

# Measure

For the men and women of Hewlett-Packard/JANUARY 1980

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# HP products reach for the peaks...

□ What a year of adventure it's been for HP products: Hurtling about the solar system. Orbiting earth. Guarding North Sea oil rigs. Designing leg-powered aircraft. Guiding deep-sea explorations. Patiently monitoring heart patients. Starring in movies and TV. Illuminating dashboards. Analyzing athletes. Crunching big numbers. Studying altitude sickness in the high Himalayas. Controlling production flow at a giant truck factory. And many, many more. Here are just a few...

**Cover:** An HP oximeter for use in studying high altitude sickness is unloaded from the back of a yak in Pheriche, 14,000 feet high in the Himalayas of Nepal. The instrument made it possible for a team of investigators from the University of Colorado and the Himalayan Rescue Association to test the blood-oxygen level of climbers accurately on the spot without taking blood samples. It does the latter by analyzing the absorption of light through the top part of the ear. As a result of their study, the team developed several significant conclusions regarding the causes and predictability of altitude sickness.



**Big and important** things are expected of HP equipment in "Raise the Titanic," the biggest-ever movie (about \$50 million) now in production at various locations around the world. In return for screen credit, the company loaned an extensive list of products from Colorado Springs, Data Terminals, Desktop Computer, Grenoble, Loveland and San Diego divisions. They're being used as props in scenes as shown here that depict efforts to recover vital material from the famous "unsinkable" steamship which hit an iceberg and sank on its



maiden voyage across the North Atlantic in 1912. Cindy Lund, a programmer at San Diego Division, is seen developing a program that will graphically show the probable path of the vessel as it plunged to the bottom. Worked out on weekends, Cindy's programs gave the moviemakers a new idea for dramatizing the undersea search. You'll be hearing or reading plenty about this movie in the months ahead; its advertising-publicity budget alone is about the same as the original cost of the Titanic—\$6 million!



**One thing** the heart pacemaker industry can do without is recalls! A leading French firm, Saft LeClanch of Compagnie General d'Electric, has taken great pains to protect the pacemaker lithium batteries it developed in 1974. First, lithium characteristics impose strict handling conditions. It must be processed in a chemically inert chamber because its radioactive properties cause flaming in the presence of

humidity and oxidation in air. Yet the batteries must conform to exact specifications. Saft's HP-1000 computer system provides the necessary monitoring, checking each battery as it moves through production into test ovens that simulate body conditions. In all, the system permits certification on 23 items that assure dependability for five well-spent years.





## reach for the peaks...

**HP's Corporate TV studio** created its own science fiction setting for a video program now being used to help introduce Corvallis Division's new HP-85—a personal computer for professionals. In the show, telepathic space travelers from some other world review the technology of the far-out 85—and arrive at some remarkable conclusions about its source and capabilities. There's much to wonder at: powerful central processor, typewriter-like keyboard with 20-key numeric pad, high-resolution CRT display, thermal printer, cartridge tape drive, enhanced BASIC language, and interactive graphics in a fully integrated system the size of a portable electric typewriter.



**The reason** this report is illustrated by artwork instead of photography is the same reason HP equipment is employed on this North Sea oil drilling rig: security! The HP involvement, however, is personnel security—insuring that everyone is safely accounted for as they go about their tasks in the face of storms and night shifts. Basis for the system is the use of HP-3075A data-capture terminals from Grenoble Division linked to an on-shore HP-3000 data base system in Aberdeen, Scotland. The computer checks badge data of persons moving into a new security area, and unlocks the electrical doors if approved. At the same time, the system keeps time records and other personnel tasks.





**Here and there** around the company, especially in areas that generate technical reports, the HP version of the "office revolution" is beginning to surface. It takes the visible form of computer terminals and printers, but it really is a new and highly efficient way of doing certain tasks such as text generation, text editing, and report filing—doing them better and faster, and doing more.

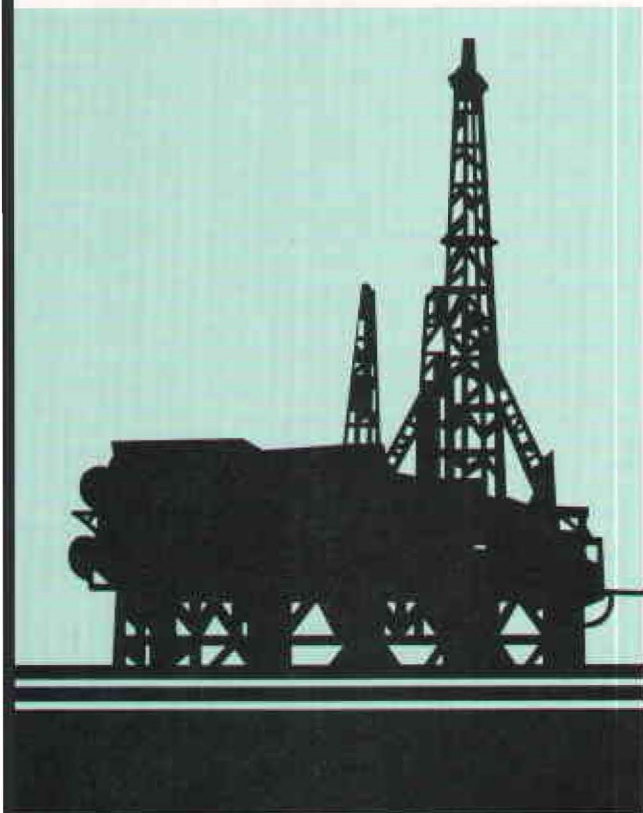
And what better place to commit to such a system than Computer Groups' R&D department under Marco Negrete. In doing so, the department got rid of its typewriters as well as the conventional filing system implied by such machines. Secretary Ruth Fletcher is seen entering data into the department's index regarding an incoming report.

Today, employing an HP 2647 terminal coupled to a system she has set up, linking a local cluster of terminals, printers and a plotter to a distant HP 3000 system operated by Manufacturing, staff engineer Jane Evans can compose a report for the HP Engineering Council and have a printout of the edited text in hand within minutes.

"I find the computer system a real stimulus to creativity and communication," Jane said. "By capturing and processing my keystrokes, it frees me to proceed directly toward the project without any of the diversions adherent in dictating or drafting on paper. It's at the cutting edge where one must transform thoughts to a meaningful message that the system can give its most valuable help.

"Another support the system provides is an index to massive engineering files that accept entry via terminals, and provides daily updates and virtually instant access."

Marco sees the application as a test and logical extension of the use of HP equipment. "We're doing things we wouldn't otherwise have done." □





## HP in Spain: On the move again...

□ Until quite recent years, journalists describing Spain might have captioned it as a “nation living in the shadows of its past.” They saw it as a country more or less marking time, hoping that the disorderly Twentieth Century would somehow go away and leave it alone.

Today, most observers would probably agree that Spain is on the move again, even while they argue about the pace and direction of that change.

Hewlett-Packard Española S.A. —HP Spain—clearly reflects major aspects of the new Spanish renaissance—the excitement of positive growth and development in some areas mixed with uncertainty in others.

MEASURE met with a number of people in the Madrid and Barcelona offices, attempting to find out how they view their position and prospects in this new Spain. Overall, the impression obtained was that of an organization staffed with bright, competent, friendly and optimistic people—about what one comes to expect in HP sales and service outlets. At the same time, however, their adaptation of the HP way revealed some distinctive local qualities, and the economic environment in which they work appeared to be anything but easy:





"The most unusual event in all of Spain today is the HP coffee break, especially the weekly get-together where we discuss how the business is going." Juan Soto, country manager of HP Spain, was commenting on the manner in which the company's working philosophy is perceived in that nation.

"Profit sharing also is looked on as spectacularly different. Other business people here are impressed at the way it makes the new role of capitalism visible and provides a view of profits that is understood. They like that because they realize that profits without a social purpose are very easy to attack.

"Actually, the HP way is very compatible with the Latin style which is very emotional and personal. Spanish people want to know the 'why' of doing something, and to be personally involved in their work.

"Changes since we entered business as an HP entity in Spain almost eight years ago have been dramatic. The country has shifted from a dictatorship to a parliamentary monarchy. Now terrorism is arousing demands for strong government action. The uneasiness has caused a decline in investment 20 percent below that of four years ago.

"The effect on HP Spain is clear. In our first four years we grew a total of 800 percent. Then we slowed to an average growth of 15 percent until 1978 when we reached 50 percent—the main difference being the strong success of our computer line in commercial markets.

"Inflation has had an unfortunate influence, going up exactly 100 percent between 1975 and 1978—another

14 percent this year. So you see, it is a very tough environment to work in, and we have to be quite cautious in our outlook.

"Still, Spain is now the fifth largest industrial nation in Europe, and for the long term we project substantial growth—mixed, I should add, with a strong uncertainty factor."

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**Luis Menoyo recalled the start** of the Barcelona office in 1971. Four people were on the staff. Still in the same building, it has grown to more than 40 people.

"Mostly, our customers are smaller to medium in size—no big deals—although there are big companies represented here," Luis commented. "Opportunities for people have been good. In the last two years four people from Barcelona have gone to Madrid in management-level jobs."

Working in modern Spain, he noted, is somewhat different from the old days. "Siestas and late dinners are the old style—except perhaps for

some of the areas in the south during the hot summer months. Visitors soon discover that the Spanish lunchtime really starts about 2 p.m., and the dinner trade in restaurants hardly gets underway by 9 p.m.

"In the non-summer months we average 8½ hours a day, with flexible starting hours between 8 and 9:15 a.m. Then in the three summer months when it becomes very hot and humid we work 6½ hours a day. Over the course of the year the average is 40 hours per week, including coffee breaks. In most other respects, our personnel plans and benefits are quite similar to the HP programs in other European countries."

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**"One of my important goals** is to try to bring people and departments together off the job. We have to try to involve people personally as well as professionally. Work is much more fun that way." Personnel manager Eduardo Rodriguez described the various efforts in support of that goal—football games, movie parties, children's parties, picnics, and excursions of one kind or another.

Why are these important?

"You know we have two offices here in Madrid—miles apart," said Eduardo. "That makes it difficult for many people and departments to know each other. Then the service people are working under very heavy pressure at present—traveling long distances to provide on-site service. These include service people at the sales offices in Balboa, Barcelona, Valencia, Sevilla and Madrid as well as two smaller isolated service groups in Galicia and Santander provinces. To be good team players they should get to know each other."

(continued)



The "Latin style" is very compatible with the HP way, says Juan Soto, HP's country manager in Spain.



## HP in Spain

What about finding good people for HP?

"There's no real problem in finding qualified engineers and technicians," Eduardo continued. "Our newspaper advertisements bring in more than 200 responses for each opening. The problem is to find those that speak English reasonably well. You know, Spaniards are very proud people and some of them won't speak another language for fear of making mistakes. We now have a regular system of coaching new people in English."

What problem concerns most people today?

"Housing! Owning your own house or flat is a tradition in Spain, and that's becoming more and more difficult, especially with inflation and the high cost of construction. The banks are very conservative. They require a down payment of 50 percent, with the balance and interest due in 100 monthly payments. The only way for the average person to do that is to start with a very small unit and gradually trade up. Some companies have created matching fund programs for housing."

**On a Sunday afternoon** last May, teams of HP people were preparing to put on a show for some customers in Barcelona's deluxe Hotel Princess. One team was from Waldbronn Division, bringing with it the newly introduced 1084 Series of automated liquid-chromatography systems. Complementing them were five Analytical sales people from the Barcelona and Madrid offices. Antonio Pavon, Marketing Services manager from Madrid, was checking the hotel arrangements. Luis Menoyo, Barcelona branch office manager, was



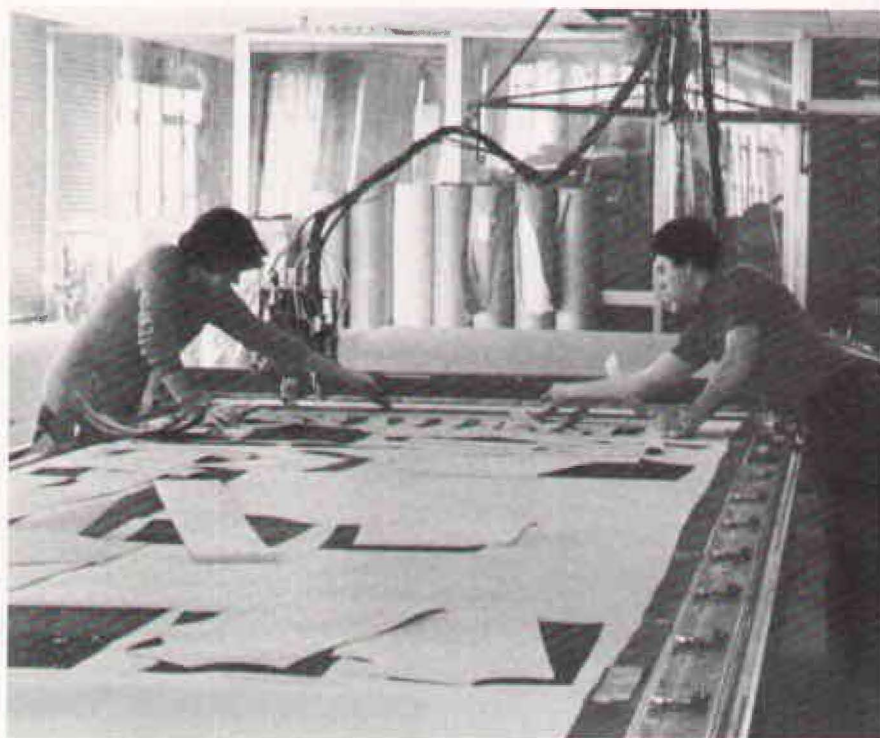
Spanish customers inspect new HP analytical products at seminars in Barcelona and Madrid. Spain now is Europe's fifth largest industrial nation.

seeing what could be done to help the driver of the truck from Waldbronn. (Some rascal had robbed the parked vehicle of the driver's passport and 1,000 German deutsche marks.)

Next morning, the showroom filled with 67 customers—mostly chemists and engineers—representing the chemical, petrochemical, pharmaceutical and food-processing industries of northeastern Spain. The half-day seminar, one of 36 European presentations showing the latest HP analytical tools and techniques, was received with great interest. By evening the HP show was on the road to Madrid, the driver's identity and cash supply restored.

**Four HP people drove** into a very busy industrial suburb of Madrid for a visit with Induyco, S.A., a major Computer Systems customer. A long walk was necessary due to congested parking. En route some of this company's background was learned from computer systems sales supervisor Jorge Edelmann:

"Induyco is Europe's largest garment producer," said Jorge, "and in this building alone are more than 6,000 people. There are three other factories not so large. Most of the garments Induyco produces are sold through its parent organization, El Corte Ingles, a chain of 13 large department stores—Spain's largest.





"As you will see today, Induyco's EDP people have developed one of the world's most sophisticated systems for continuous patterning and cutting of cloth. With the aid of some two dozen HP computers, it can turn about 50 miles of cloth into more than 40,000 items of clothing per day. The computer systems are employed for entering pattern data, producing modifications of standard patterns, optimizing the use of cloth, cutting patterns from the cloth, as well as color formulation and other technical applications.

"Yet, in spite of this high volume, the products sold at El Corte Ingles are regarded most for their quality, selling generally for prices higher than the boutiques. For a big chain, that's a radical approach."

**The still-emerging Spain** is revealed in some of the business practices one can yet find there, even in HP Spain. For example, Julio Bonet, admin manager and controller, can show you the legal accounting books that were kept by hand until recently. Each page is stamped and recorded by a court representative who visited the office each month. The court now will accept computer records, but the recorder still comes by with his stamp to legalize them.

Credit and collection also are very traditional. The basic credit system is the "draft acceptance," very similar to a bill of exchange. When HP Spain

ships goods, it sends along an invoice and the draft acceptance. The latter, when returned—110 to 120 days later according to Spanish tradition—is immediately translatable into funds.

For a great many accounts, however, collection is a physical, in-person action. HP's collectors are men with the ability to negotiate, and to do so with a sense of humor as well as knowledge and patience. On such visits, payment may be made by check, bank transfers or sometimes in cash. It is also a time when complaints surface, and the collectors must know when to involve other managers to help solve any problems. □



Sales offices in Madrid and Barcelona are busy centers of customer training.



HP computers help Induyco pattern and cut more than 50 miles of cloth per day for El Corte Ingles, Spain's largest department store chain.





## HP TECHNICIANS: Many tasks,

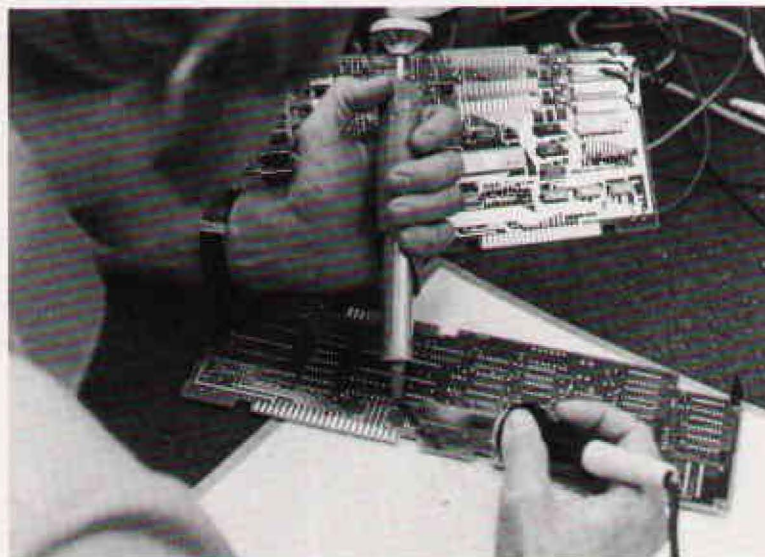
**ITEM.** When the first 30 students graduate this June from Foothill College's new two-year Computer Science Technology program, they'll know how to troubleshoot, repair and run diagnostics on a computer. Their classroom equipment includes an HP 1000, donated by Hewlett-Packard to help instruct future electronics technicians—some of whom may come to work for the company in nearby Peninsula divisions.

**ITEM.** To meet a management goal that a substantial number of HP's new technicians come from the company's own in-house training programs, apprenticeship programs set up by the U.S. divisions have quadrupled in the last two years. At the last count 17 divisions had either formal (state certified) or informal apprenticeship programs for Technician I training in a number of areas.

**ITEM.** In Silicon Valley (the electronics belt which stretches from Palo Alto to San Jose, California) competition to hire technicians at all skill levels has led to full pages of "tech wanted" ads in the Sunday newspapers. In November, twenty managers of HP Labs helped staff the first open house for techs held at the corporate research labs, which currently have openings for a number of technicians with research and development experience.

**ITEM.** For the first time, a nationwide strategy is being developed by Hewlett-Packard to keep in close contact with the junior colleges that are a prime source of new technician hires. Representatives of nine divisions met in Palo Alto last month to work out details of a coordinated effort to recruit technicians as systematically as the company recruits engineers.

At last count, HP had more than 2,500 technicians working in divisions throughout the United States, with another 1,400 customer service technicians in service centers and in field offices. Together, they make up ten percent of all the company's U.S. employees. (Differences in job titles





# many talents...

make it difficult to pin down good numbers for HP locations in other countries.)

All types of technicians are classified in three major skill levels beginning with Tech I and advancing through Tech II and III to Senior Technician, with some subclassifications for technicians still in training or with special assignments such as trainers. Sales regions have both technicians who do bench repairs of instruments and customer engineers who perform on-site service at the customer's place of business.

The military services, for a long time the best source for trained technicians, is supplying fewer people to HP these days. Most techs are coming out of two-year technical programs at community colleges or, in the case of customer engineers, have completed the four-year BS degree in Electronics Technology.

Changes in the electronics industry and HP's own product lines are reflected in the role of the electronics technician, whether working in production, customer service, or research and development.

Production testing, the usual entry level job for an electronics technician, has been changed with the development of "smart" devices which can take over certain routine tests, such as the 3060A automatic printed circuit board testing system from the Loveland Instrument Division or Santa Clara Division's 5045A digital integrated circuit tester. Someone else in production can now operate automated test equipment with the technician interpreting the results and troubleshooting faults that show up.

Conflicting trends toward more specialization on the one hand and more breadth of technological understanding on the other are apparent in HP divisions, depending upon whether they are primarily computer-oriented or measurement-oriented.

The direction at the junior college level seems to be toward more specialization, focusing during the second year of study on either the digital courses necessary for working with computers or the

more traditional analog and high frequency courses that provide a background for measurement instrumentation.

"These days a digital tech will need to know about software but doesn't need to know as much about analog as in the past," says Rich Lujan, a former technician himself who is now a systems engineer at the Data Systems Division. Rich was lent to the State of California for five months last year to assess ways that schools could ease the shortage of technicians in the electronics industry.

However, Rich points out, the reverse may well be true for a tech in one of HP's Instrument divisions and service centers. "With microprocessors inside analog instruments, an Instrument tech needs to know both digital and analog these days."

The HP Interface Bus, which makes it possible to link instruments, desktop computers, minicomputers, and peripheral devices into automated measurement systems, made the difference, according to Doug Weigel of HP Labs, who formerly coordinated tech recruiting for Corporate Employment. "Prior to the HP-IB, techs didn't have to do their own programming," Doug explains. "Today more and more techs are taking on engineering type roles as assembly people do the light testing."

Techs are being used in new ways in production, according to Will Cowan, manufacturing manager of the Loveland Instrument Division. "Techs now verify that the sophisticated integrated devices we're using will perform the program."

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## Texts for techs

Jim Coffron of HP Labs, who developed the new Computer Science Technology program at Foothill College, worked as a tech himself while a student at Foothill and went on to earn a BS/EECS from the University of Santa Clara.

He's kept in close touch with the tech scene at the community college ever since—teaching as a part-time instructor in transistors, technical math, digital applications, microprocessor basics and operational amplifiers. His work as a member of the technical staff of the Integrated Circuits Processing Lab keeps him abreast of state-of-the-art technology.

When the textbooks currently on the market didn't contain what his students wanted to know, Jim tried his hand at writing in the evening. His first book, *Getting Started in Digital Trouble-Shooting*, was published by Reston Publishing Company a year ago this month and his second book, *Understanding and Troubleshooting the Microprocessor*, came out in December. Actually, the newest book is the first in a series of three texts by Jim which Prentice-Hall will publish on microprocessor technology.

"In the last few years we've seen a mushrooming demand for technicians," says Jim. He adds that some of the hungrier Silicon Valley companies try to draft potential electronics techs right out of the Foothill classroom even before they get their degree.



## technicians

They create the software to tell the instrument how to do a test, along with the right documentation.

"Techs are also needed to maintain and program both the automatic inserting and automatic test equipment that we're using increasingly to shorten manufacturing time for greater productivity."

The need to understand the computational aspects of measurement-oriented products led the Instrument Group to create the PT-11 service force last year in all North American regions, five European countries and Japan. It supplements the traditional instrument bench repair done at an HP location with service performed at the customer's own site. Among the products handled by PT-11 are the Fourier Analyzer, the 3585A spectrum analyzer controlled by a microprocessor, the 64000 Logic Development System, and HPIB systems put together by customers. PT-11 customer engineers therefore must know programming, repairing a calculator or computer to the board level, and repairing the instruments included in the system.

Handling on-site service adds a customer-relations requirement to the job, says Roger Costa, Instrument Group service manager. "When you're doing a repair in-house you don't have the customer breathing over your shoulder as you fix the broken equipment." He foresees a continuing need for trained service people as the total installed base of HP products increases and products themselves continue to grow in complexity.

For experienced technicians, research and development offers a chance to serve as part of a project engineering team. With both engineers and technicians in short supply, some divisions are moving techs into the lab to take over certain engineering tasks. The Engineers Council for Professional Development has described the role of the tech in R&D as lying "in the occupational spectrum between the craftsman and the engineer at the end of the spectrum closest to the engineer." One of the heaviest concentrations of R&D technicians in the company is in HP Labs.

To maintain a flow of electronics technicians into Hewlett-Packard, both outside recruiting and internal apprenticeship programs have been stepped up. A new four-color recruiting booklet, *Careers for the electronics technician*, has just been published by Corporate Public Relations for use throughout the company.

Technician recruiters from U.S. divisions now visit nearly 80 community colleges and technical schools to explain job opportunities for technicians at HP. While some divisions such as those in Oregon currently have no difficulty filling tech vacancies, other divisions with few local school sources must range widely to find technician candidates: the recruiting team which Rich Oliveria coordinates for both Boise site divisions has hired techs at several schools in Iowa, while Loveland recruiters under Alan Inada have gone from Colorado to North Dakota, Minnesota, and Kansas.

The Customer Service Center, Instrument Repair Center, and Delcon Division, which share a site in Mountain View, California, advertise for techni-

cians in worldwide U.S. Navy and Air Force weeklies as well as keeping in close touch with servicemen reentering civilian life from nearby Moffett Field. (Many divisions will relocate a new tech hire from anywhere in the United States.)

Working with a community college to keep the curriculum up to date for current industry needs is part of the HP approach. Norm Vlass, employee relations manager at the Desktop Computer Division, serves on the Vocational Education Board for some 20 major technical training centers in Colorado. He helped set up courses and work stations for the Larimer County Vocation Center, and brought in a key instructor from the well-established Albuquerque Technical Vocational Institute to work in various tech positions on the DCD manufacturing line for four months.

DCD, along with a number of other HP divisions, is starting its own apprenticeship program combining on-the-job training with after-hours college courses to "grow its own" electronic technicians. The three-year program will take an extra

## HP techs: 20 years later

Twenty years ago this February 8, eight young graduates of the City College of San Francisco who had completed its two-year Electronic Technology course reported for work at Hewlett-Packard as technicians.

At least six of the original group still work for the company, according to Al Linder of the Analytical Group. Their careers at HP branched off in a number of directions:

- Parkie Low of the Data Systems Division worked his way through all the tech levels and is now a manufacturing supervisor.
- Bob Chipman is now a systems engineer in special systems at DSD after working at HP Labs and leaving HP for a while to serve as chief engineer of a small company.
- Dennis Kwan became a production engineer in Santa Clara Division's laser activity, completing his B.S. in Industrial Engineering last year.
- Frank Lee and Rich Marconi are in HP Labs, where Frank is an associate member of the technical staff in the instrument and communications section of the Electronic Instruments Lab. Rich is an associate engineer designing C-MOS integrated circuits in the Computer Research Lab.

Al himself became a service engineer after first bringing an instrument from the labs into the production line and then into marketing. He traveled a worldwide circuit as service manager for Intercon before going to the Analytical Group to oversee service maintenance and purchase agreements, worldwide inventory in the field, and service promotion.



year beyond the usual two years to include both analog and digital instruction. On the West Coast, Data Systems Division was one of the first divisions to get going with a two-year Tech I apprenticeship training course last March.

Bay Area divisions also participate at the present time in nine four-year apprenticeship programs leading to certification as a Tech II. They are coordinated by Ed Churka in Corporate Training and Management Development.

An enviable model for apprenticeship programs is the Boeblingen facility, which in the German tradition offers a 3½-year program alternating one day of theoretical training with four days in an HP lab site. The typical student is 15 to 17 years old, hired as part of the company with all benefits. Students are under no obligation to continue with the company when their training is completed, although most remain.

These countrywide apprenticeship programs provide West Germany with a broad base of highly skilled workers, says Lutz Reuter, former training manager for HP Germany who is now in Palo Alto as manager of technical skills training for Corporate Training.

Two years ago Lutz instituted at Boeblingen a new three-year engineer apprenticeship program which leads to a B.S. degree, developed by HP along with other local companies such as IBM and Daimler-Benz. The goal is to have 90 people enrolled in both types of apprenticeship programs this year.

**ITEM.** For most of the HP world, finding good techs is a hot item of business, according to Ed Pace, who handles the technician recruiting effort at Corporate. "We'll continue to run ads, hold open houses, visit junior colleges and technical schools, and develop our own techs through apprenticeship programs," says Ed. He adds, "And you might just mention to your technician friends that HP has an on-going interest in talking to good techs at all levels." □

## Why restyle the "corporate identity"?

□ Now that you know you're going to be changing your business cards, letterheads, product trademarks and sales literature to accommodate the new HP "signature" and "logotype," you might well ask "Why? What was wrong with the old ones?"

The matter goes back 15 years when the recent "Corporate ID"—identity—elements were first introduced. It was a time of acquisitions, involving a number of new firms and sales rep organizations becoming members of the HP organization. Each had an established reputation with its customers, an identity which it was useful to maintain. The HP identity program of that time—

particularly the "rhomboid" or "leaning tower of HP"—was designed to help do that, providing ways of combining the HP signature with that of the acquired organizations.

Over the course of time, those latter names have lost their original significance, their identities fully merged with that of HP. The Corporate designers now were free to consider a more integrated and flexible ID program.

That's what they've come up with in the new signature and logotype system. It is clearly more compact, manageable and versatile than its predecessor. You'll be seeing more and more of it as it is phased in over the next year or so. □



**HEWLETT  
PACKARD**



## Computer Strategy Council Formed

PALO ALTO—Paul Ely, vice president and general manager of the Computer Groups, has announced formation of a Computer Strategy Council and the appointment of Dave Crockett as Computer Strategy manager. Formerly manager of the HP 300 program at General Systems Division, Crockett will report directly to Ely in coordinating the Council's activity.

General Systems Division, meanwhile, has consolidated the former HP 250 and HP 300 programs into a single Business Systems Program headed by Bill Krause. Replacing Krause as GSD's marketing manager is Milt Liebhaber, formerly marketing manager for the Components Group.

## \$60 Million Cash Profit-sharing Payout

PALO ALTO—More than \$31 million was distributed to 42,100 HP employees worldwide last month under the company's cash profit-sharing plan. Combined with the first-half cash profit-sharing in June, the total distributed in 1979 reached almost \$60 million. The percentage payout for the year was 8.98 of eligible employee earnings.

## Fourth New HPSA Sales Region

GENEVA—Another stage in the evolutionary restructuring of the European sales organization has been reached with the formation of a new South/East sales region. Members of the new region include the country sales organizations in Italy, Switzerland and Spain as well as the area sales activities headquartered in Vienna and Athens.

Heading the new region will be Franz Nawratil, formerly Computer Groups marketing manager for Germany, France and the United Kingdom, with headquarters in Geneva.

Three other regions presently are established separately in Germany, France and the United Kingdom. A fifth region is contemplated for North Europe, according to Franco Mariotti, European managing director.

## Glenday Heads Analytical Marketing

PALO ALTO—George Glenday has been named marketing manager for the Analytical Group, replacing Dave Nelson who has left the company. Glenday formerly was Neely Region sales manager for the Instrument Group. He is succeeded there by Duane Dobratz, formerly Instrument sales manager for the region's Central Area.

## College Donations Limits Raised

PALO ALTO—Hewlett-Packard has virtually doubled the maximum it will donate in matching employee contributions to colleges and universities.

Under the Funds Matching Program, the company will now match any cash donation by an individual employee up to \$2,000. The former limit was \$1,000.

Under the Product Gift Program, a contribution of \$2,000 to a university will now provide an HP product selling for the list price of \$5,700. A \$350 gift will furnish a \$1,000 HP product.

## New Far East Headquarters

HONG KONG—In a move to decentralize Intercontinental's Far East operations from Palo Alto, a new Far East headquarters is being established in Hong Kong. It will be headed by Area manager Lok Lin.

The new headquarters will begin handling orders in April for the company's own sales activities in Singapore, Malaysia, Hong Kong and Taiwan, as well as for distributors throughout the Far East. All product disciplines will be represented in the Hong Kong office other than Medical which will remain based at Intercon-Palo Alto.



## From the president's desk

In recent years, the privacy and correct use of personal information collected by business and government has become a matter of concern to many people. The advent of large-scale computer systems has made it relatively easy to aggregate large amounts of data. This, along with the many reports that government requires, and the credit, employment, and financial data collected in the course of business give rise at least to the potential of abusing the privacy of the individual. In the United States, a survey published last year in *BUSINESS WEEK* magazine, revealed that one employee in five thinks it likely that his employer has released information about him "improperly".

At the U.S. government level, the Freedom of Information Act became law in 1967. This permits any citizen to examine unclassified files to assess their contents. Additionally, various privacy act provisions restrain the disclosure of government-collected personal information. No such legislation has been extended to the private sector. Because HP's basic philosophies recognize the importance of the individual and their rights, we have defined a policy which outlines the company's commitment to protect the privacy of personal information. Since this policy may not have the visibility it deserves, I would like to summarize its key points.

HP's Personnel Policies and Guidelines spell out five basic principles we follow in employee information practices:

1. Collection of individual employee information is limited to that essential for administration, and employees are entitled to know how that information is used.
2. Only employees having an authorized "need to know" have access to employee records.
3. Except for legally required disclosures, no information will be released without specific authorization by the employee.
4. Data will be kept accurately and up to date.
5. Employees may check the information in their file, correct it if necessary, and comment on views expressed in current performance appraisals.



You may wonder how "essential" information is defined, and how it is maintained. Permanent information in employee files includes the employment application, resume, information for security clearance and emergency data, patent agreements, performance evaluations and miscellaneous records such as training received. Reference checks and job interview reports are kept separately for two years, then destroyed. Medical records are also maintained separately.

As I indicated, access to files is on a business related "need to know" basis. Supervisors, for example, may review only those records relating to job performance such as training, evaluations, and assignments. Medical records are available only to authorized members of the HP medical and personnel staffs, as well as the employee.

When external requests are received for information about an employee's status, personnel may verify employment and job title only. Release of additional information must be authorized in writing by the employee, except where a government agency establishes a legal right to the data.

The right of HP employees to privacy of personal information is not just a matter of following the spirit of legal directions. It's a reflection of our long-standing tradition of respect for individuals. It's important that all departments have procedures in place that recognize and protect this important right.

A handwritten signature in cursive script that reads "John Young". The signature is written in dark ink on a light background.



# Koala to koala...



*"Both of us are called 'koalas' because we're looked on as kind of small, neat and friendly. I know that's what they think about me. But I'm not sure what to think about this square looking version. Looks too hard to be a real koala. No fur at all!"*

*"They tell me it's really a new computer, an HP 3000 Series 30 code-named 'Koala.' This fellow who manages their sales in Australia, Tony Cookes, brought one over to my place here in Sydney's Taronga Park Zoo so we could meet. It was nice of him to leave some money and donate some computer time for koala research, too."*

*"The best part, though, was getting our pictures in all the newspapers and magazines. That was smart. I'll say that about these new koalas: they're not big but they're very smart."*

*(For further adventures of HP products, see pages 2-5.)*

## Measure

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