

Fraser Valley

Milk Break

1983

Milk break

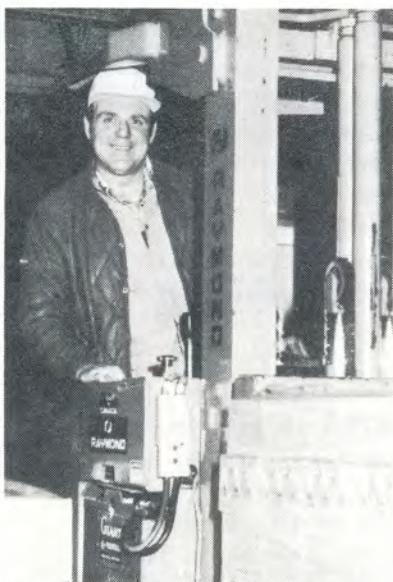
Volume 8 No. 1

January 26th, 1983

1983: Year of the UHT Juices



Production employee Hans Rjornerud beside the new line of UHT juices at Abbotsford



Abbotsford forklift driver Ernie Maron with a shipment of the new UHT juices

Certain events in past years have shaped the way the Association now operates. The construction of the UHT plant in Abbotsford was one such reference point for the Association. The introduction of UHT juices should be another.

To that end there is now a major campaign on to make consumers aware of the new products. For the next two months there will be various promotional activities to coincide with the arrival of Dairy Maid orange, grapefruit, and apple juice on store shelves. They include an introductory price offering within the Home Delivery Department, discount coupons sent to 800,000 B.C. homes, and a series of television and radio commercials.

Why the big push? A cursory view of the consumption statistics tells the story. British Columbians consume over 32 million litres of juices per year. Because of the longer shelf life of UHT juices, the total juice market for the Association also includes Alberta and Washington State. Neither of those markets, however, are particularly vulnerable.

That is, the Alberta market already has competing UHT brands. What makes Alberta a priority, however, is its high per capita juice consumption. Because of the dryness of Alberta summers, the potential for any fruit flavoured drink is considerable.

Washington State has a similar set of positive and negative factors. On the plus side, it has a larger population base than British Columbia or Alberta. On the negative side there has never been a UHT fruit juice in Washington State and its foreignness may ward off consumers.

What does all this mean for employees? For the Abbotsford UHT production employees, it is of course positive news. For the "customer contact" employees in the Distribution Department, both at the Wholesale and Home Service level, it means the addition of a major new line of products. Ditto for those employees within the Sales Department.

Hopefully the year 1983 will mean a recovery both in the Canadian and U.S. economies. If such is the case, employees in 12 months time can raise their glasses of UHT juices and toast them as the right product at the right time.

Integration of the Regions

January 24th was D-day for the changeover from the Noca product and customer coding to the Dairyland system. It was probably the most significant event since the amalgamation itself was completed April 1st of last year.

What it has meant is that employees at eight depots in the Okanagan Kootenay area have had to learn a new language in the ordering of product. They will now be under the same coding system that is used in all other areas of the Association's operations.

Sales reps, route supervisors, and branch managers at the eight depots have been informing customers of the new statements they are about to receive. Drivers and clerical staff have been familiarizing themselves with the new codes, invoices, and order forms.

Gordon Fox has been overseeing the change-over at the Vernon office. "The previous set-up meant there was a lot of extra paper work," he says. "Because Vernon had its own separate Accounts Receivable Department it meant we created a lot of reconciliation work for the Accounts Receivable Department in Burnaby," he adds.

Grahame Matheson of the Burnaby Accounting Department echoes Gordon Fox's sentiments. "Money received down here had also to be posted up in Vernon. There was a great deal of extra paper work with the two systems," he says.

Now Vernon will be in daily communication with the central processing unit in the computer at the Association's head office. That will allow for better control of inventory, as all products will now be on the same system.

On the service side, the uniformity of coding and daily hook-up with Burnaby should also mean less confusion for the customer. That is, if a customer in the Okanagan-Kootenay region has a complaint with his statement, a phone call to Vernon will be like a phone call to Burnaby. The clerk can apply changes directly to the account and the data is then fed into the computer at Burnaby. The problems on sales and receipts at the two different offices should be eliminated.

The hook-up of all branches with similar service is the eventual goal. That is, the ideal posting system for the Accounts Receivable Department would be to have a Superbrain computer outlet in each of the 33 depots around the province. For the moment, however, those in the Okanagan and Kootenay areas are content to go through Vernon and thus qualify as the most distant "terminals" of the main computer at Burnaby.



Judy Nebata posts cash to the new Dairyland accounts at Vernon.



As the Assistant Branch Manager at Vernon, Burke Glave had to inform customers of the new statements.

Sales Results

The Retail Department has tallied up the results from its Christmas Promotion. Lawrence Miller and Sandy Smith took away first place honors, Cliff Dovey and Robert Talson came in second, and Jim Jenkins and Les Dewey were third. Over-all the Retail Department reported only a four per cent decline 1982 to 1981. Considering the impact of the recession throughout the economy, the performance of all the Home Delivery drivers in the promotion of product deserves recognition.

Appointments



Lorne Vallee has been appointed to the position of Plant Superintendent at the Vernon Plant. He was formerly the Assistant Plant Superintendent at the Association's Burnaby Milk Plant.



Wayne Rogers has been appointed to the position of foreman in the Night Checking and Loading Operations. He leaves his position as Chargehand in the Checking Department.

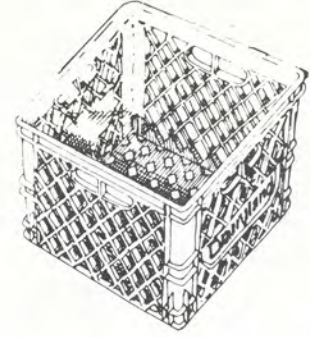
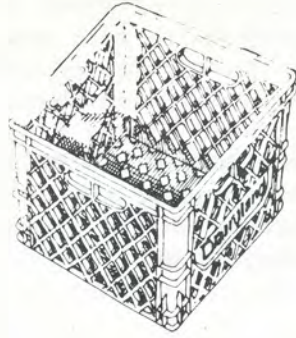
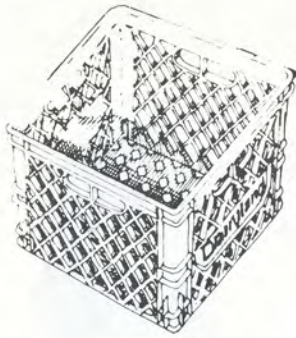
Transfers



Courtenay now has a full time machinist. Robert Hutchins transferred over from Sardis where he worked for the Association for 13 years.



Carole Lawless is moving out to the Pacific Milk office at Abbotsford. For the past 18 months she has worked in the Home Service Department.



Closing the Case

One day late last summer, Lawrence Miller, a driver in the Home Delivery Department, noticed a particularly conspicuous, yellow, Dairyland plastic milk case. The case was inside a car which was evidently loaded up for someone who was about to move or to depart on vacation. Lawrence put a note on the car informing the owner that the case was obviously Dairyland property and that he or she should return it. Two days later the car was gone presumably with the case.

The customer, by whose house the car was parked, turned out to be the parents of the car owner. They were away when Lawrence had made his discovery and attached the note. However, when they returned, the woman of the house, a 20 year Dairyland Home Service customer, explained that there must have been some mistake. She had asked her son about the matter and he pointed out that he had brought the case back from Kingston, Ontario.

Apparently while attending university in Kingston, the young man had inherited the dairy case from a former roommate. (Students are favorably disposed towards the old Imperial measure dairy cases because their dimensions are perfect for holding records.) The new "owner" of the dairy case used it for a year before sending it via the CNR back to Vancouver with his record collection.

When Lawrence spied the dairy case in the back of this young man's car, it had already travelled over 9,000 kilometers. However, the young man was on his way to Edmonton. When his father paid him a visit in November of last year, he asked for the missing Dairyland case. His son turned it over, and his father flew back to Vancouver with it.

By the time Lawrence picked the case up late last year, it had travelled by one mode of transport or another a total of 11,500 kilometers.

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Milk break

Volume 8 No. 2

March 9, 1983

UHT Juice Sales

At the time of printing the Home Service Department is about to compile the results after the first three weeks of promotion for the new UHT Dairy Maid juices. All indications are very positive.

The big surprise is the success of the 250 ml. sized packages. They are, of course, the ideal size for children's lunch bags. More significantly, because the packages are hermetically sealed, they do not leak. That is the big advantage the UHT packages have over pure-pak containers. Also, this is one area in which frozen orange juice products cannot compete.

The sales reps for the various Wholesale accounts at the supermarkets also report good preliminary sales results.

Both Wholesale and Retail Departments have offered discounts in order to introduce the products. Consumers have tried the products with evident satisfaction. The next big hurdle is repeat purchasing. Because there will be no introductory discount, the products will be competing without a price advantage against rival juices. The real test, therefore, as to whether the UHT juices are "winners" will take place over the next few months.

Adios Harold Hughes



Harold Hughes

Almost 25 years after the day he was hired, Harold Hughes decided to take early retirement. On February 16th, 1958, Harold started work for the Association as a Home Delivery driver working out of Vancouver Heights branch. On February 25th, 1983 Harold completed his last day on the job. He retired as a Home Delivery supervisor.

In addition to the gap he leaves in the Retail Department, Harold will be missed for other reasons. He was a stalwart salesman for many social events over the past few years. In fact, the posters for the annual employee picnic will have to be changed as a result of Harold's retirement. For each of the last four years, the information at the bottom of the poster had read, "See Harold Hughes in Retail".

For his retirement Harold plans to continue his education. He has some command of Spanish and he and his wife would like to become fluent in the language.

Communications Survey

The following are the highlights from a survey conducted by the International Association of Business Communications (IABC). The survey took place last year. A total of 32,000 employees in 26 different organizations in the United States, Canada and the United Kingdom took part in the survey.

The most significant tables in the survey are reproduced below. Table 1 is straightforward. It rates the interest level of various subjects that appear in employee publications.

Table 1.

What subjects are of most (1), least (17) interest to survey respondents?

<u>Rank</u>	<u>Subject</u>	<u>Combined very interested/ interested responses</u>
1	Organization plans for the future.....	95.3%
2	Productivity improvement.....	90.3%
3	Personnel policies and practices.....	89.8%
4	Job-related information.....	89.2%
5	Job advancement opportunities.....	87.9%
6	Effect of external events on my job.....	87.8%
7	How my job fits into the organization.....	85.4%
8	Operations outside of my department or division.....	85.1%
9	How we're doing vs. the competition.....	83.0%
10	Personnel changes and promotions.....	81.4%
11	Organizational community involvement.....	81.3%
12	Organizational stand on current issues.....	79.5%
13	How the organization uses its profits.....	78.4%
14	Advertising/promotional plans.....	77.2%
15	Financial results.....	76.4%
16	Human interest stories about other employees.....	70.4%
17	Personal news (birthdays, anniversaries, etc.).....	57.0%

Table 2 requires some explanation. It shows the current versus the preferred sources of organizational information. In the top preferred ranking, for example, 91.2 percent of the employees wished to receive information about their organization from their immediate supervisor. However, only 56.9 percent of the employees actually received organizational information from their immediate supervisor. In other words, almost 35 percent of the employees were looking to their immediate supervisor for information and were disappointed.

The only source where the current source of information offered more than was hoped for was "the grapevine". This was the least preferred method of communication--it ranked dead last as the preferred source. However, it was second after the immediate supervisor for employees' actual source of information.

Table 2 a

Actual versus preferred sources of organizational information.

<u>Ranking</u>	<u>Preferred Source For</u>	<u>Sources of Information</u>
1	91.2%	My immediate supervisor
2	60.5%	Small group meetings
3	50.2%	Top executives
4	45.6%	Employee handbook/other brochures
5	42.7%	Local employee publication
6	42.6%	Orientation program
7	40.7%	Organization-wide employee publication
8	40.6%	Annual State-of-the-business report
9	38.8%	Bulletin boards
10	34.3%	Upward communication program
11	30.8%	The Union
12	26.8%	Mass meetings
13	24.4%	Audiovisual programs
14	9.7%	Mass media
15	9.3%	The grapevine

Table 2 b

<u>Ranking</u>	<u>Actual Source For</u>	<u>Sources of Information</u>
1	56.9%	My immediate supervisor
2	38.4%	The grapevine
3	30.9%	Employee handbook/other brochures
4	30.3%	Small group meetings
5	28.9%	Bulletin boards
6	24.8%	Organization-wide employee publications
7	21.6%	Annual state-of-the-business report
8	21.4%	Local employee publication
9	20.7%	The Union
10	13.8%	Mass meetings
11	11.7%	Top executives
12	10.9%	Orientation program
13	9.6%	Mass media
14	8.3%	Upward communication program
15	8.0%	Audiovisual programs

Employees ranked publications fifth on their list of preferred sources: in terms of actual sources, publications only ranked eighth. Milkbreak hopes to be conducting its own survey of employees' preferred and actual sources of information as well as topics of interest. Though the publication of this survey may bias the results, it is hoped that the findings will eventually be of use to Milkbreak as well as employees themselves.



Sardis Drivers

A reunion was held late last year for all the drivers who ever drove out of the Sardis depot.

To commemorate the occasion, Vivien Edwards of the office staff at Sardis, took a number of photographs and then put them together in a Dairyland truck that she drew. The above photo of her drawing hangs in a picture frame in the Sardis office.

For the record the honour roll with years of Dairyland service in brackets is as follows:

Vern Scott(30); Bernie Anderson (26.5); Al Jacobi (14); Kelly Lamb (16); Doug Muir (2); Howard Burt (3); Ron Carmichael (36); Marshall Currie (35.5); Basil Newton (2); Ron Flemming (18); Charlie Webster (35); Jim Boyd (15); Gordie Bremner (23); Joe Rollheiser (16.5); John Roberts (24.5); Harold Gillis (31.5); Bill Woollett (34); Ed Demerse (25); and Ron Palmer (2).

The senior driver Jim Calhoun is at the wheel of the Dairyland truck.

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Milk break

Volume 8 No. 3

June 2, 1983



New Railway Overpass
Outside Burnaby Plant

The above photograph is from an artist's depiction of the various new connections between the Lougheed Highway, Sperling Avenue, and Winston Street. When completed in mid 1984 it will overcome the safety and traffic problems created by the railway tracks that presently cross Sperling Avenue.

The changes for Burnaby employees coming to the plant from the freeway means that they will have to take the off ramp from the new route, turn right at the widened corner of Lougheed & Sperling, then turn left into the plant.

To get back to the freeway employees will turn right after leaving the plant. Once through the light at Lougheed and Sperling, they will drive up the clover leaf that takes them around to the new route.

Omer Tupper Retires



Omer Tupper (r) reminisces with Mel Hand one of the few employees who started work before "Tupp" did in 1944.

On his last day of work, former Personnel Manager Omer Tupper declined the offer of a going away party. Instead he wanted to drop by each area of the Burnaby plant and say good-bye personally to the employees he had been friends with over the past 39 years.

Back in 1944 "Tupp" started as a temporary employee driving a hauling truck to the branches. His performance obviously impressed someone because he was soon a permanent employee on a Home Delivery route in Vancouver. Eight years later he was appointed Manager of the Vancouver Heights branch in North Burnaby.

There was one more move, to New Westminster in 1958, before Tupp's career began to follow the Association's expansion plans. That is, shortly after he was appointed Branch Manager at New Westminster, the Association purchased Royal City Dairies. Consequently Tupp was the one to oversee the Association's first Home Service delivery in Surrey.

Similarly when the Association moved from 8th Avenue to Burnaby in late 1963, Tupp was one of two Supervisors responsible for the Home Delivery routes from the new plant. Between 1965 and 1969 he opened three depots for the Association: Kamloops, Nanaimo, and Prince Rupert. Finally in 1967 he was brought back to Burnaby as Fleet Safety Supervisor. Later that same year he was also appointed Personnel Manager.

In his position as Fleet Safety Supervisor, Tupp's experience with drivers from one end of the province to the other made him formulate a more thorough set of standards for potential Dairyland truck drivers. Applicants for any driving job had to pass a Dairyland road test and prove they were competent before Tupp would consider their applications. To this day, the high standard and reputation that Dairyland drivers carry is in large measure due to the safety program Tupp enforced over the years.

As for his position as Personnel Manager, he looks back with satisfaction at the 16 years of dealing with employees. The only cause for despair was the mix-up in his phone calls.

Because he has the same last name as Assistant General Manager, Norm Tupper, the Personnel Manager Omer Tupper would receive the odd phone call where the caller would start off the conversation with "Hi, Norm." The same confusion, in reverse, occurred for Norm Tupper. However, as Omer points out, there was never an occasion over their 35 years together on the Dairyland payroll that Omer has received both of their pay cheques.

The Dairy Industry Credit Union Scholarship

A scholarship of \$500.00 is offered annually by the Dairy Industry Credit Union to Students who are proceeding to the University of British Columbia, or Simon Fraser University from Grade XII in a full program of studies leading to a degree in any field. To be eligible, an applicant must be the son, daughter, grandson or grand-daughter of an active member of the Dairy Industry Credit Union. The Dairy Industry Credit Union Scholarship will be awarded to the candidate who, in the opinion of the University, in consultation with the Credit Union, is best qualified in terms of academic merit and financial need. An additional award of \$500.00 is available for attendance at the British Columbia Institute of Technology or a B.C. Regional College.

Appointments



Jane Hedgecock is the new Director of Human Resources for the Association. She has had over 15 years of experience in human resource management and for the past four years has been a consultant in the field.



Mike Gallagher is the new Manager of Administration and Budgets. He was most recently the comptroller for an international electronics company and brings to this new position a broad background of experience.

Because both of these positions are newly created, Milkbreak will be doing feature interviews with both Jane Hedgecock and Mike Gallagher in future editions.

Whitecaps Offer



How would you like free tickets to Vancouver Whitecaps Soccer games? The Sales Department of the Whitecaps has contacted Milkbreak for an organizer. If you can find 25 or more people who wish to attend a soccer game at the new B.C. Place Stadium, then the Whitecaps will furnish you with two free tickets. You can do it for the first game, June 20th against the Seattle Sounders, or any game thereafter. So if you're a soccer fan with 24 like-minded friends, phone Milkbreak at local 225 in Burnaby and we will pass on the details.

80% Clicks



The vast majority of Dairyland employees drive to and from work. For that reason the "80% Clicks" campaign by the Insurance Corporation of British Columbia is of special significance.

The campaign to have British Columbian motorists use their seat belts began May 20th and is culminating with a two day survey on June 3 and 4 in 28 communities across the province. Local police will be enforcing the seat belt law.

The I.C.B.C. campaign is to reach an 80 percent "buckle-up" rate. In 1982 the average in a similar survey was 56 percent. However, in the last survey there were a number of communities such as Powell River, Kamloops, and Prince Rupert where the average was below 50 percent.

Why the push for more drivers to buckle up? Certainly there's the immeasurable toll of human suffering to consider. Of 800 severely disabled people currently receiving no-fault benefits from I.C.B.C., less than five percent were wearing seat belts at the time of the accident which changed their lives forever.

As well as reducing the potential for greater injury, the use of seat belts also cuts down on the cost to society as a whole. Each year traffic accidents in B.C. result in at least 100 catastrophic injury claims amounting to more than \$250,000 each. These claims alone cost more than \$25 million annually, adding a further \$20 to every motorist's insurance premium. On the other hand, statistics gathered by I.C.B.C. show that every one percent increase in seat belt use will result in a community cost saving of \$1.35 million.

For all those reasons, there is a fine for every person in a motor vehicle who is caught not wearing a seat belt. The fines range from \$15 to \$35. In addition, the courts and I.C.B.C. have the authority to reduce settlements in cases where not wearing a seat belt contributes to the severity of a claimant's injuries.

So for financial as well as legal reasons, buckle up June 3 and 4 and every day thereafter. Just for the record, if the survey conducted during the first week in June is in the 80 percent range, the "80% Clicks" Campaign will be submitted for possible inclusion in the Guinness Book of World Records.

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I.A.B.C.
INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS
IN BRITISH COLUMBIA

Milk break

Volume 8 No. 4

July 27, 1983

Communication, Orientation and Education Stressed by New Director



*Director of Human
Resources,
Jane Hedgecock*

Since May 1st of this year, Jane Hedgecock has been the Association's Director of Human Resources. This is a new position designed to co-ordinate the Personnel and Industrial Relations departments.

"One of my priorities is to increase the level of communication," states Hedgecock. "That may sound overly simplistic, but the fact is that an organization with over \$300 million of annual sales and 1600 employees jeopardizes its own future if there is not a fundamental underpinning of good communication."

Stemming from her concern for more effective communication is the development of an orientation program. The orientation of new employees has on occasion varied depending upon which branch and sometimes which department is doing the hiring. It is her hope to have an orientation program that will be similar in Burnaby, Vernon, Courtenay, or any of the branches. Though the value of a comprehensive orientation program is self-evident for new employees, Hedgecock also points out a significant spin-off.

"My experience has been that a comprehensive orientation program also attracts the interest of veteran employees. As an organization changes, it is only commonsense that a long time employee will also be curious about what is going on in other departments beside his or her own," she states.

As well as keeping the employees up-to-date with the state of the organization, Hedgecock will also be providing current information for career development. She points out that many of the junior colleges in the outlying areas as well as BCIT in Burnaby have courses which are of benefit to a Dairyland employee.

"An accounting clerk, for example, should at least be aware of the levels within our own organization that require outside credentials. Each occupation at the dairy, in fact, should have a 'tracking' system, so that if an employee wishes to upgrade his or her skills, the Personnel Department can refer the employee to a series of courses at whatever educational institution is appropriate," she says.

continued next page

New Director
(from page 1)

Hedgecock notes that ultimately the most important communication link in any modern business is the one between an employee and his or her immediate supervisor. "I view my role in that respect as facilitator," she says. "There are organizational goals and there are ways to communicate those goals. I see myself as assisting in the developing rather than the supplying of those goals."

"As well as the employee, there is also the nature of the work site. Employees who work with the public see Fraser Valley Milk Producers as a sales organization. Those who work in the plants see the Association as a manufacturer. Those different perspectives are significant," she notes.

Hedgecock is aware of the importance of the relationship between the head office and the branch operations. In order to provide the highest level of service possible, she plans to visit the regions and branches on a regular basis.

With the input she is receiving from employee questionnaires, from her visits throughout the province, and from head office discussions, Hedgecock has started the process of developing a non-union job classification and salary administration program.

"Jobs change over time," she notes. "If we are going to use our human resources effectively, we must be aware of changing duties and responsibilities. Also in the interests of simple equity, it is important to maintain a constant review of our classifications," she points out.

Hedgecock appreciates her new role has been one more source of change for the organization. Over the past 18 months Dairyland has probably gone through more changes than in the previous decade. Also everyone has been alerted to the fact that the dairy industry is no longer part of a market where gradually increasing sales volumes can be taken for granted.

"From what I've heard, the past year and a half has been dramatic as far as the growth of the Association," says Hedgecock. "As operations are finally consolidated and streamlined, I hope my office will be viewed by employees as something that is both predictable and stable while still growing and adapting to new demands. I am therefore looking forward to implementing a number of procedures that will accomplish these goals," she concludes.

Commandments Discovered

Steam engineers are a breed apart. Maybe its all the valves they find exciting but over the years they talk, think, and act differently from the rest of the upright bipeds that inhabit this earth. Proof of such is the discovery of a set of ten commandments that steam engineers follow.

Unlike the Christian variety that were written on stone, these ten commandments were written on a piece of more modern technology--an 8 1/2 by 11 sheet of paper. Burnaby steam plant engineer Fred Peterson has been circulating this piece of foolscap in a Moses-like manner and he forwarded a copy to Milkbreak. A selection of the commandments is listed below.

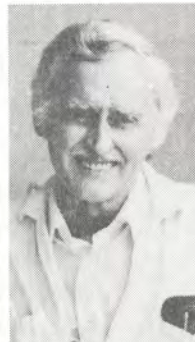
1. Thou shalt keep thine steam plant clean and in adjustment that thy life in its company shall be long and that thine steam plant's owner shall increase thy pay.
2. Knowest thine compressor and boiler and all their parts and functions else thou shalt be in some unholy spot.
3. God maketh the earth to rotate endlessly without oil or bearings, but not thy compressor.
4. Be not loose in thy jaw hinges, for no man knoweth all about refrigeration. Those truly wise absorbeth much knowledge and exceedth little, and those who so doeth shall gain repute among their fellows and win favour among their supervisors.

So far there have been no takers on using the commandments as the script for an epic film. However, Fred Peterson swears it's only a matter of time. Unfortunately, Charlton Heston has something of a patent on the title "The Ten Commandments", so Fred has his own suggestion: "Steamwork".



Retirements

Bill Gullett of Courtenay took early retirement recently after a career that began with Comox Creamery in 1946. He plans to work on his burl clocks and to catch the odd fish over the next few years.



Retirements

Hank Muije, the assistant chief engineer at Burnaby, will retire on August 4th. Hank will miss the machines but not the noise of the boiler room. He will enjoy travelling during his retirement.

Safe to Wear Contacts?
Yes and No

The following is an article from the Workers' Compensation Board News that Dave Lomas, the Association's Manager of Industrial Relations passes along for Milkbreak readers. It is one of a number of articles that will periodically be published to bring attention to various aspects of industrial safety.

The myth of the contact lens being melted onto a welder's eye is just that--a myth. This is the conclusion reached by physicians in the WCB's Occupational Health Department, responding to various allegations and denials from industry, ophthalmologists and optometrists.

There is no known case where heat or radiation has caused damage to a contact lens user's eyes -- but contact lenses do pose a very real threat to workers in various situations, including welding areas.

The WCB's Industrial Health and Safety Regulations direct that any worker who wears contact lenses must inform the employer of that fact. Further, contact lenses may not be worn where there is a danger from airborne contaminants or particulates.

These prohibitions mean that workers must not wear contacts if they are in areas that can be absorbed by the contact lenses. The airborne contaminants can mingle with the fluid under the lens and may become a chemical solution which can badly damage the eye if not flushed out quickly. Also, dusts or other material can get under the lens and harm the worker's eye or temporarily blind him at a time when safety requires him to be alert to his surroundings.

There is further danger if a worker is injured at work and the first aid attendant does not have any way of knowing that the person wears lenses which must be removed to allow effective treatment.

Occupational health specialists at the WCB say that the only acceptable safeguard where there are airborne hazards is for the contact lens wearer to substitute regular glasses while at work.

As the use of contact lenses becomes more common, the WCB urges all employers to specifically ask workers if they wear lenses and reminds all workers of their responsibility to notify their employers. Industrial Health and Safety Regulation 14.21 on Eye Protection applies in these cases, specifically subsections 3 and 4.

Dairyland Employees
Bring Home Silverware



(left to right) Cliff Dovey, Ron Bush, John Chase



Darlene Lenfesty (l)

There is still one more competition in August, but whatever the outcome, a number of employees have already brought recognition and attention to Dairyland. The four employees, Ron Bush of Burnaby Wholesale, John Chase of the Valley Retail, Cliff Dovey of Burnaby Retail, and Darlene Lenfesty of the Burnaby Office staff, all won trophies for their placing at the recent B.C. Truck Rodeo.

Cliff Dovey competed in his first Rodeo in the Walk-In Van category. Overcoming more experienced competitors and his own nerves, he took home the second place trophy.

Ron Bush was the best driver in the Gravel truck competition and was also the third place trophy winner in the Straight truck category. His two sets of trophies are all the more noteworthy because he regularly drives a tractor trailer for Dairyland, not a straight truck or gravel truck. Some of his competitors on the other hand, had jobs where they drove five days a week in a gravel or straight truck.

Similarly John Chase had to adjust to a different type of vehicle in order to win second place in the Straight truck category. He regularly drives a walk-in van type of truck on his Retail route in Surrey but he too competed and won over more experienced drivers.

Darlene Lenfesty walked away with the roses in the Miss B.C. Truck Rodeo pageant. She will take her title to Montreal in August for competition in a similar National Truck Rodeo contest.

Picnic Sunday, Aug. 7th



Participants at last year's races

In 1981, it rained. In 1982, it rained. On the basis of the mathematical law of "three times lucky", there's bound to be sunshine and not rain for the 1983 Employees' Picnic.

This year's effort of the Staff and Welfare Committee will be held in Hume Park in New Westminster. The date will be August 7th with the festivities scheduled to begin at 9:00 a.m. and finish at 5:00 p.m. The day includes footraces, refreshments, and prizes.

The highlight of the day is the draw for three children's bikes. (Remember, for your child to be eligible, he or she must be 12 years of age or less, in attendance at the picnic, and registered before

continued next page

Employees' Picnic
(continued)

August 3rd. For out of town employees who plan to vacation in Vancouver in early August and wish to attend the picnic, contact Ralph Ruddy of the Home Service department in Burnaby for registration forms.)

The Staff and Welfare Committee has already put a lot of work into the preparation for the big day. It promises to be a success.



Appointment

Darcy O'Grady has been appointed to the position of Personnel Manager. He brings with him diverse experience from the Consulting Engineering and Oil Industries regarding the Human Resources field.



Appointment

Dave Riley has been appointed to the position of Distribution Department Supervisor. He has been with the Association since 1969 and has held the position of Retail driver, Holiday Relief Man and Route Foreman.

Joint Manpower Adjustment Committee

A joint union-management committee has been set up under the terms of a government program to both encourage and monitor technological change.

The Manpower Adjustment Committee has had its initial meeting and it will continue to meet through to March of 1984. The Committee includes a representative from Local 464 of the Teamsters Union as well as a representative from both the federal Ministry of Employment and Immigration and the Associations' senior management. The basic objective of the Committee is to research the impact of technological change on the Association's manpower and to provide guidance where required. Employment & Immigration Canada will be funding the research.

Golf Tournament

Too close to press time for photos but in plenty of time for mention of the winners, the Dairyland annual golf tournament took place on July 24th. Wayne Rogers of Burnaby Checking edged Bill Morrison of Vernon for the low gross award.

Over 120 participants took part in this year's tournament. Glorious sunshine and tremendous organization made for a lot of fun for a lot of people.

Milkbreak is published for the information of the employees of the Fraser Valley Milk Producers Cooperative Association, 6800 Lougheed Highway, Burnaby, B.C. For information contact Hugh Legg, 420-6611, Local 225.

Milk break

Volume 8 No. 5

September 21, 1983

What We Did Last Summer Part I

If the letters-to-the-editor section of Vancouver daily newspapers was any indication, the Pacific National Exhibition was not as popular this year as it has been in others. However if numbers are any indication of popularity, the presence of Dairyland at the PNE was a bang-up success.

The Dairyland Ice Cream Emporium has been a highlight for fair goers since 1971. The cones are always a bit larger than would be the case at a retail outlet outside the grounds. Also the Dairyland booth is the one outlet in the Foods Building that acknowledges Golden Agers' Day and offers a reduction for senior citizens.

For both those reasons, the Emporium turned in a better final tally this year over last. That came despite the drop in attendance at the PNE overall.

The other high profile area for the Association at the PNE is the Dairyland Petting Zoo which is free of charge. This year CBC television news did a story on the responses of children to the various animals. While normally the camera crews avoid corporate logos during such stories, this time the reporters included the Dairyland name in the newsreel coverage.

The newsmen were perhaps acknowledging what thousands of parents have recognized over the past few years: namely that the Dairyland Petting Zoo was the best bargain on the fair grounds.

Part II



Tony Alberts

The other highlight of the summer concerned a special group of employees who went river rafting. Fifty-two brave souls, many from the Burnaby plant climbed aboard a couple of zodiacs and ran the rapids on the Thompson River between Spences Bridge and Lytton. Two of the group met with adversity.

As the accompanying photo shows, driver Tony Alberts landed in some quick sand. It was nothing serious though as he was able to pull himself free. The same happy ending occurred to Becky Turner of the Wholesale Service Department. She fell overboard but was able to climb back on the raft. As it was a particularly hot day in late August, Becky apparently didn't mind the swim.



Some members of the Victoria depot pose for their photo; (l to r) Al Neal, Daphne Rivest, Chrissy Mathers, and Allen Gray.

The Dairyland depot in Victoria should be in the news for its sale of cream. After all, Victoria is supposed to be more British than Britain and therefore, cream with afternoon tea is a must.

"Sure we sell a lot of Pacific evaporated milk," replies Al Neal the supervisor of the branch in Victoria. There is one supermarket that apparently takes five truck loads of Pacific milk every three or four months. That outdoes the volume of some of the major chain stores on the mainland over the course of a year. However, Victoria is in the news for two other reasons.

The first is the sale of cheese. With the eight month year-to-date figures now available, Victoria surpasses every other branch save Burnaby for its cheese sales. Over 200,000 lbs. of cheese have been sold out of the branch. That figure represents mostly cheddar cheese but it also includes about 25,000 lbs. of the new specialty cheeses which have only been out for three months.

The other reason that Victoria is in the news concerns the volume achieved over the summer months for the sale of tubs of ice cream. One retail account was ordering almost 100 tubs a week. Considering that a retailer can get approximately 65 cones to a tub, that means an average of 6500 cones of ice cream a week.

Now that wouldn't be particularly noteworthy if the customer was located on Victoria's Inner Harbour and there was an extended heat wave. However this account, which is at least three times the volume of any other account the Victoria branch services, is not located

in downtown Victoria. Instead it is located in downtown Ganges in the middle of Saltspring Island.

As a result, the Saltspring run which consists of 22 calls around the Island, and must be completed in 3½ hours to catch the departing ferry, has been dubbed the "ulcer run" by Al Neal. Appropriately enough Jim Fiddler, whose hobby is marathon running, is the driver on the Saltspring run.

The Shining



Greg Harms rinses one of the tankers



Rick Moseman scrubs down a truck

One of the overlooked areas of the Association's operations is at Abbotsford in the drive through area. Every evening the Clean-In-Place (CIP) crew go to work on 22 tractor trailers and six straight trucks. There is an important job for one very obvious reason and one not so obvious reason.

The not so obvious reason concerns the inside of the stainless steel containers on the farm tank pick-up trucks. Everytime a container of milk is drained, a thin film remains on the container. Anyone who drinks a glass of milk can appreciate this phenomenon. To ensure continued high quality in finished dairy products, the film must be removed.

Consequently the CIP crew at the Abbotsford drive through have to make sure that everything is thoroughly cleaned. Once hose lines are hooked up, a computer run program ensures that the inside of each of the tanks is cleaned. The cleaning consists of rinsing with first a caustic soda solution and then an acidic solution. The cleaning cycle takes about half an hour. The CIP crew must periodically check the cycles to make sure everything is running smoothly.

While the inside of the tanker is being cleaned, so is the outside. The CIP crew take brushes and detergent to the entire surface of both the stainless steel tanks and the tractor units. There is an important marketing consideration in having sparkling clean tankers.

As Greg Harms of the CIP crew points out, the tankers run up and down the most heavily travelled roadway in British Columbia. The best advertising for Dairyland milk is a tractor trailer unit that gleams. Unlike any other cartage truck, a milk truck carries a message to the consumer.

The other CIP crew members are Brian Boudrou, Arne Holte and Rick Moseman. Two to a shift they are at the Abbotsford drive through area seven nights a week to make sure that the trucks shine, inside and out.

Jim Smart a mechanic at Abbotsford furnished Milk break with the accompanying photos.

A Pat On The Back

The following letter was left for Frank Sturoshenko, a Home Delivery driver on the North Shore of Vancouver.

"To all you folks at Dairyland.

Here are a few words of appreciation for your service. Dairyland drivers are the best anywhere, even in the worst of weather. The staff who answer the phone are really pleasant. If there was ever a voice talent contest, they would win it in a canter. The staff I don't know, but who are behind the scenes, provide service and products second to none in British Columbia. Thanks a lot. Sincerely Mrs. Dalston, 1116 Doran Rd., North Vancouver."



Appointment

Ray Waterhouse has been appointed the new Production Supervisor at the Courtenay plant. He has 20 years experience in both dairy processing and packaging operations.

WORK A DAY FOR UNITED WAY

*Your Day's Pay
Goes A Long, Long Way!*



A Good Cause

Everytime a Home Service customer sends in payment to Burnaby, Norma Wilson and other members of the cashiers' office, dutifully keep the envelopes. They collect shopping bags full of envelopes with cancelled stamps and Norma delivers them to the "Stamp Out Cancer Committee" of the Order of the Eastern Star.

Based on the volunteer effort of people like Norma, the Committee raised \$11,784 over the past year, with its sale of cancelled stamps. All the money was handed over to the B.C. Cancer Institute.

Norma Wilson would like to encourage any other office staff throughout the province to help out. If envelopes arriving at a branch office are simply put in the waste paper basket, then collecting the envelopes for the Stamp Committee is surely a more worthwhile alternative. Contact Norma through inter depot mail if you can help out.

Quarter Century Club

A short note for Quarter Century Club members: this year's dinner is scheduled for November 16th. Invitations will be sent out during October.

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Milk break

Volume 8 No. 6

November 30, 1983

Assistant General Manager Norm Tupper Retires



Norm Tupper

Starting as a fieldman in 1947, Norm Tupper probably accumulated one of the lengthiest lists of job titles that any employee within the Association could hold.

The order of his promotions were as follows: Bacteriologist in the 8th Avenue Lab, Plant Bacteriologist for the 8th Avenue Plant, Assistant Superintendent, Superintendent, Assistant Production Manager, Production Manager, Operations Manager, and Assistant General Manager.

No summary of Norm Tupper's contributions to the Association would be complete without highlighting the move from 8th Avenue to Burnaby. That move in 1963 was decisive to the present health of the organization. Norm was not only part of the planning but, as Production Manager at the time of the actual move, he directed the start-up of each phase of the new operation.

The success of Burnaby is now common knowledge. By 1970 it had achieved the volume projections for 1980. It continues to be the hub of the Association's operations and in 1983 supplies dairy products to a province wide network of branches and depots.

Norm was also responsible for a very significant holiday for Distribution and Production employees in Vancouver. In the late 50's he was able to convince General Manager Lyle Atkinson that Vancouver employees did not have to work Christmas day. The widespread availability of fridges allowed consumers to either purchase milk or have it delivered the day before Christmas. Also the Pacific Milk and Sardis plants could process the milk from the farms on Christmas day without any capacity problems.

When Norm recalled his discussion with Lyle Atkinson during his retirement speech at the November 16th meeting of the Quarter Century Club, he received some good natured ribbing from the former employees of the Sardis and Pacific Milk plants. However, they and the rest of the 200 employees assembled for the dinner gave Norm Tupper a standing ovation when he completed his remarks. It was a fitting tribute to a man who for the past 36 years had imparted a lot of knowledge, earned a lot of respect, and collected a lot of friends throughout his career with the Association.

Quarter Century Club

The Quarter Century Club held its 19th annual banquet on Wednesday, November 16th at the Sheraton Plaza 500. The Club meets once a year to honor and express appreciation to those employees who have completed 25 or more years of service with the Association. A service pin is awarded to each new member of the Club; this year's total of 32 new members was the most to join in the 19 year history of the event.

In addition to the new members, the other honored guests are those celebrating their 60th birthday. A pre-retirement gift is given to each 60 year old member of the Club.



New Members: (front row) Dean Mayfield, Jack Phillips, Alf Edinger, Harry Dexter, Stan Noga; (second row) Gordon Johnson, Les Barnard, Ralph Mancini, Bill Osborne, Al Hall; (back row) Joe Gray, Bert Richardson, Don Land.



Jane Hedgecock the Director of Human Resources with Bruce Noble, age 94.



Former and present day employees of the Pacific Milk at Abbotsford, posed for a photo during the evening's festivities.

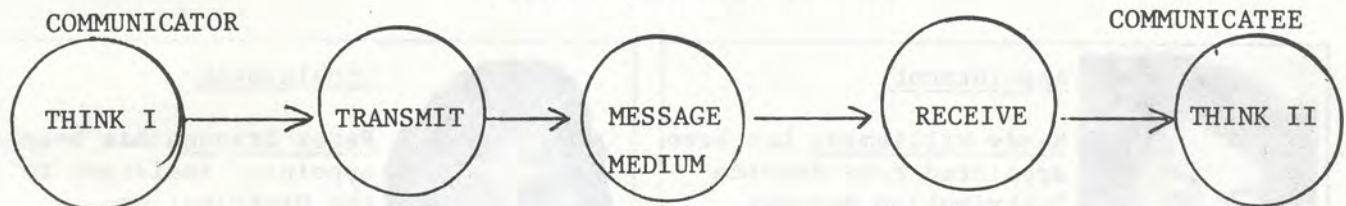
PEOPLE TALK:
COMMUNICATION



In this issue we are starting a series of articles from the Personnel Department called PEOPLE TALK. We trust these will be of interest to you. The first three articles will provide some thoughts on Communication, Leadership and Motivation. Subsequent articles will cover such topics as Participation in Meetings, Supervisory Styles and Techniques, Why and How do we deal with Discipline, Absenteeism, etc., Training/Teaching techniques, etc. and any other "people" topics which may be of interest to you.

"It was simply a breakdown in communications". How often have we heard that sad sentence? It is sometimes used as an excuse to cover up the real reason for a problem, but more often than not it is the absolute, painful truth. Why is communication so difficult among human beings, given our highly sophisticated communications systems (speech, hearing, sight, touch) and our powerful built-in analytical processor (brain)?

Perhaps we ought to stop a moment and think about the "anatomy" of communication. In any communication there is one who wishes to communicate (let's call that person the Communicator) and the one to whom the communication is directed (the Communicatee). The process goes like this ...



The objective is to ensure that an idea is passed from Communicator to Communicatee so that THINK I = THINK II.

It will be seen, however, that to achieve this the idea has to pass a number of obstacles:

- a) the ability of the Communicator to TRANSMIT the idea: if the idea itself is not entirely clear or if the Communicator has difficulty in expressing it, then the idea gets off to an impossible start;
- b) the MESSAGE needs to be relevant, understandable, and interesting to the Communicatee, or it will be lost in the 'noise' that surrounds us all in this busy life;
- c) the MEDIUM must be appropriate: a page of statistical data read into a telephone is not likely to result in maximum comprehension;
- d) the ability of the Communicatee to RECEIVE the message should not be taken for granted and instruction spoken to someone in a clattering

Continued over

production plant may not be entirely received, and a person who for some reason has closed his or her mind to the one speaking will not hear, even if they are both standing in the same sound-insulated room.

Communication can depend not only upon PHYSICAL things like clarity of voice, use of language, the form and substance of written word, the use of images (diagrams, photographs, videotape or film) etc. but also on PERSONALITY things such as credibility, position and importance, prejudice, appearance, body language and sentiments expressed.

With this in mind we might find that communicating an idea to someone goes a great deal better if we think not only of ourselves, and what a great and noble idea we have to get across, but also of the other person and his or her problems of receiving and understanding it.

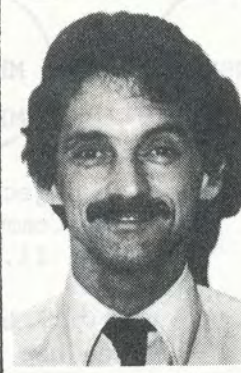
SOMEONE ONCE WISELY REMARKED THAT TO BE A GOOD COMMUNICATOR YOU NEED FIRST TO BE A GOOD LISTENER.

We welcome any suggestions, comments or ideas of any of the PEOPLE TALK series. Feel free to contact Mrs. Jane Hedgecock, Director of Human Resources, in the Burnaby office.



Appointment

Randy Williamson has been appointed Home Service Distribution Manager, effective December 1st, 1983. For the past seven years, Randy has been the Assistant to the Distribution Manager.



Appointment

Peter Brennan has been appointed Assistant to the Distribution Manager as of December 1st, 1983. Peter has worked in various capacities in the Distribution Department since 1970.

Armstrong Cheese Gift Packages

This year give award winning Armstrong Cheese for Christmas.

A gift package is available exclusively for Association employees and members. It costs ten dollars and contains three 340 gram packages of cheese. The three flavours are extra aged (white), medium, and marble. With each special presentation box there is a greeting card noting Armstrong's award as Grand Aggregate Winner at the Canadian National Exhibition.

Employees at Burnaby and Lozells may purchase the boxes through cafeteria sales. All other employees should notify their branch or depot manager who will place the order.



Gift recipient June Florczyk with General Manager Neil Gray.



Association President Peter Friesen, gift recipient Dorothy Smith and General Manager Neil Gray.



Ken Wolfe sings Happy Birthday for members of the Club who are celebrating a birthday.



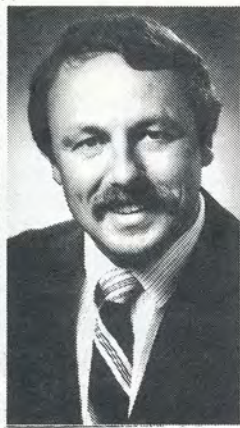
Gift recipients from left to right (front row) Bob Reid, Em Barden, Jack Pollard, Pete Peters; (back row) Harold Gillis, Dorothy Smith, Ernie Emmett, Bill Reid.



New Members who also received their pre-retirement gift: from left to right (front row) Harold Hughes, Mike Zappia, June Florczyk; (back row) Jim Jenkins, Bill Hodgins, Peter Gigliotti, Maurice Overend, Bob Davis.



Gordie Johnson and his wife smile for a portrait.



Appointment

Dave Coe will become Assistant General Manager effective December 1st, 1983. He will also retain his title as Manager of Plant Operations, a position he has held over the past year with the Association.



Appointment

Ian Greenwood will become the Manager of Sales and Marketing effective December 1st, 1983. He is well known in the agricultural community having held senior positions in the Sun Rype and B.C. Tree Fruits organization since 1955.

How to Prevent Office Thefts and Other Crimes

In major cities and suburban areas the incidence of crime or attempted criminal acts in offices still appears to be rising, according to Pinkerton's, our private security service.

Here are a number of common sense precautions suggested by Pinkerton's for all our office employees.

1. Challenge strangers who gain access to your office in courteous but firm way. Ask immediately what their business is and how you can help them. If they cannot explain themselves adequately, call security or building management.
2. When women employees leave their desks, they should lock their pocketbooks in their desk or take them with them.
3. Men should not leave their wallets in the breast-pockets of jackets hanging on coat racks.
4. Keep a series of emergency numbers attached to your phone. These should include building security or other internal designated authority, the police, fire department and an ambulance service or emergency medical service.
5. Lock up small items of value such as pocket calculators and transistor radios each and every night.
6. Keep all maintenance or storage areas locked. Whether or not they contain items worth stealing, they too can provide hiding places.

Children's Christmas Party December 18th

Employees in the Lower Mainland should watch the notice boards for information on the third annual Children's Christmas Party on Sunday, December 18th. A magician will perform, cartoons will be shown and Santa will make an appearance.

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Milk break

Volume 8 No. 7

December 28, 1983

A Message To Employees From General Manager N.T. Gray

You will have noticed that almost every vacancy in the Company is now being posted. The reason for this is very clear. We believe in the principle of promotion from within the Company wherever possible; we regret those occasions when it has been necessary to advertise externally. We want to be able to assist employees to develop their skills and expertise for movement upwards through the Company.

Mrs. Hedgecock, the Director of Human Resources, has been hired to assist in this process. She wishes to hear from, and work with, any Dairyland employees in the evaluation and development of their career goals.

We want Dairyland people to experience and assist in the development of Dairyland.

Writing The Book On Brakes



The B.C. Ministry of Transportation and Highways has recently re-issued the booklet used for the teaching of air brake courses throughout the province. One of the first to receive a copy of the new booklet was Doug Wilson, the Association's Driver Trainer. The reason that Doug was one of the first on the mailing list was the time and effort that he and five other members of the B.C. chapter of the Canadian Association of Fleet Supervisors had put into the updated booklet.

Doug has been qualified as an instructor for air brake courses since 1974. His contributions to the revised edition of the Air Brake Manual were based on the class room experience he has had as a teacher over the past nine years.

Reach For The Top

A number of employees have successfully completed career-related course work over the past four months. The work in the class room was usually after a full day at Dairyland so their achievements are all the more significant.

Jane Hedgecock, the Director of Human Resources asks employees who are upgrading their vocational or academic training, to inform the Personnel Department of their progress. "We are particularly appreciative of the fact that several employees have taken actual in-house situations as the subject of term projects. We are interested in knowing about the completion of any such studies," she notes.

The Spirit of Christmas

Two Christmas parties were held for the children of employees in the Lower Mainland. Bob O'Byrne of the Sardis plant was the organizing talent for Abbotsford and Sardis party held December 3rd. Similarly Daryl Palmer of the Burnaby Production Department put in a considerable number of hours in preparing the December 18th party for the children of Valley branch and Burnaby employees. Clowns, Santa Clause, gifts, magic, cartoons, and Dairyland ice cream were some of the highlights of the two parties. The employees who helped out as clowns, distributors of food, or clean-up crew, made each afternoon a success.



A clown greets Kim Materi, daughter of Burnaby's Louise Materi



Garth Butcher of the Vancouver Canucks showed up to sign autographs



A smile for Santa at the Sardis party.



Karen the Clown from Burnaby Production entertains the kids

This is the second of a series of articles from the Personnel Department called "People Talk".



Most of us can remember a leader we admired. It may have been "the best boss I ever worked for", or a respected schoolteacher, or perhaps a favourite sports coach.

What is it that makes a good leader? People have written books on the question of whether good leaders are born or made, but we shall not concern ourselves with all that philosophical stuff. Let us just think about that leader we admired: what was special about him or her? What made us follow?

Someone wisely remarked that 'you can only be a leader if you can persuade someone to follow'. Perhaps good leaders are people who pay attention to the followers.

You see, there are basically two ways to get people to do things - you can order them or persuade them. There is all the difference in the world between a leader who goes in front and encourages others to follow, and a driver who chases from behind, with a big stick. The leader leads by getting the followers to follow, by getting their participation. This participative leadership means balancing three factors - the needs of the organization, the needs of the followers and the needs of the leader.

Does participative leadership mean letting the whole crowd decide? Certainly not: that would be no leadership at all. Participative leadership means encouraging meaningful input from everyone, realizing that in the end the decision remains with the leader.

Leadership can be measured in the quantity and quality of goods or service produced by the organization. Good leadership is more often measurable in much simpler things - the developing cooperation between employees in the organization, improving attendance, smoother communications, trust among employees and trust between employees and management. Come to think of it, those are probably the sort of things we remember in connection with that special boss, teacher or coach, aren't they? THE ANSWER TO GOOD LEADERSHIP IS TO CONCENTRATE NOT ONLY ON QUANTITY AND QUALITY OF PRODUCTION AS SUCH, BUT ON THE HUMAN THINGS LIKE CO-OPERATION AND COMMUNICATION, TEAMWORK AND TRUST.

We welcome any suggestions, comments, or ideas of any of the "People Talk" subjects. Please contact Mrs. Jane Hedgecock, Director of Human Resources at the Burnaby office.

Fence Installed Around Burnaby Plant

As Burnaby employees are now aware, a fence is being constructed around the perimeter of the entire Dairyland property at the corner of Sperling and the Lougheed Highway.

The fence is necessary for a number of reasons. The first is the security of vehicles in the main employee parking lot, especially during the evening shifts and on the weekends. In the past year four cars have been stolen. Contents of vehicles such as batteries and spare tires have been taken. A number of vehicles have been vandalized.

In addition to the security of unguarded employee vehicles, the fence is necessary for the protection of the Dairyland trucks and the plant itself. There have been incidences of theft from the trucks and unauthorized entry into the plant. Also the Association is potentially liable for any injury that occurs on Dairyland property, even if the injured party is a trespasser.

In addition to the fence, there will also be television monitors that will scan the perimeter and thereby assist our present evening and weekend security service. A guard house and gates will ensure that only authorized staff gain entrance to the premises during those hours.

George Miller Retires



*George Miller (r) with
his friends from the
night shift*

For the past 31 years George Miller has always lived within five minutes of his job at Dairyland. He started out as a driver at the Vancouver Heights branch and was a foreman by the time the new plant opened in Burnaby in 1963. For the next 13 years he trained a number of drivers, many of whom are still with the Association.

However the city traffic was never something he enjoyed so he finally decided to take an inside posting. He has worked on the night time janitorial service at Burnaby since 1976. Though the hours were not perfect, he didn't miss the traffic jams once in the past seven years.

What about the future? Life begins at 65, according to George. He built his own house and put his two children through university over the past 31 years so he wants to take time out and relax. His friends on the janitorial staff gave him a pair of binoculars as a going away gift.

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