort made within the Computer Systems Organisation. The group has worked long and hard and the result has been success with some very important tenders.

These have included the Department of Foreign Affairs, which will see HP equipment in every Australian embassy around the world; Community Services Victoria; and TNT (Thomas National Transport).

All of these important wins reflect what happens when the company begins to focus and starts to benefit from the superb open systems technology that we now have at Hewlett-Packard.

Furthermore, we are benefiting from the growing doubt that customers have about some of their previous suppliers.

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Perhaps the real star so far has been the Computer Products Organisation. Our Dealer business is currently 128% of quota and 50% up on their performance at this time last year.

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With these and other splendid performances, HPA/NZ is showing a higher capacity to compete, which is particularly commendable in the light of difficulties we have faced and the changes we have made in the past 12 months.

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In spite of difficult trading conditions, we have opened a new office in Auckland and continue to make other investments around the Region, demonstrating our ability to evolve and advance at a time when competitors are becoming unfocused and losing their way.

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Some may have welcomed our good first quarter as a

signal that we would drop our Re-deployment Program but it will continue as part of our rebalancing of the company.

I am pleased that we have been able to ease a little of the pressure on the pedal but it will be necessary to continue a firm brake on costs. The Re-deployment Program is part of the key to our survival; we must continue to keep pace with the changes in the marketplace.

In the areas of Marketing/Sales, Support and Administration, we are continuing to set more demanding targets for ourselves in terms of cost management and order productivity. Should we fail to do this, we would slide back into the same position as our competitors.

What we have achieved in the first quarter and what we plan to achieve in the three that follow will move us toward achieving the World Class goals we have set ourselves.

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Because I have confidence in the company's ability to compete more actively within the Australian marketplace, we will this year - for the first time - submit an application for an Australian Quality Award.

These awards encourage Australians to meet the standards that are needed to compete internationally. They are getting increasing recognition in industry. I hope we will earn the right to be acknowledged for World Class performance.

Winning would be great for the company and a sense of achievement for us all.

We want to show we are World Class ourselves; but equally we want to be among those top companies which are encouraging others to make Australia and New Zealand competitive on the world scene.

Bill
Computer
Museum



Chance for HP to move to the lead

Hewlett-Packard, because of two courageous decisions in the 80s, had the chance to move past Digital Equipment and be the alternative to IBM, **Franz Nawratil**, Vice-President of HP Company, told a meeting of employees when he visited our Abbotsford office.

Franz visited Australia during a two-week inspection tour of Asia Pacific in his role of Worldwide Manager of Sales and Marketing, Computer Systems Organisation.

He was accompanied by these Asia Pacific managers based in Hong Kong:

- **Rick Justice**, Managing Director, Computer Systems.
- **Victor Ang**, General Manager, Commercial Systems.
- **Paul Balnys**, General Manager, Customer Support.
- **David Stubbs**, Marketing Manager Commercial Systems.
- **George Carey**, Marketing Manager Work Stations Business.

During his visit to Trenerry Crescent, Franz showed keen interest in the strategy which won the Community Services Victoria deal.

Franz also presented High Achiever certificates to these six members of the Project Support Team: **Andrew Crawley, Linda Harrison, Steven Brivik, John Kilkenny, Neil Moseley and Tassia Gourtzis.**

Describing what made HP a profitable company when others in the industry were hurting, Franz said:

"We went into a computer architecture called RISC - and today you are not in the computer business if you do not have RISC.

"And we went into UNIX as an operating system at a time when it

was considered a toy going out of the universities but which has become the major tool for downsizing operations.

"The European Community has



• Vice-President Franz

taken on UNIX in their companies trying to compete against IBM. Governments in Europe have set guidelines to provide open systems-based products.

"It is very powerful when you are suddenly becoming a standard and a selective element in your competitors' decision-making."

Franz said that customers were becoming disenchanted with IBM and others because they saw what they were able to do with open systems.

"Customers have let down the drawbridge to us. That's how you got into TNT, AMP and CSV," he said.

Franz described the nineties as the years of open systems, standards, co-operative systems . . . and the days of Hewlett-Packard.

"The opportunity is there for us to be recognised as the leading company - or blow it all, forever being No 3 or 4 or 5," he said.

"This is the time to move up and pass Digital Equipment and position ourselves clearly as an alternative to IBM.

. . . doing it differently

"We are saying that we cannot do what IBM does and we don't want to do what IBM does. We are saying we can do it differently.

"Our technology has given us wonderful products. We must build a strong counterpart in Sales, Marketing and Support."

"The link-up of all our strengths allows us to approach the marketplace in a way that shows we not only have good products but we have total solutions."

Franz said Australasia needed to understand what partners it needed to be successful and he believed that we knew that already.

"I am finding that many of the things we have been doing in other parts of the world have been working here in a much more focused way.

"All I want to do is assure you that what you are doing is right and that you will have all the support you need.

. . . our own destiny

"You have to take much more responsibility for your own destiny and we are going to give you leeway for that," he added.

Franz said we would still have to fight internally for resources but not as hard as in the past for approval to do something.

He said a big HP strength was our diversification into areas additional to computers.

"If you look at the other guys, they are only in computers or medical or analytical. We have the normal ups and downs you see throughout the world but profits from one section balance out another that is down," Franz said.

"T&M business has depended in the past on the defence market. That is now down and our business has reacted swiftly but fortunately our friends in the Computer Products Organisation have been extremely successful in moving more and more LaserJets and peripherals to become No 1.

"HP has become successful in the market place where you would not expect us to have any credibility. In the past five years we have become dominant in the area of printers, not only in the US but in Europe and, surprising many, in Asia Pacific."

. . . pain of downsizing

Franz, referring to downsizing, or *right-sizing*, said he wanted to thank all who had been helping the organisation get to the structure where we could now be profitable.

"We had structures which we could not afford," he said. "It was one reason why the CSO had not been making profits but was losing a substantial amount of money.

"We aimed at getting a model that had a cost restraint focus that would get the attention of customers.

"Customers are upset with IBM not because they did not pull off the hottest box; they are upset because IBM let them down by becoming a non-profitable * * *



• Rick Justice . . .
"we're winning"



• Paul Balnys . . .
"full support"

Chance to lead

*** company. They perceive that a company that makes profits will be there to help them when they are implementing their strategies. It is important to show we are profitable; also to reinvest profits in new products.

"Cutting sales people out of your organisation is a tough thing to do but still it had to be done. It took an extra \$60 million write-off to get the structure right," he said.

... pursuing big business

Franz said the Professional Services Organisation was going through a massive change. They were positioning themselves to go after the big business.

"We are building up expertise in



• Franz and Linda.



• From left: Linda Harrison, Franz Nawratil, Tassia Gourtzis, Andrew Crawley, Rick Justice, John Kilkenny, Steven Brivik and Neil Moseley.

consultancy and project management. Opening the Telecommunications Centre of Expertise is a good example of going after a specific market segment," he said.

Franz said he expected the Computer Systems Organisation and PSO to support each other generously and creatively.

"If we don't make the PSO an integral part of the selling process, we are not going to be successful," he said.

□

Rick Justice said he knew how tough it had been in the last couple of years and it was not over yet. The economy was not good elsewhere, neither in the United States nor in Japan.

"But we are winning because we are on the leading edge," he said. We are doing the things that people want us to do - that is to get away from the old ways."

Rick said the countries which constituted Asia Pacific were able to help each other achieve quota for the region.

In the past, when Australasia was down, other countries were able to make up the shortfall. Japan was currently running at 88% and Korea somewhere in the 70s, with Australasia turning in a splendid first quarter result of 124%.

"I'm appealing to you to do just a bit more so that you can help us meet our region's responsibilities," he said.

Satisfying win

Those who won the CSV deal, installed the system and are managing the project had the satisfaction of making a substantial contribution to our good first quarter results.

But they felt a further satisfaction from knowing that their efforts would improve services to the needy, disadvantaged and disabled throughout Victoria.

"We are very happy to be supporting the provision of those services," says Bob O'Connor, our Government Accounts Manager who led the sales effort.

CSV has appointed HPA as its strategic IT partner. We are responsible for designing, implementing and supporting a LAN environment serving offices in Melbourne and country centres.

In every one of 114 sites will be a NOVA HP9000 server running Ingres Windows 4GL, OpenMail and LanManager/X, linking back to a head office Ingres data base server, this being an HP9000 Emerald Multi-processor.

This network will be supporting 1500 PC users, all operating within the New Wave environment.

□

About 104,000 Victorians are today being helped by CSV. It is projected that the number will double by the turn of the century.

So HPA's system is designed to take care of this kind of growth.

CSV was created in 1985 by the merger of the Department of Community Welfare Services and some elements of the then Victorian Health Commission.



• Bob O'Connor

□

Our team for the CSV project comprises:

• Bob O'Connor, Government Accounts Manager.

- **Iain Messer**, Project Manager.
- **Andrew Crawley**, Technical Lead.
- **Linda Harrison**, PC/LAN Consultant.
- **Steven Brivik**, PC/LAN Consultant.
- **Ray Ffrench**, Unix Performance Consultant.
- **Peter McInnes**, Capacity Planning Performance Consultant.
- **Ken Sheers**, Network Management Consultant.
- **Neil Moseley**, Integration Centre and Hardware Engineer.
- **David Shield**, Network Engineer.

The Australian Response Centre provides telephone support 24 hours a day, seven days a week, through international toll-free dialing to HP at Blackburn, Bristol (UK) and Atlanta (USA).

□

The best-known maternal and child care service of CSV is used by 96% of all mothers through what was known affectionately for decades as 'baby health centres', operating in conjunction with every municipality.

Fortunately, at the other end of the spectrum, less than 1% cent of citizens in any age group need the ministrations of CSV, when neglect or physical, sexual or emotional abuse of children and adolescents is involved.

CSV helps in rehabilitating offenders too young to go into an adult prison. Its services include court advice, remand support, parole, youth probation supervision, guardianship and assisted access to health and other support programs.

More than 12,000 intellectually disabled people are registered for a range of services, including residential and vocational.

Programs for the disabled encourage integration with the wider community (like promoting television sub-texts for those with impaired hearing or ramps for wheel-chairs).

In other programs, CSV helps community organisations, like the Salvation Army, Ozenham House and the Smith Family, in funding youth crisis refuges, homes for homeless men and refuges for abused women and children. ■

Christmas delayed

Introducing the Support Team for the CSV project to **Franz Nawratil**, **Greg Kershaw**, Major Account Manager for Australia, said that in the week before Christmas we were told we had been selected to instal a test system - but it had to be done within one week.

"The Support Team showed real commitment and gave up any plans they had for the Christmas vacation to instal and implement the system," Greg said.



• Congratulations for Steven.

"They proved HP's claim to be No 1 in Support. The customer was highly impressed with the technical skills, professionalism and enthusiasm of the people who played a major role in winning business for Hewlett-Packard."

Greg said a role that sometimes could be overlooked was that played by **Tassia Gourtzis** who put in many extra hours compiling the complex tender documents.

"Her willingness to work evenings and weekends, together with her high quality of work, greatly assisted the task of getting the tender in on time," he said. ■



• . . . and also for Tassia.

Quota busters

Thirteen Sales Representatives and five District Managers were over quota at the end of March:

SALES REPRESENTATIVES

Michael Muller, Sydney (293%)

Tony Wade, Canberra (259)

Jeff Ayton, Melbourne (255)

Chris Morison, Melbourne (193)

Tony Beatton, Brisbane (172)

Bob O'Connor, Melbourne (160)

John Townsend, Adelaide (150)

Dave Morel, Wellington (140)

Simon Molloy, Auckland (136)

George Yammouni, Melbourne (134)

Gregory Lister, Melbourne (129)

Garry Duursma, Sydney (126)

Melissa Ross, Sydney (125)

DISTRICT MANAGERS

Graham Barnes, Adelaide (170)

Tony Wood, Melbourne (150)

George Nicola, Canberra (142)

Gary Fisher, Sydney (110)

Nick Debenham, Brisbane (108).

High Achievers

Khim Yeah : (Citation) *In November, the Automated Contract Review Program was implemented (a world first) which eliminated a substantial manual repetitive data entry.*

Khim was key in writing the specifications and was responsible for the implementation, testing and training of the completed program.



• **Khim Yeah**

She demonstrated a very high degree of initiative and investigative acumen during this time and the success of the program is largely due to her.

While working on the program, Khim continued to manage her own Support contracts (over \$7m a month) and also took over the Apollo contracts when a member of staff was promoted.

□

Jenny Esplin: *Nominated for two reasons - firstly her high cal-*



• **Alpha Team:**
Back - Magda Bartel, Alan Colvin and Rachel Brown,
Front - Janet Subbiah, Greg Beers and Fiona Wiseman.

Paul Lau and Tony Johns were absent when the picture was taken.



ibre contribution in the I/C area which contributed to the Eagle Award being given to the Oz controller group for the first time; and secondly for taking over the inventory accounting role in which she was able to quickly become the source of advice and feed-back for the Sales Admin Alpha test.



• **Jenny Esplin**

Jenny put in a lot of hard and dedicated work

to achieve accurate and efficient results in both areas.

□

Alpha Testing Team (Paul Lau, Rachel Brown, Magda Bartel, Janet Subbiah, Tony Johns, Greg Beers, Fiona Wiseman and Alan Colvin: *The award recognises the high calibre of their commitment to the many Alpha tests we carried out during FY91, which culminated in substantial productivity improvements in the Order Fulfilment processes.*

Paul was manager; Magda spent many hours installing; Tony testing and trouble shooting; Rachel, in addition to normal jobs, worked at defining the requirements and ensuring that the architecture achieved what was needed.

Births

- Jayke, son of Blackburn Materials Handler **Craig Reynolds** and Janet, at Mitcham Private Hospital at 6.50pm on 7 January (3623gr/8lbs).
- Anna Elizabeth, fifth daughter of Nola and Canberra Customer Support Manager **Athol Barker** on 8 March (3545gr/7lb 13oz).
- Nathan Alexander, son of Canberra Receptionist **Roslyn Smith** and Andrew on 23 March (4082gr/9lb).
- Jessica, daughter of Tatlin and Blackburn's Financial Reporting Team Leader **Yen-phin Choo** on 17 March (3345gr/7lb 6oz).

- Daniel Joseph, son of Blackburn's Senior Contracts Administrator **Julie Mackiewicz** and Fred on 4 April (2835gr/6lb 4oz).

Married

- Financial Analyst **Carolynne Davies** and Brett Marshall at Haileybury College Chapel on 22 February (honeymoon in Thailand).
- Logistics Co-ordinator **John Koumourou** and Robyn Woolcock at Holy Trinity Church, Doncaster, on 4 January.
John was in the Victorian team which won gold at the recent 17th National Wheelchair Games. He will represent Australia at the World Games in Toronto next year.



• **John and Robyn.**

First all-APFRO gathering

Members of the Asia Pacific Finance and Remarketing Organisation met in Melbourne for a week in February.

It was the first time for the full sales team to be together.

They shared best business practices from their various countries and engaged in training in the systems and processes APFRO is using.

It is accepted that of all the countries in the region Australia is the most advanced in the leasing business.

Their Hoshin plan was developed

in expectation of doing business worth \$100 million by 1995.

Melbourne is where used equipment is refurbished. Before it is re-sold or leased, hardware is brought up to current specifications, boxes repainted and offered with as-new warranty.

APFRO also has the worldwide charter to refurbish board-testing equipment. Major sales are in the US, Europe and Asia Pacific.

APFRO Manager **Muan Lim** spends about half of every month travelling overseas. ■



• From left: Muan Lim, Youn Sung Woo and Jae Yong Jeong (Korea), Tian Chong Ng (Singapore) and Linda Song (Hong Kong).

• Hou-Lian Chew (left), Fong Louey and Scott Basford . . . Melbourne-based, together with Muan Lim, Ian Williams and Graeme Harris.



• From left: Ian Williams, Haru Sodeyama (Japan), Christina Yuen (Hong Kong), Paul Lin (Taiwan) and Graeme Harris.

Electronics as business and a hobby

Recently appointed Manager of Information Technology, **Steve Hall** identifies two significant responsibilities:

- To apply innovative leading edge technology to HPA's IT services, lowering costs and increasing productivity; and
- To provide a quality IT services structure to assist users in implementing new technology.

The Information Technology Group, with 25 members, manages the transnational data centre for the region.

It manages all the internal systems consisting of 60 plus applications serving all areas of HPA's operations, from manufacturing through sales, support, personnel and administration.



• Steve Hall

The IT Group is also responsible for the telephone and international data network servicing the region.

HP's voice and data network is the most advanced and largest of its kind in the region. A focus for this year will be to leverage off the network that we have in place.

"With the technology now at HP's disposal, we have the capacity to do really smart things," Steve says.

Steve joined Apollo soon after the merger as Victorian Support Manager and helped with Apollo's integration into the HP operation.

Then he was a DM for Unix and workstation systems before transferring to Region Support to work on the network support program.

For three months last year, he was convalescing from a broken back received in a fall at Joseph Street.

Until then, rowing, tennis and gardening had been recreations. He hopes to get back to them but in the meantime electronics and computing take main place in his hobbies.

Steve and his wife Kerry live in Doncaster and have two children aged 10 and 12. ■

A prime Auckland site

Faith in the Auckland market was behind HPNZ's decision to move its operations from suburban Epsom to the imposing Ports of Auckland Authority building on a prime site on the city waterfront.

Speaking at the opening of the new offices on 6 March, Auckland Manager **Mel Weston** said it demonstrated the business confidence felt by Hewlett-Packard and also its standing in the computer industry.

HPNZ General Manager **Greg Barton** said the move also reflected the need for HP to increase its profile in Auckland.

Mr Colin Kaye, Chairman of the Auckland Regional Council, who performed the opening ceremony and unveiled a specially commissioned sculpture, welcomed HP's expression of faith in the Auckland regional market and called for other companies to match its confidence.

Mr Kaye referred to the pivotal role of the harbour in the region's life, both economically and recreationally, and the place of the building at the interface between harbour and city.

. . . an appropriate location

He said it was appropriate that HP should occupy such a building and display its signage on it, because of the company's strong commitment to New Zealand yachting.

HP's commitment was expressed in sponsorship of the New Zealand boat *Challenge* in the America's Cup contest and in providing the technology that supported it.

HPNZ also sponsored the Royal Akarana Yacht Club's national keelboat championship; the Gulf Harbour Women's keelboat team at the women's national championships; individuals such as **Russell Coutts** and **Lesley Egnot**, and Sail for Cancer in Wellington; and supported the New Zealand Yachting Federation.

Noted New Zealand artist, sculptor, teacher and poet, **Malcolm Ford**, designed an imposing sculpture which Mr Kaye said would give hours of pleasure to all who worked in and visited the building.

He said: "The sculpture is representative of his recent work, imaginative and unusual, which is concerned with the concept of humans in flight, as in the idea of a ship's hull being somehow propelled through space.

"Mr Ford's interest in this 'technology of the imagination' led him to produce a work that somehow has echoes of all the vessels that ply the waters outside this building, which is humorous in its unusualness but which challenges the imagination even while it doesn't let us take ourselves too seriously."

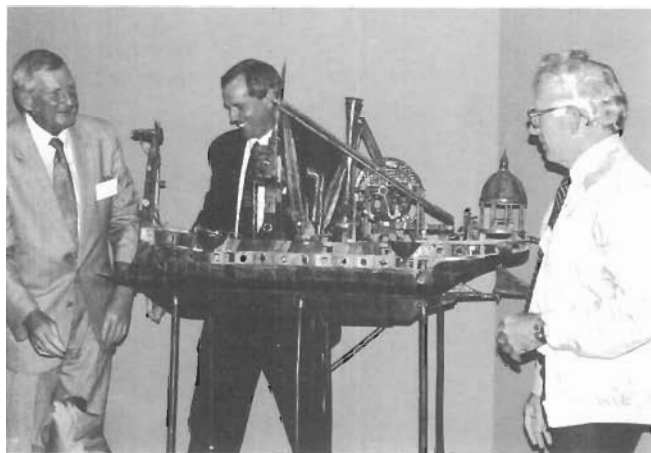
Malcolm Ford has had sculptures exhibited in London, the US and Canada and extensively in New Zealand.

Sir David Beattie, Chairman of HPNZ, thanked Mr Kaye for his help in facilitating the move and performing the official opening.

Auckland employees were joined for the opening by a number of customers, Wellington colleagues and by **Bill Hilliard**, Chairman and Managing Director of HPA; **Hans Neilson**, until recently HPNZ Managing Director; and **Bruce Thompson**, Region Admin Manager. ■



• Sir David Beattie and Bill Hilliard admire the sculpture.



• Mr Kaye (left), Greg Barton and the artist Malcolm Ford.



• Guests at the opening . . . and a view to the waterfront.



• Recent appointments: (Left) Greg Barton, General Manager, HPNZ; and Mel Weston, Auckland Manager.



Power of a jumbo jet

Each boat of the New Zealand Challenge for the America's Cup - to be decided off San Diego next month - probably has as much computing power as a Boeing 747 jet.

HP believes that yachting at the top levels of both design and competition is one of the most computer-dependent of sports.

"That's why we're proud that Hewlett-Packard was chosen to supply the technology," says HPNZ's Marcom Manager **Tony Rush**.

"We reckon that makes us the 'Sails Force', the technological driving force that can help give the Challenge the winning edge.

"If we couldn't add a lot of value, we don't think we would be involved. We wouldn't do it just for the sake of sponsorship and reflected glory."

HP first teamed up with the New Zealand bid when it supported the 'big boat' challenge three years ago.

This early involvement gave state of the art technology to designer **Bruce Farr** in the conceptual stage and helped the team evaluate progress of the early boats. Improvements were then continuously fed into succeeding designs.

HP equipment was used in sail as well as hull design. Programs were devised to monitor the sails in operation second by second and to analyse what the sensors were saying.

The Challenge was favored by receiving from first shipments all the new HP95LX Palm-top computers it needed for on-board activities.

The quality of HP products is such that other America's Cup syndicates are also using them.

HPNZ support for yachting has extended to Kiwi yachties **Leslie Egnot** and **Russell Coutts**, who compete on the world match-racing circuit carrying HP colors.

They finished a creditable third at the World Championships in Bermuda, hot on the sterns of **Chris Dickson** (sailing for Japan) and **Peter Isler** (USA). ■

Much fun but no prizes

**PGR: Some language and accusations may offend.*

Each year the Fay Richwhite Yacht Race involves 50 yachts sponsored by New Zealand's major companies and the event raises about \$40,000 for youth yacht training.

Each year HPNZ has a high profile and the latest regatta was no exception.

From across the Tasman came this report:

"We sponsored three yachts, all identical and fast Young 11 design vessels. HP staff and guests provided seven of the 10 crew on each boat and found lack of experience no bar to enjoyment, even if it did detract from competitiveness. None of the HP entries finished in the money.

"That skippered by **Hans Neilson**, with VAR reps on

board, cheated at the start (and was caught). Thoroughly disgraced, they had to re-start and finished well back in the race.

"As a result we had no choice but to pack Hans off back to Australia.

"**Fred Waters** was well supported in his vessel by enthusiastic installed base customers, finishing first of the HP entries.

"The sole CPO boat, with SF12 staff and dealer principles (correction, *principals*) on board showed they were either totally bereft of good sporting instinct or overly competitive by trying to waterbomb their way to the front.

"The relationship between Fay Richwhite and HPNZ is multi-faceted. Fay Richwhite, of course, is behind the HPNZ-sponsored New Zealand *Challenge* in the America's Cup.

"But even in the off chance of the syndicate having talent scouts at the regatta, it's unlikely they would have wanted to poach any of the HP staff and rush them to San Diego. More's the pity." ■



• The crew of the Flying Circus - so aptly named - preparing for the regatta by posing for the camera (which unkind critics said they did better than anything else): HP's Sally Guinness and Tony Rush (front), Stephen Newman (Renaissance), Steve Laurence (HP) and Liam Steel (Essentially Software).



• In taking-no-prisoners mode, Greg Barton (left) sizes up the opposition. John Lyver, Support Manager for Computerland NZ, seems more benign.

HP 'adopts' Krissie

In Wellington, according to HPNZ Marcom Manager, **Tony Rush**, the company's corporate giving has gone to the dogs.

More specifically, it has gone to a program that is helping disabled people lead more independent lives.

Although the methods of the Top Dog charity are similar to those of Guide Dogs for the Blind, there is a major difference. Each dog must be trained from the start for a particular person because each potential client has a specific problem that has to be catered for.

And the client has to be trained, too. That's why trainer **Flip Calkoen** spent weeks working with young **Krissie Byrne** and her new dog, Casper.

At the end of training, Flip, Krissie and Casper visited our Willis St office to show what HP's support had done.

HPNZ had donated a Vectra PC with color monitor, LaserJet printer, optical scanner and software.

"We choose labradors because they are good working dogs as well as being acceptable to the public," Flip explained to an admiring audience. "Rotweilers could do the job but many people wouldn't react as comfortably."

Six-months-old puppies face strict checks and only a few measure up to the tough criteria. Once chosen, they live with volunteer families and are walked for a year under a strict regime until training starts in earnest.

It is still another six months before dog and client meet for combined training.

"It's really great to see the reactions, the new sense of independence the dogs give," said Flip.

For eight-year-old Krissie, it meant being able to



• Krissie and Casper . . . welcome visitors.

'walk' to school alone (except for Casper), or playing after school with the confidence she can make her own way home. Also, of course, the love she had for Casper, a love that was very easy to see.

As often happens, a simple act of corporate citizenship grew with personal involvement by HP employees.

Accounting Manager **Judy Chua** now handles Top Dog's accounts; **Annette Neilson**, until her return with Hans in February to Melbourne, acted as a volunteer worker and continues her association as a trustee; and when puppy Kelly failed to meet the rigorous training standards she found a good home with CSO Marketing Manager **Fred Waters** and his family. ■

All in a day's work for a CE

A call to the World Trade Centre in the week before **US President George Bush** visited Melbourne in January became more than just a routine repair job for **CE Mark Evans**.

Media speculated about what could be in the closed van that accompanied the Presidential entourage but they missed one mini-crisis in communications.

The visitors couldn't work an HP LaserJet so a call was made to **Trenerry Crescent**.

Mark was dismayed at all the add-ons. He assumed they had something to do with security scrambling and wondered where spare parts might be located.

Fortunately, parts weren't required. By methodical diagnosis - pulling out cords, examining and replacing them - he quickly brought the system to life.

"They were pretty grateful," remembers Mark. "I thought I'd try for a picture of Mr Bush."



• Mark Evans

A few days later he was invited to pick up a package which contained a picture of the President and the certificate that now is displayed proudly on his desk.

Mark was born in Nottingham and has been three years with HPA. ■

White House Communications Agency

Certificate of Appreciation

Awarded To
Mark Evans

The members of the White House Communications Agency wish to express our sincere appreciation for the outstanding manner in which you provided support to the President of the United States during his visit.

Melbourne, Australia January 3, 1992

Your unique abilities, coupled with your superb attitude and professionalism, enabled our Agency to provide critical communications for the President and the White House Staff.

January 3, 1992

Day

Karen [Signature]
Picard/Practical Communications

An icy odyssey

Heat is the antithesis of cold and as I stood on the tarmac waiting for the drug-dog to salivate over my two red bags it occurred to me that dressed in full Arctic gear on a New Zealand spring day was not a great experience.

Luggage consisted of an emergency survival bag and another holding items such as a still camera, a movie camera and, of course, a toothbrush.

I was commissioned to install two HP environmental gas chromatographs. Most of their work would consist of hydrocarbon analysis of soils around the fuel area as well as some industrial hygiene work.

The main investigation at McMurdo would be into marine life and sewage outfall. For me, as a chemist, this was the most interesting.

Environmental testing would also be performed by remote scientists in the field. It became obvious that very little of the real work was carried out at McMurdo.

The flight took just over five hours. If you can imagine how a sardine might feel, but even noisier, you have embodied the experience.

With no windows on the C141, there were no tantalising glimpses of the wilderness below. What would Antarctica look and feel like?

The landing was to be on sea ice, enough to make you nervous, considering it would be only six to seven feet thick.

Stepping out of the hatch and onto the narrow gangway, I felt the cold grip my throat and the bright sun

• Analytical AE Jim "Vav" had a dream of an assignment . . . not in the suburbs, not up country, but way, way down south. His sensitive account shows he has word as well as science skills.



• Jim Vavaroutsos

reflect off the smooth ice runway.

The air was crisp and unspoiled and all at once the mental image of a vast flat continent was erased by the grandeur and immensity of the surrounding mountains.

McMurdo, which normally has a winter population of 300, was splitting at the seams with 1200 in November. Storms that delayed my flight for three days had also prevented scientists leaving for their camps.

I arrived around midday - or so a watch informed me; there was 24 hour daylight and it was hard to tell.

I began work, wanting to finish before the flight out three days on.

Such a short stay in so remarkable a land was a sin. It seemed one of the heavenly bodies took pity because the weather closed in with a fury not typical of this time of year.

Another lesson: Antarctica is very much a wilderness area and it alone dictates the rhythm of life.

My own rhythm was both sad and happy. I was fortunate spending another week on my adventure but was

to miss a planned ski mountaineering trip at home. Later I found it had rained and I didn't miss much.

Waiting, I was able to see how Arctic cod are fished through two holes cut in the ice with simple huts erected above.

Antarctic wildlife is all too trusting and very friendly. Big-eyed seals look on with a devil-may-care attitude. However they can assume a more frightening disposition.

Looking down into one of the holes, an oxygen-starved seal came out of nowhere to frighten the living daylight out of me and my guide.

Seals use the holes as air vents to re-supply their vascular system with much needed oxygen.

Scott base lies a mere 10 minutes by truck on the other side of McMurdo's Observation Hill. It houses only about 300 scientists. I was fortunate to be invited over to their lab. Most of their work involves measuring seismological activity.

I spent the week exploring caves caused by glacial activity and visited the many remote measuring huts around McMurdo.

As you would expect, the ozone layer is measured with much interest and it seems its dynamic size some days covers McMurdo.

At last it began to clear. The scientists could leave for their bases and I could go home.

I was very much looking forward to being home but at the same time felt sad I couldn't share this with my wife and perhaps stay longer.

It's my dream to return some day and film this continent for myself.

Perhaps I will - even if it's only to dance with the penguins. ■



• McMurdo base where Jim was happily 'weathered in'.



• Experiences included a sea ice survival course.

President's Club an honor to aspire to

The President's Club presentations were held at Scottsdale, Arizona, which is effectively a suburb of Phoenix, and **Brett Hutchinson**, National Account Manager for Telecom, was there to represent Australasia.

Criteria for membership is outstanding sales performance, team work and customer satisfaction.

Brett last year achieved 135% of quota and had exceeded quota for five years in succession.

It was winter in the US and it was a kind thought for **John Young** to host the two-day event in a mild and dry climate.

"Except that on the first day it rained," Brett recalls.

The 85 sales representatives from all over the world and across all HP sales forces were guests along with their partners.

Brett was accompanied by his wife **Glenda**, Systems Support, Personnel Department, at Blackburn.

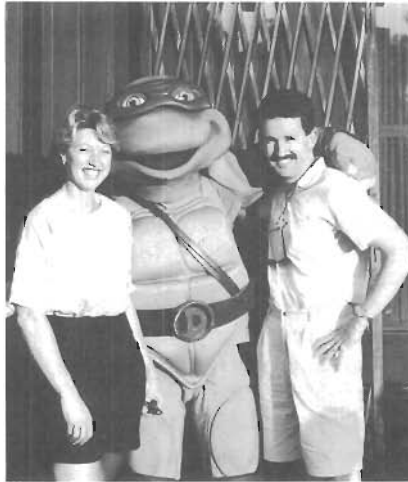
Dean Morton gave a welcoming address and then at Asia Pacific and CSO sales force meetings everyone was acknowledged individually for their sales success.

The second day was given over to tennis, golf and tours of local places of interest.

Activities climaxed with a formal dinner and the presentation of President's Club awards by **John Young** and **Bill Hewlett**.



• Brett with Bill Hewlett and John Young.



• Brett and Glenda meet a friend.

"Membership of the President's Club is obviously a real honor within HP and it is something I would urge all SRs to aspire to," Brett says.

"It is a chance to meet with HP management and other representatives - and when you come home you get a nice car to drive as well." ■

particulars of the desired service to Leong, said:

"We have to bear in mind that we should not follow a procedure which is formal, time-consuming and delaying.

"Would it be possible that you set up a special phone number during the Games from mid-July to mid-August?"

So Melbourne will share with Amsterdam and Atlanta the responsibility that attaches to scientific procedures which, like the Ben Johnson furore at Seoul, could feature in news headlines around the world. ■

Retired, will travel

Retirement for **Wilma Spencer**, after eight years with the company, means being able to fulfil an ambition to tour Australia.

In a well-appointed motor home, she will point the bonnet due north and let each day and kilometre unfold as it will.

"Darwin, Kununurra and Cape York are definitely on the itinerary but I'll just let the rest happen," she told colleagues at a number of farewell functions.

Wilma started in the Distribution Centre, moved to Accounts Payable and went back to the Chapman Street area with APFRO when it relocated there last year. ■



• Wilma Spencer

Combating drugs at the Games

Only HP equipment will be used by the Spanish laboratory IMIM in doping control analysis for the Barcelona Olympic Games.

Recently **Leong Tan**, Region Analytical Support Manager, had a request for the Australian Response Centre to share 24-hour standby support.

Rob Ewing, an Australian, had asked for immediate access to the ARC.

HP's **Weiner Staedeli**, giving

Science applied

Without water there can be no life. All living things - plant, animal and human - must have it to survive.

Life itself may have begun in water, in the water of the sea. The salty taste of our blood, sweat and tears suggests it.

Why go into all this?

Well, Neighborhood Watch, if not saying crims make an academic study of the subject, warns that they show at least a working knowledge.

They turn off mains at the meter (accessible from the street), check later if the tap has been turned back on; break in if it hasn't. QED.



Sights on triple targets

Meeting the requirements of ISO9000 certification is a high priority for HPA in the next year.

ISO9000 is the international quality standard that increasingly is becoming an imperative for doing business around the world.

AS3902 is its Australian equivalent.

For certification, a company must be assessed as meeting a wide range of criteria, including a defined quality policy, a comprehensive quality manual and a nominated executive to lead its program.

The manual must set out in precise terms how each part of the business is to be managed and how work will be done.

As Hans Neilson puts it, "the intention is that the customer knows up front whether a supplier is aware of a whole set of quality performances and has geared up to meet them."

In spite of Hewlett-Packard having been a leader in TQC development, with its own procedures achieving quality standards superior to many companies that have ISO9000 certification, there is international and domestic pressure in the marketplace to fall into line.

Australia's Federal and State governments have said that companies doing business with them over time will need to be certificated.

Presently, the Queensland Government is furthest down the track of certification. Procedures for HPA to do government business in Queensland are more involved than in other States.

Markets in Europe and Asia will increasingly be closed to companies without certification.

The challenge is not for HPA to meet the requirements of ISO9000 only once but to pass regular audits;

and if the business of a company changes significantly, it must arrange a fresh audit.

HPA has had AS3902 certification for some time but only for the Service Centre. Now the aim is to achieve it for all the functions groups - Sales, Admin and Support.

The decision has been taken to appoint a project manager to lead development of a plan and compilation of a manual.

□

Another target this year is to win an Australia Quality Award.

"Success would link us with the best of Australian companies and show we have progressed in the eyes of customers and the industry," Hans says.

"It would be an important step towards becoming World Class. It would tell ourselves that we had matured and been successful.

"If we don't even put in a bid, we seriously run the risk of others, with performance inferior to ours, carrying off an award."

□

All entities in HP's Asia Pacific region are required this year to improve significantly their DEFOA and DEFOB performance.

Errors that show up as *Defective on Arrival* or *Defective on Booking* add millions to the cost of a company doing business.

In Europe, it was possible to cut a staggering \$80 million from the bill.

"If something is DEFOA, we should know about it and apply a remedy - whether it's a late or early arrival, missing parts, missing documentation, missing manuals or something not functioning," says Hans.

"DEFOA comes at the end of all the processes. We should be able to trace back into the organisation and identify the weak link and strengthen it.

"DEFOB comes at the front end, at the sales and customer interface stage. From there we look forward towards the point of delivery.

"Improving our DEFOA and DEFOB performance is a key strategy in Bill Hilliard's Hoshin plan for our region." ■

Katsu's first visit

Katsu Yoshimoto, Asia Pacific Quality Manager, made his first visit to Australia last month with calls at Sydney and Melbourne.

Katsu (pictured right) has had a long association with YHP quality programs and was in the team which helped win the Deming Award in 1982.



• Katsu

Also in the team was Kazunobu Shimada, who is spending a year in Melbourne with the Asia Pacific Education Services Centre.

"I'm so glad to have had discussions with the HPA management team," Katsu said.

"Alan Bickell has in his Hoshin Plan for this year significant improvement in *Defective on Arrival* and *Defective on Booking* performance.

"I have seen very good activities going on in Australia." ■



Paddling in the dark

Paddling a kayak for 111km on the Hawkesbury River from Windsor to Brooklyn, most of it at night, is an October goal for Sydney CE **Rod Totten**.

It will be his third marathon and he has two ambitions - just to finish the gruelling course and to help fund research into Multiple Sclerosis.

In 15 years paddlers have raised \$622,000 for this deserving charity. Every paddler pays a minimum of \$50 to the fund; last year the top contributor raised \$4000 from companies and friends who sponsored his entry.

A total of 418 paddlers in 264 boats competed and altogether 1000 people were on the water or helping from the banks.

MS is a disease of the central nervous system. Sadly, it affects thousands of Australians, many in the prime of life. It can cause speech difficulties, blurred vision, loss of co-ordination and weakness in arms or legs which can be quite severe.

Medical scientists are trying to find out the cause and what can be done to prevent or treat it.

In 1990 the Totten family were flooded in and, for the first time since they moved to McGrath's Hill 12 years before, Rod was unable to travel to work. He got to thinking about taking part in the marathon.

With only three months to train, he finished in 13hrs 30mins.

... tribulations of a paddler

"I lost my Walkman over the side just 2km from the start; about 3am I paddled into a school of mullet, one jumped up and slithered along the deck a few centimetres from my face, giving one hell of a fright; and at the Brooklyn finish they had to lift me out of the boat and it took 10 minutes to straighten my cramped and frozen fingers," Rod recalls. "But I was on a huge high."

Last year he aimed to cut his time but the serious illness of his father weeks before the race and an HP training trip to the US and Mexico affected his preparation with the result that he had to pull out after 70km.

"American and Mexican hospitality, shared with **Steve Weir**, from Nth Ryde, and **Frank Van Grieken**, from Melbourne, was extraordinary; not the way to round off preparation for a canoe marathon," Rod advises.

Next October he'll be glad if he again finishes but hopes it's around 4.30am, before the sun comes up.

"It's a thrill to be on the water with so many boats, each with a green light stick at bow and stern and perhaps a clear moon," he says.

"By day it loses much of its magic, certainly downstream from Windsor Bridge where stretches are grossly polluted - 10 times the WHO limit. There's blue green algae, industrial waste, sewage, farm run-off and often a dead cow or goat and the effluent from storm drains. It cries out for a good clean-up."

Rod's wife Margretha will be his support crew, trying

to keep in touch by difficult night driving on dirt roads along the river. She will carry food and drink and watch for the dread signs of hypothermia.

Their son Michael has joined Rod as a member of Penrith Kayak Club and Christopher is expected to join when he turns 12.

Efforts to persuade CE State Manager **Pam Isaac** and her husband Mick (a world class paddler) to compete have so far been unsuccessful. Says Rod, "They say they like to feel the sun on their backs. Which translates as, night marathons are only for the slightly deranged." ■



• Rod Totten . . . showing our colors on the Hawkesbury.

Annabel in medical history

North Ryde colleagues shared the joy of Kit Co-ordinator **Annabel Shortte** when her first child was born at Royal North Shore Hospital on 15 January.

There was even more than usual excitement because baby Madeline became the world's first to be conceived by a new micro-injection and freezing process. Friends were in on her secret and had waited anxiously for the big day.

Her birth was news in many countries.

Annabel had a normal delivery and Madeline weighed a healthy 3.8kg at birth.

Annabel and husband John were so delighted by the newcomer that they hope for a brother or sister for Madeline, employing the same IVF techniques. ■



• Annabel and John at the North Ryde Christmas picnic.

Raptures of a world below

A journalist friend enrolled for a scuba diving course to help with a story she was gathering on the sport.

Sydney Sales Representative **Garry Duursma** also enrolled but only out of casual interest.

His first experience down under had him hooked on the wonders of the sea and led to an all-absorbing commitment to underwater photography.

"It's an addiction. Words can't describe adequately to non-divers the beauty of it all. Even photographs only come close," says Garry, enthusing over the pleasures that diving has brought him along the Australian coast.

Some expeditions have taken him to Micronesia and notably to Truk Lagoon, the scuba diver's heaven.

Micronesia is a collection of islands and atolls extending from north of Papua New Guinea almost to the Philippines.

A proud achievement was winning the Kodak Award in a competition conducted by Scuba Diver magazine.

He won with an underwater picture of his dark-skinned guide and friend alongside sheer white pottery recovered from a wreck. What impressed judges most was getting the dark and light portions of the picture perfectly exposed in the one frame.

"There's a lot of guesswork, gut feeling and luck in making the right decisions on speed and F-stops," he says with not a little modesty.

"I dive with two strobes to get light from both sides or from top and bottom."

Sometimes a diver clicks away at the same subject for 10 to 15 minutes, happy if the result is one really good picture.

Garry's basic equipment is a Nikonos V that takes all sorts of attachments. Many he owns but he hired a \$3500 lens for his first wide angle shots.

The superlative quality of the lens allows close-up pictures without distortion.

He isn't trying to pun when he says that in his fish shots he tries to avoid the fisheye effect of cheaper lens.

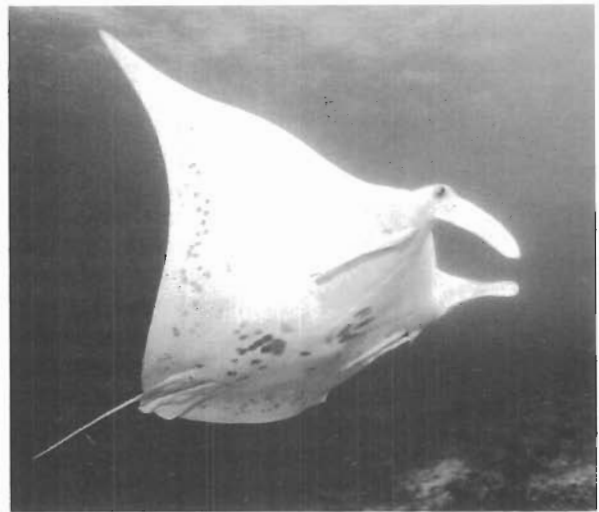
Garry was a graduate recruit in 1987, coming from the NSW Institute of Technology with a degree in Business. ■



• Chief of Falalup Island, Ulithy Atoll, Federated States of Micronesia . . . a very out of the way place.



• Garry . . . dressed for above-water activities.



• Manta Ray . . . gentle giant of the sea. This one was about 3.5m across the wings and was snapped from 1.5m. Very curious, very harmless.



• Even fish sleep. This one was pictured at Lady Musgrave Island off the Queensland coast during a night dive.



• This macro shot of a Feather Star was taken at Truk Lagoon in Micronesia. Actual size was only 6 to 10mm.

Everyone was a winner

Blackburn secretary **Cate Rejman** was reflecting on the difficulties that employees had experienced in a year of recession and downsizing.

It had been tough maintaining morale but then she acknowledged that in the Christmas period coming up it would be far tougher for a lot of others.

How do you tell kids that Santa hasn't left a present this year; or reconcile the shop displays of fat turkeys and hams, bonbons and tinsel, with a near-empty plate for dinner on Christmas Day?

Cate came up with the idea of her "Wishing Room" (the old Productivity Centre) and the invitation, "Help a wish come true at Christmas."

HPA people were asked to donate a toy or food. She had a thought, too, for pets who would not eat well when resources had to go first to humans. Pet food would be welcome.

Collection points were set up in the "Wishing Room", at all the coffee areas and in the cafeteria.

Cate's hopes were marvellously exceeded. Twice-weekly clearances were envisaged; but gifts came pouring in and a daily pick-up became necessary.

The "Wishing Room", close to the foyer, was a challenge to everyone coming and going. As stock built up there built a desire to do better and better; and those who gave came back and gave again. At the end, toys and food had a value of about \$3000 and pet food of \$2000.

Management gave \$800 to buy 35 Christmas trees which sections were invited to decorate. The prize for the best tree went to **John Koumourou**.

Social Club president **Andy Jaeger** dutch auctioned managers who had volunteered to give an hour of their time as *slaves* in whatever capacity their owners decreed.

Chairman and Managing Director **Bill Hilliard** was bought by the cafeteria staff and duly donned apron to push the morning tea cart.

Bruce Thompson, in slave costume, brought top price of \$76. His hour was spent filling envelopes for the Personnel Department.

"Surely I wasn't worth that for what you saw on the hoof. Someone must have had a score to settle," said Bruce.

On the Thursday before Christmas, an after-work "Wrap Party" was held. Who came?

"Too many to name them all," said Cate. But no one was at all surprised that 'regulars' who stuck with the project right through were **Doreen Hayden, Judy Payne, Joyce Thom-**



• **Anne Markovich** made a fashion statement about what the well-dressed Wish Fairy was wearing this season.



• Cate's initiative is praised by Region Administration Manager **Bruce Thompson**; it won her a High Achiever Award.

pson and Anne Markovich.

"It was great next day when people left the Christmas lunch before the festivities were over, to help pack boxes and load the carrier's van," said Cate.

Major Wendy Oliver visited Blackburn to accept the food and toys for distribution by the Salvation Army.

The RSPCA's **Peter Brown and Deb Siddison** spoke equally gratefully for the pet food.

As Region Administration Manager **Bruce Thompson** told the visitors, what had started as a modest gesture to help less fortunate members of the community had snowballed into a morale-building exercise for ourselves.

"I'm sure we have got as much out of it as those who will receive our gifts," he said.

Yes, Cate has plans to repeat the effort again next Christmas. ■



• Cate, Joyce Thompson and Doreen Hayden with some of the toys that would greet children on Christmas morning.



• Salvation Army Major **Wendy Oliver** and RSPCA officials **Deb Siddison** and **Peter Brown**.