Fraser Valley

Milk Break

1984

How Cold Is Cold?

Gloves are essential to Williams Lake Driver Don Hanson when he's been on the job this past winter.

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In order to appreciate how cold it has been in Williams Lake, consider what the coldest temperature has been at the Vancouver Airport for the months October, November, December of 1983 and January of 1984. Respectively those figures in degrees Celcius are 1.7, -.25, -13.2, and -8. While those figures are not the monthly averages, they do serve as good reference points. Compare them to the following lowest temperatures for Williams Lake: October -5.0, November -16.3, December -33.3 and January -30.

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The first occurs in November. The nearest oil change after the first of November means switching to a grade of oil that is suitable for cold weather. Most depots change to a grade whose "pour point" is -36 degrees Celcius. There are some depots such as Burns Lake and Williams Lake, however, that must use Arctic grade oil which means the oil will pour at temperatures as low as -54 degrees Celcius.

In addition to the oil there is the problem of batteries. The colder the weather, the lower the voltage. Dairyland trucks are therefore equipped with two batteries. What is unique to the batteries in northern and central B.C. is a device called a trickle charger. It plugs into the electrical service of the refrigeration system and keeps the battery warm and fully charged during cold weather.

All diesel powered Dairyland trucks are equipped with cold weather starting aids. When a driver twists the key to start the engine, a certain amount of ether is added to the engine air intake. Ether is highly volatile and when mixed with diesel fuel the volatility of the entire mixture increases substantially.

Of course anti freeze must be added to the truck's cooling system as another basic precaution.

According to Williams Lake drivers Don Hanson, Gordon Bremner, Mike Dixon, and Branch Supervisor Ed Novakowski, all the precautions have worked. Not once has the cold prevented the trucks from running and the milk from being delivered.

Milk break

Volume 9 No. 1 January 25, 1984

Lozells Expansion

Lozells production employees Doug Carmichael and Sybil Norris will soon be joined by staff from ice cream shipping.

The expansion of facilities at the Lozells Avenue plant is the Association's major construction project for the Lower Mainland operations in 1984.

The initial work began last week as office staff not associated with the ice cream division moved to the Sperling Avenue plant. That means the sales staff and Managers for UHT Products, for Pacific Milk, for Food Services and for Frozen Food will now be located at Sperling Avenue.

Throughout February and March the ice cream novelty production equipment will be moved into the Lozells plant. Additions will be made to the plant to accommodate the new equipment. Also the cold storage space at Lozells will be doubled to handle the increased inventory. The Shipping Department and Dispatch Office for ice cream will also be moving to Lozells.

The upper floor of the Lozells plant will be converted into employee facilities. That will consist of a locker room, wash rooms and a lunch room. Trailers will be brought in to provide such facilities during the construction period.

Appointment

Maheb Nathoo has been appointed the Association's Internal Auditor. He most recently was an Audit Supervisor in the Electronic Data Processing field for Price Waterhouse.

Appointment

Ray Korbett has been appointed the Regional Sales Manager for the Okanagan. Ray has worked 10 years in various capacities in the Sales and Distribution Departments.

Powerful Opinions

Joe Gray

Jim Defries

On January 16th the Province newspaper ran a feature story on the sports page detailing the comments of Vancouver Canucks hockey fans. Five spectators from a crowd of about 13,000 people who had attended a recent Canucks loss were asked for their opinions. Two of the five were Dairyland employees.

Burnaby Stockroom employee Jim Defries said the Canucks should "stay the course". Burnaby Route Foreman Joe Gray said just the opposite; he felt the Canucks should fire their coach. It turned out Joe Gray had more pull with the Canucks management than Jim Defries or the ex-coach Roger Neilson did.

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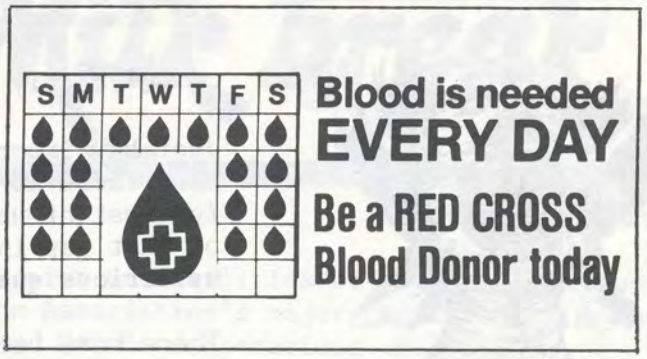
Appointment

Wayne Cosh has been appointed a Supervisor in the Wholesale Department He has been a driver in the Wholesale Department since 1977.



Peter Wilson, President of the Teamsters Joint Council, Retires

Peter Wilson

In 1935 at the tender age of 12, Peter Wilson started helping his father deliver milk in downtown Vancouver for one of Dairyland's predecessors, Associated Dairies. Five years later when Peter's father decided to change jobs, the Sales Manager for Associated Dairies overlooked Peter's relative youth and hired him as his father's replacement.

Needless to say there were a number of steps between Peter Wilson's start in the dairy industry as a 12 year old "Swamper" and the position he vacates January 31st, that of President of the Teamsters Joint Council.

In his career with Dairyland, he started as a driver, then became a Holiday Reliefman and then a Route Foreman. His first elected post was not with the Teamsters but with the Dairy Industry Credit Union (DICU) Board of Directors. In 1952 he was voted President of the Credit Union. Through subsequent re-elections he served the DICU as President for ten years.

His career with the Teamsters began in 1956 when he was elected a Shop Steward for Dairyland employees of Local 464. In 1958 he moved up to Vice President and in 1960 he ran successfully for one of the Business Agents positions on the staff of Local 464.

Throughout the 1960's he won re-election to his post as Business Agent for Local 464. In 1972 he became Secretary Treasurer of the Local and the Vice President of the Teamsters Joint Council, the body which oversees the negotiations for the 22,000 Teamsters in B.C. and the Yukon. In 1977 he was appointed Administrative Vice President of the Joint Council and in 1981 he was elected President.

As someone who has come up through the ranks, Peter Wilson understood the dairy industry thoroughly. The Association paid tribute to his leadership in the industry in 1977 when he was selected as an honorary member of the Quarter Century Club. The esteem in which he is held by members of his own union, by his former colleagues at the Dairy Industry Credit Union and finally, by the Association's head office, speaks volumes. Peter Wilson will be missed.

People Talk: Motivation

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

We're only human: none of us is perfect.

Just how imperfect are we? There is what we do, and then there is what we are capable of doing: a gap for most of us - because we are only human. The width of that gap indicates our level of MOTIVATION, that mysterious quality that get us fired up.

There have been dozens of books written about motivation, by all kinds of brilliant people. What they all tried to say was that if we could only understand what makes people tick, we could set up those conditions and things would really start cooking.

These scholars found that, first of all, we have some very basic needs like eating, sleeping and safety from external danger, though there is nothing brilliant about that. Then they found that, once the basic things are taken care of, we have social needs like association with others, friendship and the need to be liked. Next the experts tell us that we place a great deal of importance on our self-respect, and even beyond that, the most important thing to a human being is accomplishing the best of which we are capable. In short, the first stage is taking care of physical needs; the second, and most important, stage is to satisfy the mind, the ego and the spirit.

So we pay wages (people have to eat), we set hours of work (people have to rest) and we set safety standards (people want to work free of danger). These, and many other things, take care of physical needs ... but they seldom seem to motivate people, on their own!

However, it has been observed, time and again, that when people work in a cohesive team, when they support, and are supported by, those around them, they will achieve greater things. When effort and achievement is recognized and appreciated people will reach for still greater achievement. When trust and responsibility are given, people will grow to encompass them. These are the real motivators: these are the things that really get people going.

A PAT ON THE BACK IS NO SUBSTITUTE FOR A PAYCHEQUE: BUT A PAT ON THE BACK IS A MIGHTY POWERFUL SUPPLEMENT TO A PAYCHEQUE.

We welcome any suggestions, comments, or ideas of any of the "People Talk" subjects.

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 9 Number 2 March 21, 1984

UHT Moves to Burnaby

In May of this year, the UHT processing equipment will be moved from our Abbotsford plant to Burnaby. The move is part of the over all consolidation of our industrial milk processing and packaging operations. Some of the processing equipment used in the UHT operation can be utilized in the production of asceptic ice cream mixes. As well as maximizing efficiency, the move will meet an emerging trend in packaging for ice cream mixes.

Presently soft serve mixes for the fast food restaurant trade have a shelf life of only 14 days. Asceptic packaging as well as components for the mixes are now available to produce mixes with a shelf life of 30 days. For the fast food restaurants this is particularly attractive because it allows them greater control over their inventories.

The decision to bring the UHT equipment to Burnaby solves a number of problems. There is a better guarantee of consistency for the mixes. Moreover, the equipment for the preparation of the mixes as well as the other fluids that are packaged in asceptic bags and cartons such as juices and 2 per cent milk already exist in Burnaby. Moving the UHT equipment to Burnaby eliminates the duplications that would have existed had mixing machinery been installed at Abbotsford.

Abbotsford will become a cheese plant exclusively. Cottage cheese is scheduled to be moved there from Sardis by September.

Affected employees have been notified of the various changes.

High Tech Telephones

On Friday, April 13th, an era will end at the Burnaby head office. Out will go the phone system that has, with a few modifications, been the basis of communications since the plant was opened in 1963. In will come a system more suited to the pace and volume of communications in the 1980's.

The most notable feature of the new system will be the sequencing of calls for the Wholesale Service Department. Sequencing ensures that calls are answered on a first come, first served basis. At the

...continued next page

High Tech (cont'd.)

moment, with approximately 1400 calls per day coming into the Department, there are frequent occasions, especially in the afternoon, where calls must be put on hold.

Having a system that sequences, or lines the calls up, guarantees that the customer will be sooner served by waiting than by hanging up and trying the call again. Nor will those on hold go into a "dead air" state of limbo because with the new system, recorded music will assure them they are still connected.

While sequencing eliminates confusion on calls originating from outside the system, another feature called "ring again" provides for greater efficiency within the system. Anytime there is a busy signal on an internal call, the caller simply pushes "ring again" buttons which will be on the front panel of the new phones, and hangs up the receiver. When the busy circuit is cleared, the phone will ring thereby notifying the caller that the line is free. There is no need to redial the number because the call will be placed automatically.

In addition to improved handling of busy signals and unanswered phones, the new system also has conference call capabilities and specialized functions to forward, transfer, or put calls on hold. The complete list of options will be explained to affected staff during the first two weeks in April. The date for the changeover is Monday, April 16th.

Milkbreak will feature more information on the new system once it is in place.

Unauthorized Removal of Product or Property

Employee theft is never a comfortable subject because it is more than a crime, it is also a betrayal of trust. We have recently been experiencing a number of thefts of Company product and property. As a result, it has been necessary to establish and communicate the following policy to all employees:

1. Employees removing Company product from Association depots, plants, branches or vehicles, must have a sales receipt as proof of purchase.

2. Employees removing Company property or equipment from Association premises must have written permission from authorized personnel. Authorization slips are available from the Personnel Office, Production Office, or Supervisors and must be signed by the appropriate supervisor/manager.

3. Security guards and supervisors have been instructed to ask anyone removing product or property from the premises for the appropriate sales slip or authorization form. Any employee found in possession of such items without one of the above authorizations, will be subject to immediate dismissal.

Retirements

Harold Karr (l) says good-bye to Wilmer Schmidt.

Retirees Bob Hood (l) and Bill Mehlen (r) flank Lillian Mehlen

A number of long time employees have recently put in their last day's work for the Association. Wilmer Schmidt has just retired after 30 years as a Separator Operator in Sardis. A minor health problem prompted Wilmer to retire a little early and take life easier. His retirement project is a trip south with his wife, Selma later this year.

Bill Mehlen was one of three long time Burnaby employees who also recently retired. He was one of our most senior employees, having spent 37 years with the Association. As Traffic Supervisor for the past few years, he no longer has to wake up at 4:30 a.m. He plans to sleep in regularly for the next few years.

Bob Hood retired from Burnaby Production after a similar 37 year period with Dairyland. After years monitoring noisy pieces of machinery, Bob hopes to look over some more peaceful landscapes in the future. He will try to see his native Scotland in that regard.

Hap Sperring retired after 34 years with the Distribution Department. In his career with the dairy, he did everything from loading on the docks to driving the large semi-trailers. With the extra time he now has he hopes to do more travelling in his Volkswagen camper.

Creamo Cup

Not since the Canucks-Islanders match up in the Stanley Cup a few years back has there been such intensity of feeling in a hockey game. The contest between employees in Vernon and Burnaby promises to be also the social event of 1984 because a dinner-dance is also scheduled.

The game starts at 2:30 p.m., Saturday, March 31st, at the North Delta Recreation Centre at 114th Street and 84th Avenue in Delta. Because of some of the reports about the physical fitness of the Burnaby side, there is some dispute as to the length of the game. However, the aim is for three periods.

The dinner-dance starts at 6:30 p.m. at Cumberland Hall at 10381 - 144th Street in Surrey. Music will be provided by the Past Times starting at 9:00 p.m. Again there has been some discussion about propping up the hockey players because of fatigue. However, the dance is scheduled to go to at least midnight.

Tickets are $13.50 each and may be obtained from employees listed on the posters now on the notice boards at both Vernon and Burnaby.

New Parking and Security Regulations

As employees at Burnaby are now aware, a fence surrounds the property at Lougheed and Sperling. This is to protect both the plant and vehicles of the Association as well as vehicles of employees. In order to make such a security system work, we are implementing the following policy.

Parking Decals

Effective March 26, 1984, all employees coming into the Burnaby Plant must ensure that their vehicles have a parking decal displayed in the lower right hand corner of their front windshield. Parking decals are available from the Personnel Department. Employees working day shift or night shift, who do not have a designated parking area, must use the lower parking lot (lots #5 and #6). Supervisors will be responsible for their employees parking in the correct area. The new regulation will be in effect 24 hours per day, every day.

Visitors and Contractors entering when the guard-house is manned, must sign in on a sign-in sheet. Visitors will place the yellow copy of sign-in sheet on dashboard, face up, while on Company premises. Visitors must sign out and return the yellow copy to the guard on exit.

Gate Openings and Closures

The gate by the Credit Union office will be locked at 7:00 p.m. each week night and opened at 6:00 a.m. each week morning. The chain will be up when the gate is open.

The pedestrian gate to the bus stop will be closed at 10:00 p.m. on week nights and opened at 4:00 a.m. It will be closed all day Sunday.

The gate on Greenwood Street will be locked from 6:00 p.m. to 5:00 a.m.

The guard house will be manned from 8:00 p.m. to 6:00 a.m. each week day and Saturday. It will be manned all day Sunday.

Credit Union to Meet

The election of five members to the Board of Directors and one to the Credit Committee will be two of the highlights to the Dairy Industry Credit Union annual general meeting to be held April 7th at the Burnaby Lake Pavilion. The occasion is also a dinner-dance. If you are a member and have some experience to offer the Board, contact Joe Jessup of the Burnaby Stockroom about a nomination form.

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Milk break

Volume 9 No. 3 May 16, 1984

A Dairyland Invention

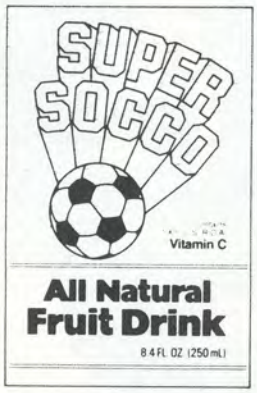
Ben Comin beside the new cream recovery unit.

The Burnaby Production Department has two machines which fill 13 ml creamer cups at a rate of 800 cups per machine per minute. With two shifts a day that amounts to over 1.5 million cups per day. Because no machine ever works at 100 per cent efficiency, there are inevitably some imperfectly sealed cups in the course of a day's production. These "leakers", as they are called by the Production and Distribution Departments, can affect the sale, however, of an entire box of 120 cups.

The first one to recognize a solution to this problem was Dennis Haner, Burnaby Plant Superintendent. He discussed the design of a machine with maintenance personnel to recover the cream. Very simply the machine would crush the plastic cups and, in the process, the cream inside each container would be squeezed out and collected. Though a number of Burnaby workshop employees helped with the final design, Ben Comin and Henry Ricard were the main contributors.

Shaped like the stack of a chimney, the structure is divided into two parts. The top half is a bin into which the creamer cups are placed. At the bottom of the bin two spiked rollers, like wringers on an old fashioned washing machine, rotate approximately 2 centimetres apart. The teeth on the rollers and the rotation draw the creamers between the rollers and crush them. The crushed cups drop into a removable basket and the cream filters down to a bottom holding tank. The tank is drained by a valve and the recovered cream is reworked into other dairy products.

Olympic Games Contest



While the departure of Eastern Bloc countries may take some of the edge off the competitions, the Olympic Games in Los Angeles still promise to be quite a show. Only 50 pairs of tickets were made available in Canada for the entire Track and Field events August 1 to 7th. Our Marketing and Sales Department was fortunate to receive a set of tickets through a lottery set up to destribute the 50 pairs of tickets. The two seats of tickets are the basis of a Super Socco contest that will run May 21 to July 16. The prize includes return air fair for two to Los Angeles from Vancouver as well as first class accomodation in Los Angeles. Entry forms will be distributed to Home Service customers as well as retail food stores. The contest is open to employees.

Safe Drivers Awards

The 17th annual Safe Driver Awards Banquet was held April 25th. The honour roll of drivers who have achieved 10 or more years of accident free driving, now numbers 104. Together they represent 1,516 years of accident free driving. After the dinner, senior management of the Association as well as officials from the Motor Vehicle Branch, paid tribute to the drivers who were in attendance. The most important message came from the Superintendent of Motor Vehicles Keith Jackman, who said, after congratulating the drivers for their outstanding record of safety, that he wanted to see them all again next year.

Rod Neil of the Valley Branch won the trophy presented to the supervisor whose drivers compile the longest string of consecutive, accident-free days. The Valley branch chalked up 238 days in 1983.

Valley Branch Supervisor Rod Neil (l) accepts the trophy for consecutive accident free days, from Dave Coe Assistant General Manager

Recipients of 10 year awards (l to r) Al Chadsey, Roy Long, Kevin Price, John Bisschop, Dave Coe (Pin presenter and Assistant General Manager), Jack Osterberg, Hank Stobbe, Ron Bush

Recipients of 11 and 12 year awards: Dieter Von Chorus, Bud Sloggett, John Chase, Dick Johnson, Des Vosper (Pin presenter and Regional Coordinator, Motor Vehicle Branch), Bernie Kreklevich, Gerry Gulliford, Ian Harrison, Tony Swain, Ernie Train, Tony Jongedyk, Bob Morson.

Creamo Cup

Though the Oilers and the Islanders are playing for the Stanley Cup, neither team will ever win the Creamo Cup. That honour for 1983 goes to the Burnaby Plant staff that came from a three goal deficit to beat Burnaby Distribution 6-5. Refereeing was authoritatively provided by Wilf Graham of Wholesale Distribution and Jim Miller of Route Accounting.

An extraordinary amount of time and energy put in by Checking Department's Rod Neil and Production's Bob Fowler ensured the success of both the game and the dinner dance that followed. This formula for success may be enhanced next year by an industry-wide tournament. For the next 11 months though, Burnaby Plant staff are the undisputed champs of dairy industry hockey.

Citizenship

Murray Apps is a holiday relief man in the Distribution Department at Abbotsford who has been recognized for his outstanding contributions to amateur sport. On May 3rd Murray was selected Chilliwack's Sportsman of the Year.

Murray Apps accepts his trophy as Sportsman of the Year.

In a story detailing the award, the newspaper the Chilliwack Progress, described Murray as a "tireless worker, giving his time to adult and youth sports." It went on to list his positions since 1966 as an official, coach and player in both baseball and soccer.

Murray at the moment is President of the Chilliwack Softball Association, an organization he founded in 1981 to coordinate the senior softball leagues in Chilliwack. He schedules the games for five leagues and manages the concession operations at the two ball parks in Chilliwack. The revenue from the concessions as well as more of his hard work ensure that the grounds and facilities are in top shape throughout the baseball season.

The accompanying photograph is taken from the Upper Valley Times.

Prophecy

In the January-February 1980 edition of Milkbreak, an opinion poll was published. Of a sample of 84 Dairyland employees 64% felt Canada should boycott the Olympics. A distinct minority (26%) felt the boycott was wrong and 11% had no opinion.

Of the comments published with the poll June Florcyck of Patrons Department made the most sense. "The Olympics should be held in some permanent place such as Greece". Had the International Olympic Committee listened to June, there might not be a boycott in 1984 in Los Angeles.

Ringing Endorsements

Above Marg McFarlane and Dawn Dollery operate the last shift on the old cord board at the Burnaby switchboard. Below, Darlene Lenfesty and Dawn Dollery at the new consoles.

Two new telephone systems have been installed in the past six weeks at Abbotsford and Burnaby. Together, they mark the biggest step forward in electronic communications that the Association has undergone over the past twenty years. Jack Aird, the Manager of the Industrial Milk Division and Tom Bastable, the Manager of Sales Accounting oversaw the installation of the new systems at Abbotsford and Burnaby respectively. Both are pleased with the results.

"The new system is much more accountable", reports Aird. By that he means he can allocate phone costs for each part of his operations. With better accountability of long distance costs, duplication of calls or unnecessary calls can thereby be eliminated.

Bastable points out the value of greater customer service. "The new phone system takes the guess work out of sequencing calls", he says. A computer lines up the calls to a busy department like Wholesale Service and feeds them through to operators as free lines become available. A recording assures the customer that service will be faster if the caller waits rather than hanging up and dialing again.

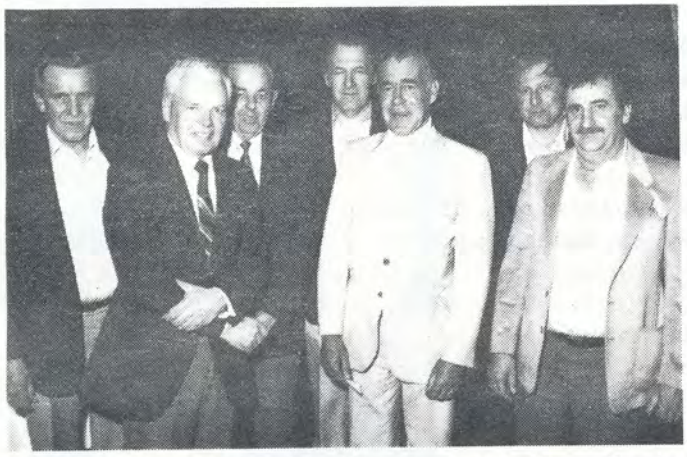
Another improvement in the efficiency of the system is the switchboard operation at both Burnaby and Abbotsford. No longer does the switchboard operator have to assist callers in making long distance or Watts line calls to the branches and depots around the province. Similarly the transfer of calls between various departments does not require accessing the switchboard operator first.

Both Bastable and Aird note the future capacity of the new systems. Enhancements are continually coming onto the market in the form of software packages that add to the capability of the computer that is the basis of each phone system. That allows for future growth. As departmental needs change, the new programs can be tailored to meet the new demands.

Most office employees at Burnaby and Abbotsford are by now familiar with the many other features of the new phones. Both Bastable and Aird would like to thank employees for their cooperation in making the changeover from the old system to the new one a success.

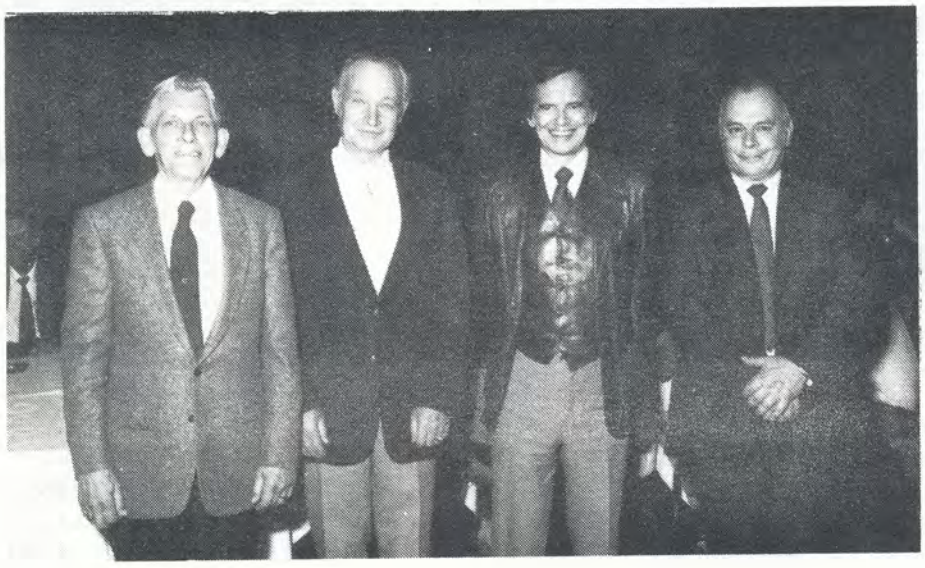
Recipients of 13 to 15 year awards: Herb Elliott, Ed Hopko, Alfie Edinger, Roy Lawes, Lawrence Miller, Andy Daoust, Jane Hedgecock (Pin presenter and Director of Human Resources).

Recipients of 15 and 16 years awards: Wade Schatz, Les Barnard, Ike Reddicopp, Stan Johnson, Elde McCuaig, George Dreidiger, Joe Kostiuk, Jim Boyd, Jake Fast, John Snyder, Sheldon Nichel (Pin presenter and Administrator Drivers Services Section, Motor Vehicle Branch).



Recipients of 17 to 20 year awards: Hank Reger, Bob Irwin (Pin presenter and Manager of Lab and Farm Services), Jack Parker, Al Young, Eddy Ydenberg, Norm Jago, Chuck Linder

Recipients of 21 to 25 year awards: Dan Brayfield, Stan Noga, Pat Mangan, Don Cross, Ron Flash, Jack Scott, George Bartels, Willie Hodgins, Peter Friesen (Pin presenter and President, FVMPCA).



Recipients of 25 and 26 year awards: Walt King, Walter Olleck, Gord Johnston, Keith Jackman (Pin presenter and Superintendent of Motor Vehicles).

A Word To The Wise

Two weeks ago, a man came into the Burnaby head office and stole a wallet from the jacket of one of our employees. For that reason it is worthwhile to reprint an article from the November 30, 1983 edition of Milkbreak entitled "How to Prevent Office Thefts and Other Crimes". It included the following precautions from Pinkerton's, our private security service.

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.

Retirement

Bill Reid and his wife Jessie

After 34 years with Dairyland Bill Reid decided to take early retirement.

As dispatcher on the Fluid Dock for the past number of years, Bill was a familiar figure to both employees in Wholesale Distribution and the Checking crew. Members of both departments came to a going away ceremony held in the cafeteria May 10th.

Bill and his wife Jessie plan to do some travelling over the next few weeks to see their children in Chetwynd. After that it's gardening, bridge and lots of golf.

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Milk break

Volume 9 No. 4 August 8, 1984

Super Socco News

Medal winners in the mile run: Steve Braham of the U.S. (l), John Walker of New Zealand (c), and Mike Hillardt of Australia.

WHT Product Manager George Hrennikoff (l), Sales and Marketing Manager Ian Greenwood (c) and Track Meet Organizer Ken Elmer (r) announce Olympic draw winner.

Super Socco was the sponsor for the Harry Jerome Invitational Track Meet July 16th. Many of Canada's Olympic track team attended the event as well as a number of international stars preparing for Los Angeles. Over 5000 people filled Swangard Stadium and local track officials were searching for comparisons to describe how successful the event was. Certainly not in recent memory has there been as well attended or as high calibre an event.

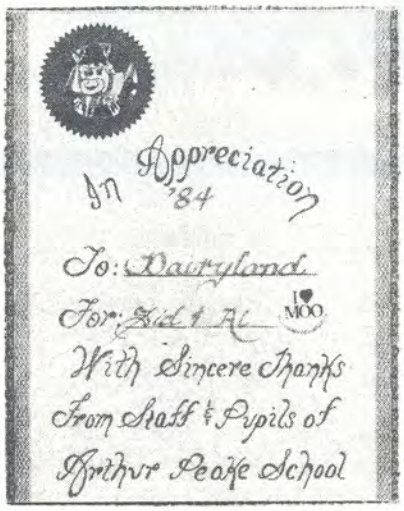
The highlight of the meet was the mile run which provided the most dramatic moment of the evening. In a photo finish New Zealand's John Walker had his head across the finish line first. However the rules for track events state that a runner's torso across the finish line determines the order of placement. Therefore Australia's Mike Hillardt was awarded first place. The difference between the two runners was three one hundredths of a second. The time for the event was 3:52.34 which up until last week was the fastest mile run in 1984 in the world.

The results of the Super Socco Olympic Games contest make for an intriguing study of entrants. Of the 13 names chosen out of the barrel of contest entry forms, three were from males and ten were from females. Now that means one of two things: either more women purchase Super Socco and therefore enter the contest, or women are luckier.

For the record, it was a male, Mr. Rae Ellingham, who won the grand prize of an all expenses paid trip to Los Angeles and ten double tickets to the Olympic track and field events at the Los Angeles Colliseum. Mr. Ellingham told Milk Break there would be one way to identify him should the television cameras pan the crowd. Of the 100,000 or so spectators, he would be the one sipping Super Socco.

The big news in the marketing of Super Socco is the expansion on August 1st of the product line to include a grape flavour. The expansion will be reinforced at this year's PNE where Super Socco will be available for the first time from the concessions. The break dancing team of Mr. Wiggles and others who starred in last Spring's television commercial, will be present for daily demonstrations. Within the teenage market they are "very hot", to use the marketing term. The crowds of two and three thousand people that showed up at shopping malls to watch the dancers a month ago will no doubt re-appear at the PNE.

Our Compliments



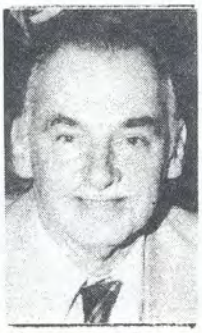
Friendly service to customers cannot be quantified. However it is certainly the basis of repeat sales and the foundation for a profitable future.

All the more reason, then, to recognize the service of Valley driver Sid Comley and his relief man Al McRae. They made a good impression upon some present and future milk drinkers at Arthur Peake Elementary School in Maple Ridge. In appreciation of their service throughout the 1983-84 school year, the staff and pupils of Arthur Peake gave the Dairyland drivers a scroll.

For the "customer-contact" employees who have to deal with sometimes demanding stresses of the job, it should be re-assuring to know that courtesy and friendliness count.

Retirements

Raine Sherman


Don Land

Two employees have decided to take early retirement. Twenty-eight years to the day after he had been hired, Raine Sherman drove his last Wholesale truck. Raine was honored with a retirement dinner put on for him and his wife by Baskin and Robbins, an account he had served for many years. For his retirement, Raine plans to do more work with the word processing capacity on his home computer.

Don Land is a Burnaby Workshop employee who puts in his last day on August 10th, 25 years after he was hired. For his retirement Don will be pursuing his hobbies in the great outdoors. He and his wife Joan plan to do a lot of fishing.

Summer CounterAttack Launched by B.C. Police

The deadly mix of drinking/driving and vacation traffic is making August one of the most dangerous months on B.C.'s accident calendar.

In response, police throughout the province are launching 'Summer CounterAttack' from August 19 to September 3, in an effort to stem the continuing toll of injuries and deaths.

Police hope to match the success of the year-end CounterAttack program which has significantly reduced the number of alcohol related accidents over the Christmas holiday period.

In addition to Summer CounterAttack, ICBC reminds drivers to buckle up for safety. It has been estimated that seat belts reduce the chance of serious or fatal injury by up to 60 per cent. Do not be misled by the myth that short trips do not require the driver to buckle up. ICBC has statistical evidence that most crashes occur close to home.

Reach For The Top

Pam Leminski

Randy Branch

Over the past 10 years a number of employees have successfully completed the Dairy Processing Course at BCIT. The course is a comprehensive overview of the dairy industry and covers everything from the microbiology of milk to the legal statute that governs dairy operations in B.C.

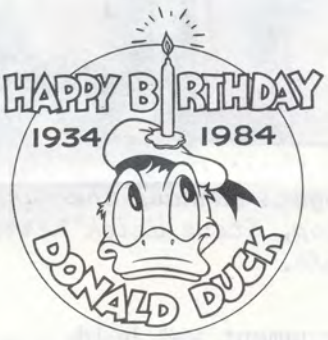
The course is now divided into two sections: an at-home correspondence section which lasts four months and an in class section which can last either one week or two, depending upon the subjects covered. Most of the students who take the course are production workers from dairy plants across the province.

Approximately 100 of the graduates of the course have been from Dairyland. All received their Dairy Processing ticket. Some who further specialized in cheesemaking, ice cream making or pasteurization received the additional qualifications.

Last spring four members of Dairyland's staff wrote and passed the exams for the course. They were Chuck Whittle and Larry Bull of Burnaby Production, Gordon Gage-Cole of Courtenay, and Pam Leminski of the Burnaby Laboratory.

Averaging out her marks, Pam Leminski came within four percentage points of a perfect score. A check of the dairy short course students revealed that only one other employee had done as well as Pam. Randy Branch, now at Abbotsford, but formerly of Sardis, came within the same range of a perfect score.

Disney Discount



Donald Duck is 50 years of age this year. For the Disneyland organization that has meant a number of events to attract visitors. Because the Association is part of a discount promotion called the Magic Kingdom Club, employees and their families who are visiting Disneyland, are eligible for special price reductions on the grounds and at the gate.

Among the events this year designed to entertain children is a daily parade featuring Donald Duck. The person who plays Donald is accompanied by a flock of white ducks. How did the Disney people make sure the ducks would follow Donald along the length of a parade route? Earlier this year when the ducks were born, the person who first fed them was dressed in a Donald Duck costume. Every day the routine was repeated. The imprinting on the ducks has led to apparently an orderly parade every day this summer in Disneyland. Where Donald goes, so waddle the ducks.

If you and your family wish to see the various attractions at Disneyland this summer or fall, contact the Personnel Department at Burnaby for a Magic Kingdom Club card. Out of town applicants must write and Lower Mainland employees must apply in person.

A study in concentration, Louise Nichols of Accounts Payable lines up a clutch putt on the third green.

Driving for show (l to r): Mo Chaput, Abbotsford, Les Sansome, Burnaby Night Checking, Andy Busch, Burnaby Janitorial, Jimmy Harrison, Burnaby Night Checking.

Cy Steward, Burnaby Icecream, Rick Stelting, Abbotsford, Earl Johnson, Burnaby Production; (kneeling) Dan Lumley, Burnaby Steam Plant, Steve Hallock, Workshop.

A relaxed foursome (l to r): Joe Jessup Burnaby Stockroom, Dan Fleming Engineering, Kathy Warriner Purchasing, Bud Mason, formerly Burnaby Stockroom.

Trophy winners for their low score (l to r): Wayne Rogers Burnaby Checking, Ted Salmon, Workshop, Steve Uzick Vernon, Bob Barden Wholesale.

Dairyland Drivers

The annual Dairyland golf tournament was held July 22 at the Tsawwassen Golf and Country Club. The tournament attracted participants from Vernon, Abbotsford, Sardis, the Valley and Burnaby. In all there were 110 competitors.

The day was a success for a number of reasons. The sun shone, the competition was fierce and the organization was first class. Lowest score for the day was a scorching 65, achieved by Bob Burden of Wholesale. Bob dethroned perennial winner Wayne Rogers of the Checking Department who came up two strokes short of sharing the winner's trophy. Paul Geier of Vernon Production finished the day with a 68, good enough for a third place finish.

The unsung heros' aware for organizing the tournament went to Joe Jessup of the Burnaby Stockroom and Jim Miller of Route Accounting. Bob Simpson and Reuben Thiessen of the Purchasing Department also lent a hand in assembling the list of prizes.

Though not on quite as grand a scale, the Staff and Welfare organization also held a mixed tournament July 8th. Steve Halleck of the Burnaby Workshop did the lion's share of the work for the tournament.

The next stop on the gold trail for Dairyland golfers is August 25th in Vernon. Anyone interested in signing up for that tournament should contact Paul Geier in Vernon or Bob Fowler in Burnaby. A forewarning to all would be competitors: Howie Stevenson, Regional Manager for the Okanagan, recorded his second hole-in-one at the Vernon Golf Club.

Good Work

Kim Materi

Kim Materi is the daughter of Louise Materi of Burnaby Production. Kim is disabled and required a special brace to walk. The cost was prohibitive. Louise had hoped to receive assistance from the government for the purchase of the brace but she kept running into red tape.

Members of the Staff and Welfare Committee heard about the plight of Kim Materi and offered assistance. Kim now has her brace and both she and her mother send along thanks to Dairyland employees who give each month to the Charitable Donations Fund.

In a related story the Vancouver Oral Centre received $1,625.00 each from the Association and from the Employees Charitable Donation Fund in May of this year. This funding has been used to develop an audio visual presentation for the Centre. It is hoped that with the aid of this excellent presentation, funds will be raised to establish an Oral Centre Endowment, and inform people about special teaching for hearing impaired children in this province.

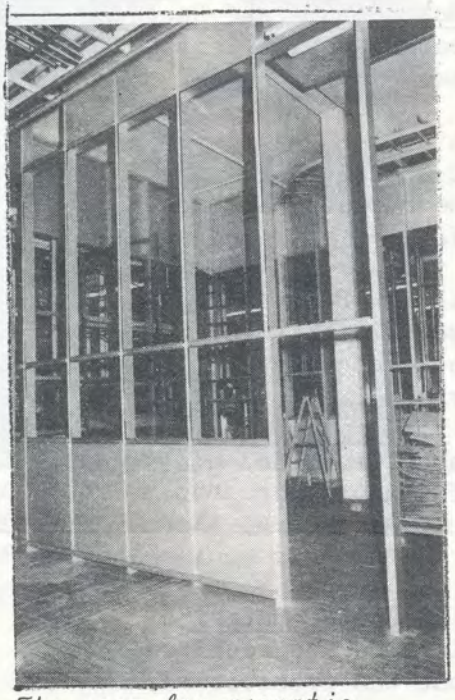
Thanks A Million

Al Sawatsky

The very safest drivers across Canada are members of the Million Mile Club of the Canadian Association of Fleet Supervisors. To qualify, a driver must have achieved one million miles, or to use the metric equivalent, 1,609,000 kilometers of accident free driving.

Only one Dairyland driver has attained the status of the Million Mile Club. Al Sawatsky of Sardis who is working on his thirtieth consecutive year of accident free driving, was recently inducted into the club. There are no more than 50 drivers across the entire nation that have achieved such a consistent professional performance.

UHT Goes West



The room for asceptic filling machines is under construction at Burnaby.

A major reorganization of the Burnaby and Abbotsford production operations will get underway on August 10th.

That will be the last day that UHT products will be processed at Abbotsford. By September 24, asceptic packaging of juices, ice cream mixes and milk will take place exclusively at Burnaby. As mentioned in an earlier MilkBreak the reason for the move is to consolidate UHT packaging operations at Burnaby and cheese production at Abbotsford.

The six week period between the shutdown at Abbotsford and the start-up at Burnaby is because of the complexity of the equipment. Between the raw product silo tanks that hold the fluids before sterilization and the case wrappers that shrink-wrap the final product, there is enough equipment to fill three flat bed trailers. Not only is there a great deal of equipment to be moved but also there must be some construction at Burnaby to provide steam and air lines for UHT processing. An asceptic room for the filling machines has already been erected at Burnaby.

Once the equipment is installed, the big news will be the expansion of product lines. Whipping cream, for example, has never been produced as a UHT product. Regular whipping cream in the pure pak carton requires refrigeration and has only a 14 day shelf life. As a result it elicits a notoriously small amount of impulse buying. No one purchases whipping cream unless he or she has a specific meal or dish in mind.

The intention this winter is to process whipping cream through the asceptic equipment and pack it in Pure Pak containers. The UHT process will improve the shelf life to at least 30 days. By positioning the UHT whipping cream in the dairy case rather than beside it, and by packaging the product in a Pure Pak rather than a Tetra foil container, consumer suspicions about preservatives in the UHT product should be eliminated. The production department intends to have a similar set up for cream. That is, the cream will be sterilized but packaged in the Pure Pak 250ml and one litre containers.

Sterilization should also cut down on the number of returned, out of code cartons. Store managers will no longer have to gamble on the amount of whipping cream they need. Until now, whipping cream and cream have been high "return" items, meaning their code elapses before they are sold.

The other products which will be sterilized but also will require refrigeration, will be ice cream mixes. For the food service accounts, this will be attractive because it also allows them better control over inventories.

News from the Credit Union

Are you contemplating buying a home? Is your present mortgage due for renewal? Have you considered making your payments every two weeks? You will save thousands of dollars over the amortization period of your mortgage.

Instead of making the normal monthly payment once each month, you pay one half the monthly payment every two weeks. This will result in one extra monthly payment being paid in the year, as long as all twenty-six bi-weekly pay periods are covered. The principal balance will be reduced more quickly resulting in lower interest costs. And because most employees are paid every two weeks, the bi-weekly payment of a mortgage is not unduly burdensome.

The following tables will illustrate the difference between a conventional mortgage and a bi-weekly mortgage. The size of the mortgage in this example is $50,000, amortized over 25 years.

Conventional Mortgage	13%
Monthly Payment	563.92
Principal Amount	50,000.00
Total Interest Cost	119,170.72
Time Required to Repay Principal and Interest	25 years

Bi-Weekly Mortgage	13%
Bi-weekly Payment	281.96
Principal Amount	50,000.00
Total Interest Cost	72,017.12
Time Required to Repay Principal and Interest	16 yrs., 9 mos.
Bi-Weekly Saving	47,153.60

Make an appointment with the loans officer at the Dairy Industry Credit Union if you are interested in a bi-weekly mortgage.

Home Service Discount

Are you using Home Service? If not it's probably costing you money. With the 10 percent employee discount, Home Service products are, on average, the least expensive dairy products available in the Lower Mainland.

So sign up for Home Service. It will benefit our Home Service department and save you money.

Recognition

In the next month Richard Novak, son of Kamloops Route Foreman Rudy Novak will be packing his bags for Michigan Tech University. He will be starting a four year athletic scholarship in hockey. After that he may play for the Edmonton Oilers who drafted him in the fourth round of the NHL draft this year.

The news of Richard's scholarship ($7000 a year) and his selection in the draft did not go unnoticed in Kamloops. The Kamloops Daily Sentinal carried a major story on the young hockey player. In the course of the story Rudy Novak and his wife Judy earned the following tribute: "Richard Novak's parents have been classically supportive of Richard and younger sister Kathy in their extensive and successful athletic endeavours".

Employee Picnic

Wheelbarrow racers at last year's picnic.

Mark Sunday, September 9th on your calendar for the annual employees picnic. Races of every length and for every age group will provide the entertainment for the afternoon. There will also be ice cream, hot dogs and drinks. The highlight this year, as in years past, will be the draw for attendance prizes for the children.

The picnic this year will be held at Central Park in Burnaby beginning at 11:00 a.m. All employees, their spouses and their children are invited to attend.

Employees within various departments may wish to assemble teams for the Tug 'O' War trophy. The defending champions in Burnaby Production, however promise to field another strong team on September 9th.

Photography Seminar

If you shoot two rolls of film a year or 20, you will find an upcoming photography Seminar for Dairyland employees to be very informative.

Fred Petterson, the Assistant Chief Engineer of the Burnaby Steam Plant, will be conducting the seminar. The afternoon will be devoted to outdoor photography and cover portraiture, composition, and equipment. While these are the formal topics, the seminar's basic function is to have participants get the most out of their camera.

There will be a nominal charge to offset the cost of models. The time, date, and location for this event is 11.00 a.m., September 16th at Williams Park in Langley. Contact Hugh Legg at 361 in Burnaby to register.

Milk break 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 361.

Milk break

Volume 9 No. 5 October 17, 1984

Dairyland To Be Expo Supplier

General Manager Neil Gray announced this month that Dairyland has been named the exclusive supplier of dairy products for Expo '86. A world's fair, Expo '86 will be held between May and October in Vancouver in 1986.

Included in the arrangements with Expo will be the distribution of a Dairyland/Expo '86 brochure to the 13,000 elementary classrooms throughout B.C. The brochure will explain the significance of the world's fair as well as provide a map for the location of the various pavillions on the site. There will also be information on each of the 42 countries expected to participate.

"There are many areas where we can participate and we are already working on some of these," said Gray. An "Expo Ernie" ice cream stick novelty will be developed. The 1886 ice cream line, which has been designated the official ice cream of Expo '86, will be expanded in flavours and package sizes. Signs on our trucks and stickers on company letterhead will carry the message to customers that Dairyland is the official supplier of dairy products for the fair.

Pointing out that there are many areas of potential, Gray added that "ideas from our staff and employees would be welcomed."

Top Driver Award

Last January an awards program was set up in the Home Service department. It was more comprehensive than any previous incentive program because it measured more than sales promotions.

The new program still uses sales promotions as a measurement but also includes four other categories: new call acquisition, vehicle safety, absenteeism, and accountability. Sales promotions occur approximately half a dozen times a year and involve seasonal products. In the next few weeks, for example, the Hallowe'en promotion of Super Socco will take place. Drivers are awarded points on the basis of the number of cases of product they sell.

Similarly a driver can gain points for acquiring new calls, for turning in daily cash and product account-

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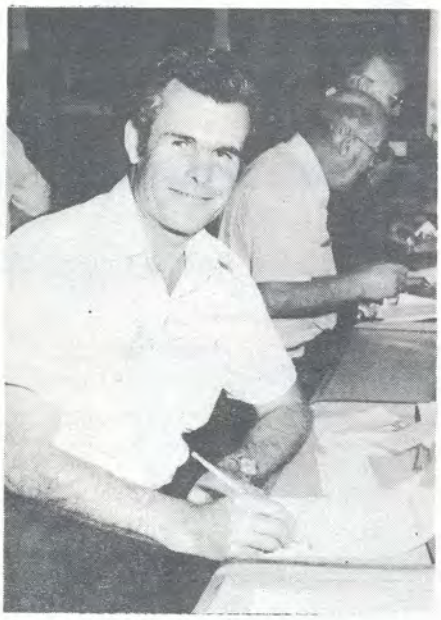
Top Driver (continued)



Number six and trying harder is Ian Harrison.

ability sheets that are free of error, for driving the entire year without an accident, and for not missing a day's work because of illness. As is evident from these descriptions, the better a driver performs in the various categories, the better the year end cost and revenue figures for the Home Service department.

For the top ten finishers there are various merchandise prizes that will be awarded at the end of the year. For the top driver over all, the grand prize is a trip for two to Hawaii for two weeks.

Three quarters of the way through the program, Rick Miller has a commanding lead of almost 200 points over Warren Tompkins. The rest of the top ten in descending order are: John Bisshop, Rick Worsley, Dave Jopson, Ian Harrison, Dave Hunt, Barry Allsup, Ron Elliott, and Tom Milum. As mentioned before, there is still the Hallowe'en sales promotion that will influence the standings as well as the Christmas sales. Plus at the end of the year 400 points, which is approximately half of Rick Miller's total points at the moment, will be awarded to each driver's total who has completed the year accident free. The next three months promise to be competitive.

Quarter Century Club Meeting

The 20th annual meeting of the Quarter Century Club will be held Monday, December 3rd at the Denman Place Hotel in Vancouver. Official invitations will be sent out in the next month.

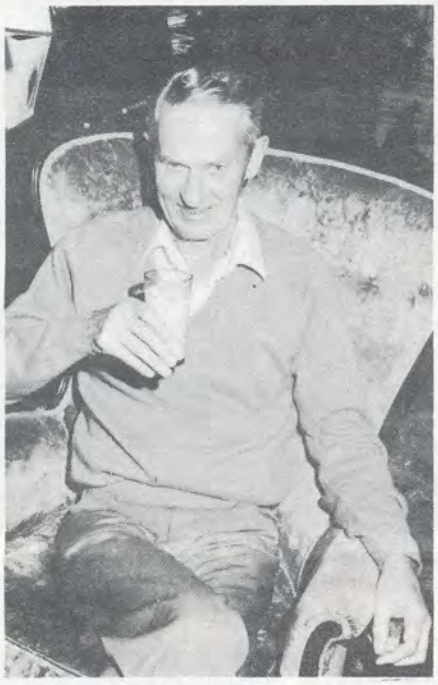
The Club meets once a year to honour those employees who have completed 25 or more years with the Association. Those who have worked for 25 or more years in the dairy industry must have accumulated at least 13 years with the Association in order to be eligible for Quarter Century Club membership.

A service pin is awarded to each new member of the Club. A gift is presented to each Club member who is 60 years of age or over and is presently working for the Association.

New members this year include the following: Gordon Bremner of Williams Lake, Dave Ellis, Roy Temple and Malcolm Hayton of Farm Tank Pick-up, Ron Flash and Ernie Train of Home Delivery, Vern Logan of Ice Cream Wholesale, Don Hobbs of Sardis, Bob Kosterman of Sales, Kelly Neilsen and Ted Salmon of the Workshop, Bob Simpson of Purchasing, Jim Snell of Penticton, Bill Wendlend of Kelowna, and Jack Scott of Burnaby Wholesale. Those to whom gifts will be presented will be contacted over the next month.

If you are not in the above list and are eligible for membership, please contact Hugh Legg at local 361 in Burnaby.

Where Are They Now



Murray Osten raises a glass of his favorite dairy beverage, 2 percent Dairyland milk.

Jim McClackey celebrated his 66th birthday with a single candle cake.

Over 300 employees are members of the Quarter Century Club. That means they have completed 25 or more years of service with the Association. A large number of the Club members are retired. Milkbreak recently interviewed two of the more well-known retired members of the Quarter Century Club, Murray Osten of Sardis and Jim McClachey of Burnaby.

Murray Osten retired in 1979 as Plant Superintendent at Sardis after working 29 years for the Association. Jim McClachey spent 30 years in the Distribution Department, 17 as a driver and 13 as a checker before he retired last year. Today Murray and Jim pursue a number of similar activities.

Both are avid gardeners. The Osten's garden in Chilliwack and the McClachey's in North Burnaby have neatly trimmed lawns and plenty of flowers. Also, both men enjoy a round of golf. When the weather's good, Murray plays two or three times a week. Similarly Jim usually gets together with his old friend from the Dairyland, Jim Harrison, and visits the pitch and putt courses in Burnaby or East Vancouver at least once a week.

Though Murray has been retired five years, he still keeps in touch with activities at the Sardis plant. "I don't visit as often as I used to but I still drop in about three times a year," he says. Jim McClachey keeps in closer touch because a lot of his friends still work at the Burnaby plant.

Both men are still confirmed Dairyland milk drinkers. Their brand loyalty means that the Dairyland two litre carton is the only kind of milk package that is put in either the McClachey or Osten fridges. "I know the guys whose jobs depend on it," is how Jim McClachey puts it.

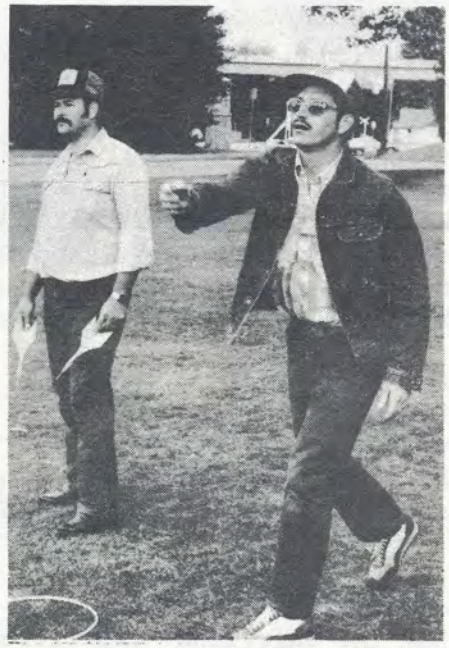
While there are a number of similarities to the retired life of a Dairyland employee, there are also some differences. They have much to do with how long an employee has been retired. Over the past year, for example, Jim McClachey spent most of his spare time renovating his house. Murray Osten, on the other hand, completed his major renovations four years ago. Now he likes to travel. Last year, he spent six months in the U.S., which he and his wife enjoyed but found to be a bit too expensive. This winter they'll stay in Chilliwack.

For Murray Osten that means he'll be able to attend the December 3rd meeting of the Quarter Century Club. "I missed it last year," he regrets. Both Murray and Jim have set aside the first Monday in December. At the 20th annual meeting of the club, they'll have a chance to keep in touch with former co-workers who were an important part of their lives, in some cases for almost 30 years.

Employees' Picnic

The Employees' Picnic was held September 9th at Central Park in Burnaby. The rain which the weatherman had predicted two days earlier was nowhere to be seen; in its place, an Indian Summer day rewarded the many employees and their children who turned up for the occasion.

One of the highlights of the day was a baseball game between the Creamers and the Big Foots. The Creamers lacked a coach whereas the Big Foots were under the leadership of Bill Morton, a Home Service Supervisor. We must draw our own conclusions if that was the reason for the decisive 17-13 victory of the coachless Creamers.



Ron Bush (l) and John Generoux (r) of Wholesale Distribution compete in the lawn darts play-offs.

Donna Timmins of the Burnaby Mail Room pitched seven tough innings for the shell-shocked Big Foot team. Shawn Sisson of the Patrons Department chalked up the victory for the Creamers. No major league team, however, has contacted her about a try-out. Cheryl Kristianson, the secretary for the Distribution Department and left fielder for the Creamers put on a Gold Glove performance in the fifth inning. She took away a sure home run from the Big Foots with an adept backhand catch.

While baseball occupied the mid-day activities, the afternoon was devoted to races, hot dogs, drinks and prizes. The people who co-ordinated all those activities included the following: Chris Strange, Jim Defries, John Gatto, Gayle Sutherland, Wayne Cosh, Tammy Hartmann, and Bill Morton. Their volunteer work before, during, and after the event ensured that it was a success. One final editorial nod is due Local 464 of the Teamsters who generously contributed to the cost of the children's bike draw.

Hair flying, two of the nine year old girls move ahead in the 3-legged race.

Wholesale Service's Pat Diel wields a mean bat during the softball game.

Distribution's Randy Williamson gets set to knock the stuffing out of a pitch from the Mail Room's Donna Timmins during the softball game.

In the men's open sprint the competition was stiff. Wholesale's Andy Hill took first place.

In the race for 3 and 4 year old boys, one competitor had a head start.

The start of the 10 metre race for girls 3 and 4 years of age.

Two of the younger racers pose with starting official Bill Morton (r), Home Service.

Winners of the bikes in the prize draw (l to r): Jeff Williamson, son of Burnaby's Randy Williamson, Melonie Dixon, daughter of Abbotsford's Doug Dixon, and Jackie Parkes, daughter of Sardis' Brian Parkes.

Papal Tour and Graham Crusade

Claire Methot will keep his program for the Papal Mass as a souvenir.

Among the 4000 volunteers who helped organize the Papal Mass in Abbotsford were a number of Association employees. They came away from the once-in-a-lifetime experience with some unique recollections.

Claire Methot of the Credit Department had been at the airport for two days prior to the Pope's arrival. As a crowd marshall, he had been responsible for the orderly entry of people to a particular enclosure. He recalled that the crowd was extraordinarily meticulous about the possibility of litter. "Cleanliness is next to godliness" had been the clean-up crew's motto and for a crowd the size of the Abbotsford air show, the entire clean-up was done collectively in five minutes.

Purchasing Manager Pat Kerr was in the choir. He had spent six months in rehearsal for the afternoon of September 18th. He recalls the moment when the "Popemobile" drove up behind the choir. While the choir director continued to direct, most of the members of his choir had turned around to see the Pope.

Leroy Wells of Inventory Control was assigned a concession to operate. Because the day was forecast to be warm, most people had brought their own lunch. While sales were slow at the concession stand, its position did give Leroy and his family a chance to see the Pope's arrival before the rest of the crowd.

Leroy, Pat, and Claire all used words like "electrifying" and "tremendous" to describe their own feelings and the response of the crowd once the Pope actually toured the area. While Claire Methot had been trained to prepare for such a response, he still looks back on the phenomenon of 150,000 people exuberant but self-controlled as remarkable.

As for the farms in the area that had to have milk picked up, Keith Miller, the Association's Manager of Farm Pick-up and Inter Plant Hauling reported no problems. He did some re-scheduling, though it turned out not to be necessary. However as he pointed out there was no similar event with which to compare September 18th, 1984. "Better to be safe than sorry," is how he summed up the precautions his department took.

The scale of crowd size will be more predictable for another religious meeting which again some Association employees will be helping to organize. The Billy Graham crusade will be at B.C. Place between October 14 and 21. Charlene Foxcroft of Payroll will be singing in the choir and Dave Baker of the Burnaby Stockroom and Kathy Warriner of Purchasing will be involved in some of the organization. For any employees wishing further information, contact Dave Baker at 136 in Burnaby.

Appointment

Jeanne Hartley has been appointed to the position of Co-ordinator of Consumer Affairs. She has held similar positions for Canadian Western Natural Gas Company in Calgary and more recently B.C. Packers in Vancouver.

Appointment

David McIvor has been appointed Marketing Co-ordinator. A recent graduate of the U.B.C. commerce faculty, he has worked the past five summers as a checker loader at our Burnaby plant.

Painless Saving

You can make your money grow, too, by taking advantage of the Canada Savings Bond Payroll Savings Plan at work.

Recently employees have received information concerning Canada Savings Bonds (CSB). If you have never purchased a bond and you're wondering about the merits of a CSB, ask around. Last year Dairyland employees purchased $409,000 worth of bonds. Roughly translated that means almost one employee in three took advantage of the Payroll deduction method of purchasing a CSB.

One of the benefits of such a purchase is that a CSB is a relatively easy form of forced saving. Because it comes off an employee's paycheque at a rate of two dollars a week for every $100 CSB purchased, it is not an onerous way of saving money.

The Payroll Savings Plan for the purchase of a CSB works as follows: an employee makes an application with the Payroll Department specifying how much he or she wishes to buy. The Association then takes out a loan on the employee's behalf to pay for the bonds subscribed for. Over the course of a year, the deductions from the employee's paycheque cover the principal and the interest on the loan.

If you are interested in purchasing a CSB, notify the Payroll Department.

Can You Help?

Let's All Give One Day's Pay

United Way

And Our Partner, The Red Cross

The United Way Campaign has been underway since September. This year the goal of the fund raising drive is $9.8 million, a 10 per cent increase over the 1983 campaign. Approximately 80,000 employees gave to the United Way last year. For 1984 the United Way has set a similar goal of a 10 per cent increase in the total number of employee donors. In other words, the Campaign is attempting to find 8000 new donors.

Needless to say the demand for United Way dollars in the community is greater than ever before. Family and Children's Services, seniors projects and health related agencies like the Red Cross all depend upon donations to the United Way. Many Dairyland employees all ready donate automatically through the Staff and Welfare Fund. If you are not on that check off system, please consider donating to this year's United Way Campaign.

Valley Branch Closed

Rod Neil (l) discusses some of the adjustments that Bill Barnes (r) has made to his route, one of 21 former Valley routes now domiciled at Burnaby.

On September 22nd, the Valley branch, located on the Fraser Highway in Surrey, closed as a Dairyland depot. The affected employees have been transferred to the Burnaby Sperling operation.

"This change," explains Home Service Distribution Manager Randy Williamson, "results from obvious cost benefits that come from a consolidation of operations. By distributing our product from a central source, we will be able to offer a fresher product and, at the same time, increase our operational efficiency."

The building known as the Valley branch has a 19 year history. It was constructed as a depot for Jersey Farms in 1965. However by 1966, Silverwood Dairies purchased Jersey's operations in British Columbia and with them the new building on the Fraser Highway. It became Dairyland property when the Association purchased the home service business of Silverwoods on February 1st of 1970.

When the Valley branch personnel held a get-together to mark the closing of the branch, five employees attended who were part of the original Dairyland staff in February of 1970. Rod Neil, Sid Comley, Tony Jongedyk, Bill Barnes and Stan Wilson called the Valley branch their place of work for the past 14 years.

Rod Neil who is now Home Service Sales Training Supervisor, but who worked at the Valley branch for all of the 14 years, will no longer have to worry about midnight phone calls about the branch. The branch was quite a target for break-ins. Though during the last number of years the frequency of attempted thefts diminished because of increased security, thieves tried to break in and steal the safe a number of times. They never succeeded. However, there were a few occassions when vandals removed product from the trucks.

On the lighter side, the Valley branch had its share of characters over the years. Chocolate Charlie was one employee who never took a coffee break, only a chocolate milk break. Frank Ottenbrite was a driver renowned for the surprise he would inevitably pull on any route foremen who accompanied him on his route. Frank would lock the foremen in the back of his truck!

Frank Ottenbrite, Chocolate Charlie and now the Valley branch are part of stories about the recent past.

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Milk break

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Christmas Message

N.T. Gray

With 1984 rapidly drawing to a close, it is appropriate and timely for me to take these few minutes to thank all employees for their dedicated support and for a job well done during this busy and eventful year. The contribution which each of you has made on our behalf, is truly appreciated.

I would also like to take this opportunity to wish each of you and your families, a very Merry Christmas and a healthy, Happy New Year.

Sincerely,

N.T. Gray
General Manager

They Grit Their Teeth At Sardis

Ritchie Elvin

They don't make them tougher than the drivers at Sardis. On December 1st, during a particularly heavy rainfall, Ritchie Elvin slipped on some plywood decking while he was making a call on his wholesale route. He didn't know it at the time but he had broken his foot. However, he still had ten more calls to do before he finished his route. He proceeded on his way with what he recalls as a very painful left foot.

However much his foot hurt initially, Ritchie wasn't prepared for what his foot felt like over the next two hours. Describing the sensation, he recalls "it had real spirit and fire". At his last call he sat down in the back of the restaurant and took off his boot. That's when he discovered a new definition for the word "pain".

Because his foot had ballooned up to the size of a four litre pouch pak bag, he could not get his boot back on his foot. He drove back to the Sardis plant with his left boot off. He parked his truck, handed in his paperwork and then drove himself to the hospital.

Ritchie now has a cast on his left foot and is confined to his house. In a couple of weeks the doctors will put a walking cast on his foot and he'll be able to hobble about. He misses his work. "The worst thing about having a broken foot is watching daytime television", he says. "It's more painful to watch that stuff than it is to break your foot," he reports.

Kid's Christmas

Santa Claus in the person of Gerry Perry of Sardis Maintenance stole the show at the December 1st Christmas Party for the children of Sardis employees. Two weeks later, Santa changed costumes and appeared as Jim Defries of the Burnaby Stockroom at the party held for the children of Burnaby employees on December 16th.

Kids at both functions were entertained and fed royally. The Sardis party had an hour's worth of games and relays as its highlight. For the Burnaby employees' children, a mime artist entertained the kids.

Special thanks goes to the employees who showed the spirit of Christmas and arrived early to help decorate and serve at both parties. Also the true saints were those who stayed late and cleaned up after the kids had enjoyed themselves.

Alana Green, daughter of Burnaby's Garth Green

Santa (Gerry Perry) inspired little children to recite lists of toys at the Sardis Christmas party.

Burnaby's best gospel singer and Christmas caroller Charlene Foxcroft of the Payroll Department led the singing for the 250 people who attended the Burnaby employees' Christmas party.

Everyone of the approximately 100 children who lined up to talk to Santa had his (Jim Defries') ear.

A Route Foreman At The Branches

Pete Bateman

There are over 1,400 Dairyland employees. They are grouped in various categoreies - by branch, by years of service or by job function. The following is the first in a series of articles briefly describing job titles and the people that occupy those positions.

Peter Bateman is a Route Foreman at our Nanaimo branch. As the second in command at the Branch, he reports to Branch Manager Bram Van Reeuwyk. While the Branch Manager is responsible for the overall performance of the branch employees, the Route Foreman carries out a number of administrative tasks concerning their schedules.

Eleven times a year, for example, he has to juggle timetables to accomodate the customers' demand for products and the days off for drivers on such statutory holidays as New Year's Day. In addition, a Route Foreman has to make sure that annual vacations are scheduled such that there are always enough drivers to cover the business of the branch.

A Route Foreman must also be familiar with each route in the branch. At the Nanaimo branch, there are eight routes extending from Qualicum in the north to Duncan in the south. Pete Bateman acts as a holiday relief driver to accomodate the six day service that the branch gives customers. While he is on the road frequently as a holiday relief driver or as a driver filling in for someone who is ill, his counterparts at the smaller depots are on the road every day of the week. At those two or three man depots, the level of business does not warrant a branch operation like Nanaimo.

Because he acts as the checker loader for the Nanaimo branch, Pete Bateman is also able to keep track of what is the normal amount of products that are returned with expired codes. If an abnormally high number of returned product shows up in a driver's summary sheet every day, it is the Route Foreman's responsibility to investigate. Is the store owner properly rotating his stock? Is the store owner over-estimating how much he can sell? The Route Foreman should be able to clear up such problems.

Pete Bateman is also responsible for imparting safe and fuel efficient driving methods to the drivers at the Nanaimo branch. He recently spent two days at Burnaby in a seminar on those two topics. Since his return to the Nanaimo branch he has been accompanying the drivers to inform them of the latest procedures. "When I explain that a new clutch costs $800 or a new refrigeration unit costs $11,000, the drivers appreciate how important it is to drive properly and to routinely check their vehicle for signs of wear and tear", he says. He concludes by saying that overseeing the new driver program is the most important part of his job as a Route Foreman at the Nanaimo branch.

Quarter Century Club

Starting the evening with a corsage, Alice Pinchbeck (r) pauses as Chris Strange (l) attaches the rose and George Pinchbeck looks on.

Enjoying a pre-dinner drink, former Sales Manager Bill Ramsell (l) poses with Bob Cooper (r).

Two old friends from Sardis Bill Woollett (l) and Walt Bodman (r).

The 20th Annual Quarter Century Club banquet was held December 4th at the Denman Hotel in Vancouver. Approximately 235 members attended the reception and dinner. The highlight of the evening was the induction of 17 employees into the Club. Each new member was presented with a pin in recognition of the completion of 25 years of service for the Association.

As well as new members, there were six employees who were also honored during the evening. Because they were members of the Club and because the past year marked their 60th birthday, and six each received a pre-retirement gift.

The evening also marked the induction of former Sardis Plant Superintendent Fred Hutchings as an Honorary Member of the Club. Mr. Hutchings recalled hiring some of the people in attendance at the dinner during his tenure as Superintendent between 1950 and 1958.

There were a number of guest speakers, all of whom received warm applause from the audience. Former General Manager Lyle Atkinson recalled his days with Fraser Valley and former Assistant General Manager Norm Tupper talked about the benefits of early retirement. The loudest ovation was for former Wholesale Distribution Manager Sammy Gray who at 92 years of age was the oldest member of the Club.

Receiving their pins to mark their 25 years as Dairyland employees are: (left to right, kneeling) Jack Scott, Ted Salmon, Ernie Train, Kelly Neilsen and Bob Simpson. Standing, left to right, are: Ron Flash, Gordon Park (former President of the Association), Harry Bruderer, Don Hobbs, Bob Kosterman, Jack Fosti, Earl Johnson, Gordie Bremner, Dave Ellis, Malcolm Hayton and Peter Friesen, President of the Board of Directors.

Distribution Manager Bill Hawes (far left) and Vice President Jim Waardenburg (far right) presented pre-retirement gifts to: (l to r from Bill Hawes) Cliff Hendy, Alf Edinger, Lionel Clark, Sam Megaw, George Pinchbeck and Bill Tai.

Gordon Mullberry (l) wishes former General Manager Lyle Atkinson (r) the best of the season during the after dinner coffee hour.

Sam Gray (l) listens as General Manager Neil Gray recalls some of the early events at the 8th Avenue plant.

Recently retired employees all "won" a package of cheese during the evening's festivities. L to r: Doug Pilgrim, Ed Fridriksson, Wilmen Schmidt, Norm Tupper, Bill Mehlen, Bill Reid, Jim Jenkins, and Don Land.

Because of his service to the dairy industry, Fred Hutchings (third from right) joined (l to r) Gordon Park, Peter Wilson and Cy Jones as an honorary member.

Sharing a special evening are Anne and Ernie Train.

A New Year's Resolution

John Bazso

On January 1st of 1984, Home Service driver John Bazso looked forward to the horse racing season at Exhibition Park because he loves thoroughbreds. On December 31st of this year John looks back $59,000 richer because his love of horses paid off.

John owned and trained three horses last year that put him in the money. Of the three, a horse named Bold Perspective was the most successful. He won seven times, more than any other horse at the track. The year before, Bold Perspective had been the property of one of the top trainers at Exhibition Park; however, his 1983 earnings amounted to only $1000. After he became Joh Bazso's property his performances improved. His 1984 earnings totaled $26,000.

John credits his 1984 year to three words: tender loving care. Where other owners may race a horse that is not 100 per cent, John takes a long range view of every race. Only if the horse is ready will he race it.

Now here's the hot tip. John's magic with horses was somewhat overlooked at Exhibition Park last year because he had so few horses. His stable of now five horses is nothing compared to the owners who have six or seven times that number. As a result you'll get some pretty good returns if you bet $2.00 on John's horses in 1985. And for those who want to pay off their mortgage in 1985 here are the four other horses under John Bazso's care in 1985: Dawn's Dream, Last Perch, Sad Valley and Brisk Stepper.

For Long Service

During a special dinner for Ruth Schafer (l), former Office Manager Fred Duck (r) recalls an early incident in Ruth's 41 year career at the dairy.

Few employees have as many tributes as Ruth Schafer will have received by the end of this month. That is because Ruth is a unique employee who, after 41 years with the Association, will come to work for the last time on December 28th, 1984.

Ruth's length of service is unofficially the record of the women who have worked at Association offices over the years. Neither former General Manager Lyle Atkinson nor former Office Manager Fred Duck could recall anyone who could match Ruth's 41 years. Former Pacific Milk Superintendent Frank Forrest and former Sardis Superintendent Murray Osten agreed that Ruth Schafer's record also held for the plants at Abbotsford and Sardis.

A special dinner was held for Ruth on December 11th. Her co-workers in the Accounts Receivable Department were there as well as many employees from other departments. Her former and present day supervisors paid tribute to her loyalty. Ruth is a collector of Eskimo art and among the momentoes she took home from the evening was a soap stone carving presented to her by her fellow staff members.

Present day and former employees who wish to see Ruth on her last day should note there will be a reception on December 28th in the Park Room in Burnaby at 3:00 p.m.

The Graduates

Malcolm Thompson of Vernon Maintenance

Mike Siu of the Burnaby Garage

The past year Malcolm Thompson of Vernon and Mike Siu of Burnaby received their papers as fully qualified tradesmen. For both it marked the completion of a four year program within the provincial Ministry of Labour's apprenticeship program.

Both employees were the first in their respective departments to become qualified through the apprenticeship program. Malcolm Thompson was a dairy worker who had spent some years in the maintenance department at Vernon when he entered the Millwright apprenticeship program. Mike Siu graduated from Pacific Vocational School in automotive mechanics and then started in the Burnaby Garage as an apprentice Heavy Duty Mechanic.

Each year during the program, Malcolm Thompson and Mike Siu attended month long classes at local colleges. Malcolm Thompson was particularly impressed with that aspect of the program. "We had the top people from various industries as instructors", he recalls. Mike Siu remembers the pressure of the final exam. "It covered all four years on one exam, so I was nervous", he states. Despite his pre-exam tension, Mike scored an 82% in the final exam, Malcolm Thompson had a similar first class average as he finished with 87% on his final exam.

The program has received praise from Ed Walmsley, the Fleet Supervisor at the Burnaby Garage. "We were long overdue in participating," he says. He adds that two other apprentices, Greg Dewing and Tonny Minni are following in Mike Siu's footsteps.

Walmsley's point is that the Apprenticeship Training Program gives young people in B.C. the chance to receive on-the-job training as well as be paid for their time. As apprentices graduate, the skilled trade shortage that periodically occurs in the dairy and manufacturing industries can be eliminated. The situation such as happened some years ago when the Association had to go out of province and even overseas to hire skilled trades should no longer occur.

Academy Award for Best Picture

The accompanying photograph qualifies as the best photo taken at Dairyland operations in 1984, 1924 or any year in between. It shows how Abbotsford night shift mechanic Art Oskam gets into his work: head over heels. Apparently to reach into the truck and balance himself at the same time, Art had to take on this unusual position.

The credit for this candid camera shot goes to Jim Smart of the Burnaby Maintenance Department. He was formerly in Abbotsford with the U.H.T. operation.

Pacific Milk Start-up

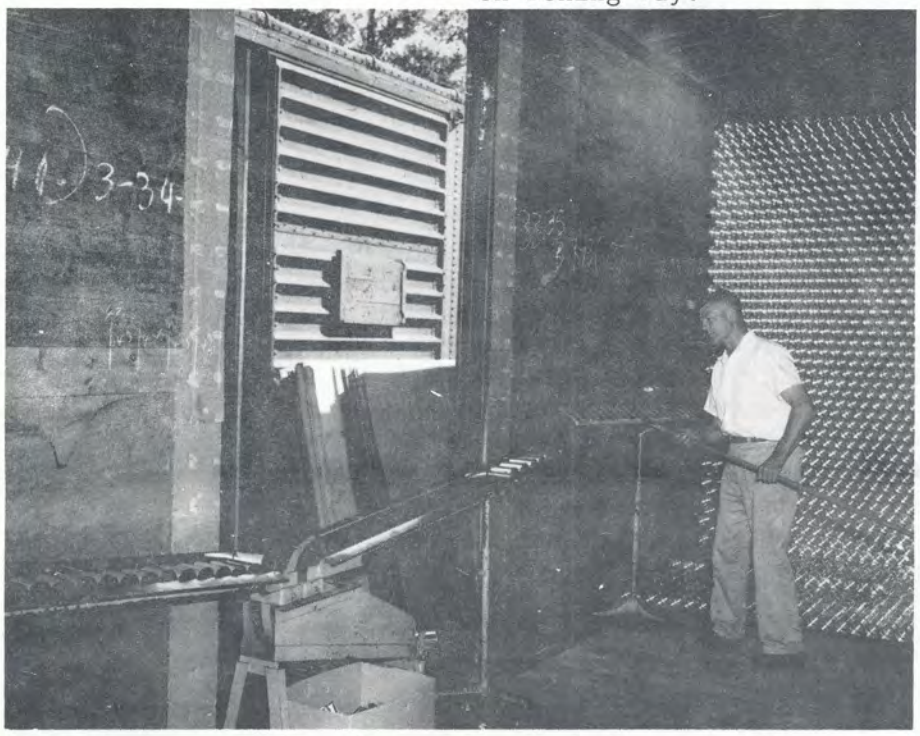
After an extended period of shut down, the Pacific Milk plant will be commencing operations on December 24th. The plant underwent its annual overhaul during the five month shut down period.

Starting another season of evaporated milk production is Cliff Hendy, pictured above at the recent Quarter Century Club dinner.

Jack Aird, the Manager of the Industrial Milk Division, expects to process the same amount of evaporated milk as last year. That means approximately 400,000 cases will be shipped out from the plant in tins with the familiar Pacific Milk logo. The milk is sold throughout B.C. and the Prairies.

For an employee like Cliff Hendy it means a return to the plant he has worked at since 1946. He'll be running the evaporators, a job he has perfected over the past 38 years. "I can tell just by the sound of the machines whether there's enough pressure or if there's something wrong," he says.

Even though he's going back to work on Christmas Eve, he's looking forward to getting back to the familiar routine. The same goes for the employees who work in the canning room, the warehouse, or as part of the sterilizing or wash up crews. The plant will not be running Christmas Day but will start operating again on Boxing Day.



This photo was taken 20 years ago at the unloading area of the Pacific Milk plant. It shows how tins were unloaded: by hand, 18 at a time. Today the unloading operation is more mechanized and the "rake" this employee is using is part of history.

His 32 years at the Pacific Milk plant prompts Herb Grass to always wear ear muffs when working in the noisy areas of the plant.

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