

HP man Cupertino "citizen of the year"

Joe Tembrock, a systems analyst at Santa Clara Division, has been named "citizen of the year" by the Cupertino Chamber of Commerce, and simultaneously appointed the city's honorary mayor. Joe was cited for his "good neighbor attitude" and a lengthy list of community contributions.

Among Joe's many volunteer activities is his involvement in Cupertino Roundup—an organization he helped form several years ago. He is the current president of the board of directors, and during the past year he developed a computerized directory of volunteer agencies, to be used in Roundup's pro-

gram of information and referral. Talking about the basic aims of the organization, Joe explained: "We had people willing to do things, but we didn't know people who needed them. And we didn't know what was available, such as help from public health nurses." Roundup attempts to bring together those in need and those who can offer help.

Joe also heads the "outreach" program of St. Joseph's Church. In recent years he and his family have opened their home to a foreign student, a teenage girl with drug problems, and a boy referred to them by the Job Corps. The Tembrocks have four

children of their own, including an eight-month-old baby. Originally from Minnesota, Joe studied business at St. John's University and earned an MBA at the University of Chicago. He and his wife Judy moved to California in 1966.

Joe rides his bicycle to the Santa Clara plant from his Cupertino home every day. Yes, every day — when it rains he wears a wetsuit.

HP's Joe Tembrock (left) receives awards from Don Bettisworth (right), president of the Cupertino Chamber of Commerce, and from the city's mayor, Reed Sparks.



For Hewlett-Packard People in Palo Alto, Mountain View, Cupertino, Santa Clara & Sunnyvale

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IN THE NEWS

HP's computer terminal popular

HP's Data Systems Division has begun deliveries of its new Model 2640A CRT computer terminal against an order backlog of more than \$1 million. First shipments were made this week to Longs Drug Stores of Walnut Creek, which has ordered 20 of the terminals.

"Initial customer response to the 2640A has been outstanding," said Ed McCracken, Data

ernment and education, with a strong trend toward on-line data entry and order entry applications. In addition, several major "OEM customers" (original equipment manufacturers) have purchased evaluation units.

Longs operates a chain of 82 drug stores in California and Hawaii. It will use the terminals, along with its HP terminal control system and a recently-in-