

Fraser Valley

Milk Break

1985

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Braving the cold to help the Dairyland entry in the Vernon Winter Carnival parade are: (l to r) Marie Korbett, Peanut Simpson, Sue Matte, Sharon Vallee and Vera Walsh.

Community Spirit

For the past 25 years, the first Friday in February has signaled the start of the Vernon Winter Carnival. Festivities over the course of the 10 day Carnival include everything from dances to golf tournaments. For the past few years, Dairyland has been a corporate sponsor for the Carnival, the largest winter fair in Western Canada.

The success of the event can be measured by a number of statistics. The most significant is the number of volunteers. The Winter Carnival Society estimates it has approximately 5000 volunteers. The entire community of Vernon supports the Carnival and it is an attraction for many out-of-town visitors as well.

Dairyland was one of approximately 125 participants during the parade on February 2nd. Though the thermometer registered -5 degrees Celcius, the cold did not

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dampen the enthusiasm of the three Dairy Maids and two Armstrong "mice" who gave out product to the crowds lining the streets.

Vera Walsh, one of the office staff at our Armstrong plant was one of the Dairy Maids. "We were a big hit with the kids," she recalls. Kids and adults both enjoyed the glasses of chocolate milk and pieces of Armstrong cheese that were handed out along the parade route.

Sharon Vallee, wife of Vernon Plant Supervisor Lorne Vallee and Peanut Simpson, wife of Checking Department Foreman Ross Simpson were the Armstrong mice. Marie Korbet wife of Vernon Sales Supervisor Ray Korbet and Susan Matte wife of Armstrong Plant Superintendent Ivan Matte were the other Dairy Maids. Doug Bertsch volunteered to drive the truck.

An event at which Dairyland employees traditionally excel, the tug-o-war, was one of the athletic highlights. All the practice at summer picnics over the past few years paid off as the Dairyland team took home the cup for the Carnival tug-o-war.

Discount for B.C. Lion's Season Tickets



Tyrone Crews the middle linebacker for the B.C. Lions recently visited our Burnaby plant and met Gail Sutherland (l) and Cathy McMorine (r) of the Payroll Department.

As detailed in a letter to all employees from the Association's Director of Human Resources, Jane Hedgecock, the B.C. Lions are offering discounts to Dairyland employees for the purchase of season tickets.

The savings amount to 20 per cent off the regular season ticket price. For the least expensive seat in B.C. Place Stadium, that adds up to \$18 per ticket. For the more expensive seat, it adds up to \$36 per ticket.

There is nothing to prevent an employee from purchasing the tickets for friends or relatives. The cost will be borne by the employee, but the person using the ticket does not have to work for Dairyland.

The offer was made last year to all Safeway employees and the results were satisfactory to both the B.C. Lions and Safeway employees. This year the plan has been expanded to include the large B.C.-based employers such as Scott Paper, Gray Beverages, B.C. Sugar, Wometco and Dairyland.

All home games are on weekend dates; so employees outside the Lower Mainland may wish to take advantage of this season ticket offer.

Payroll Supervisor Cathy McMorine wishes to underline the importance of the April 4th deadline for the submission of applications. The signed applications give the Payroll Department the authority to make the deductions for subsequent pay cheques.

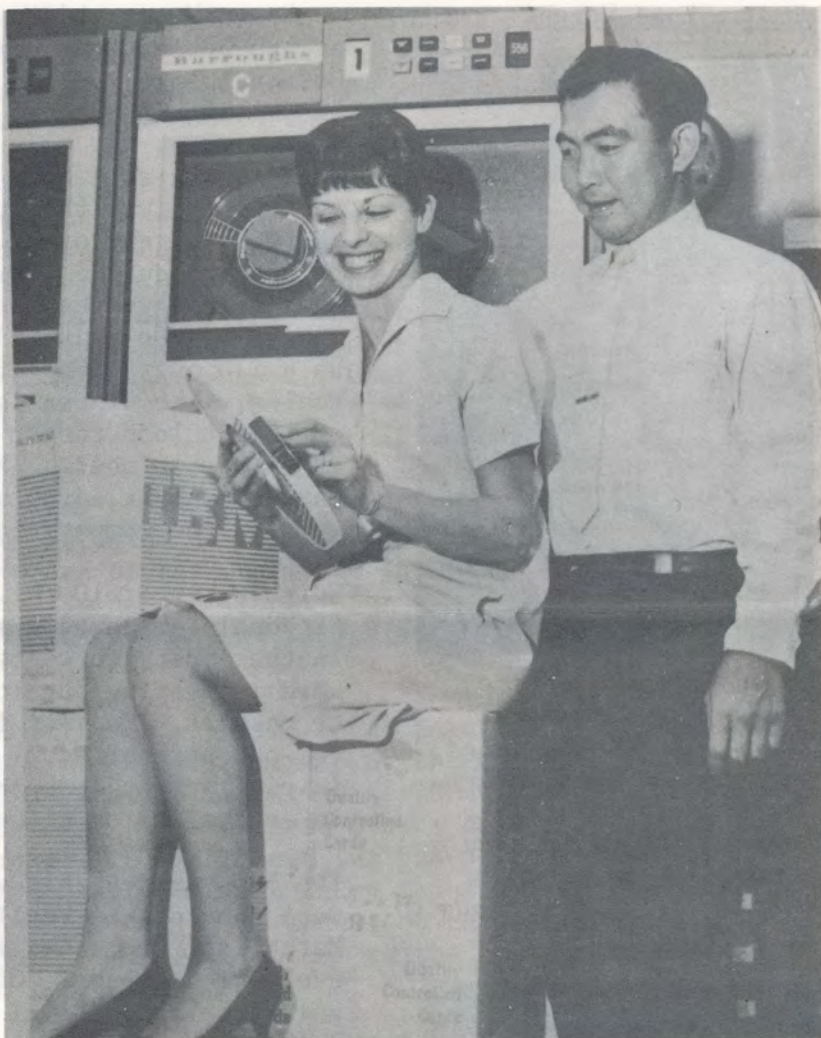
Bye Bye Burroughs

The Data Processing Department retired the Burroughs computer that was the subject of a story in Milk Break in 1967. As the accompanying photo shows Bill Yoshihara and Pat Lysiuk were also part of the Data Processing department at that time.

The progress that the Burroughs System represented in 1967 was the advance from card storage to tape storage. As the cut-line to the photo in Milk Break in 1967 explained, tape storage meant a considerable saving in storage space. The tape that Pat Lysiuk was showing Bill Yoshihara held the equivalent of 12 boxes of computer cards.

The storage by tape has now been replaced with storage by magnetic disc. The capacity has also increased. The present Tandem System that the Data Processing Department now uses has 30 times the capacity of its Burroughs predecessor.

Though the retirement of the Burroughs computer was the source of some nostalgia in the Data Processing Department, it was also the source of some amusement. No longer will department members be worried about its eccentricity on excessively hot days in the summer. The Burroughs computer, like most human beings, had the odd bad day.



Bill Yoshihara, a new face around the data processing centre in the Burnaby plant, looks over one of the new magnetic tapes held by **Pat Lysiuk**. The information programmed on one reel shown here previously had to be punched onto 12 boxes or 120,000 computer cards. The swing to tapes will save a considerable amount of space formerly required for storage.

Product Picture

New Ice Creams on Market

Ice cream fans should be watching for Dairyland's new flavor combination, Dutch Chocolate Marshmallow, later this month. It is another of the special ice creams offered this fall.

Dairyland Sales Manager **Bill Ramsell** says Baby Ruth, an ice cream containing crunchy bits of the popular candy bar, has been on the market for several weeks this fall and it has been well received.

Sun-Rype apple juice, fresh

from the Okanagan Valley, now is being packaged in the Pure Pak cartons. The juice is rushed to the Burnaby plant in stainless steel tank trucks where it is immediately put into the cartons.

"And don't forget that the lemonade, orange and grape drinks are still being sold," he says.

Kerr, Godfrey Change Cities

Jim Kerr, branch manager of Dairyland's operation at Prince Rupert, has been appointed District Manager for Central B.C.

This means Jim will be responsible for the Dairyland sales and operations at Williams Lake, Prince George, Smithers, Terrace and Prince Rupert. He will live in Prince George.

Jack Godfrey, who has been branch manager at Prince George, moves to Kelowna where he becomes District Manager for the Kamloops-

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Gwen Stevenson has become Dairyland Employees' Credit Union's Girl Friday. She left Dairyland offices at the end of May and walked down the stairs to the credit union of-

How to Lose Weight



Bruce McDonald of the Accounting Department looks ahead to brighter and lighter days with his slimmer waistline. Experts say he'll have a tough time however, keeping off the 40 pounds he lost.



Louise Materi of the Burnaby Production Department lost 12 pounds during the weight loss competition. The odds are strongly in her favor for not regaining that weight.

Bruce Macdonald is smiling now but the Nutritionist at the Out Patient Department of the UBC Acute Care Hospital says there's an 80 percent chance he won't be smiling very long!

Bruce works as a cost accountant at Burnaby. He is a sure bet to win the annual weight loss contest for the Burnaby employees. For quite a few years now, Burnaby Production, Distribution and Office employees have held a weight loss contest in the first two months of the year. Anyone who wishes to enter puts up a \$10 entry fee before he or she climbs on the scales. The winner is determined by the percentage of weight loss rather than the total number of pounds or kilograms shed. That way the heavyweights do not have an unfair advantage. This year 19 people entered the competition.

Weighing in at 100 kilograms or 220 pounds, Bruce Macdonald employed a simple but effective strategy in the first two weeks of the contest. "The fancy word is fasting but it is basically starving yourself," he recalls. He went for days with only coffee and the odd bowl of soup. The result was a dramatic initial weight loss and a corresponding slackening in enthusiasm by his competitors.

The more evident his weight loss, the more discouraged were some of his really overweight opponents. By March 1st, Bruce had lost 36 pounds and was down to a svelte 184 pounds. Others in the competition had gained weight. "I'll never be a 200 pounder again," declares Bruce.

To check out the validity of that statement, Milk Break contacted two diet experts. Kathleen Macdonald, a Food Nutritionist and Dietician at the B.C. Dairy Foundation, said that to be effective weight loss must be gradual. "The rule of thumb is 2 pounds a week," she stated. In that way, eating behavior is modified more consistently and weight loss is more permanent. Because he lost weight at the rate of five pounds a week, Kathleen Macdonald was skeptical of Bruce Macdonald's keeping off the weight.

Carol Travis the dietician at the UBC Hospital, explained that a starvation diet burns up lean as well as fat tissue. The lower the lean tissue, the lower number of calories the body requires. In other words, Bruce Macdonald would have to maintain his bird-like appetite indefinitely if he was going to keep his weight down.

Bruce Macdonald however, does not plan to enter next year's contest. Time will tell. At the moment, Bruce is setting another goal. "My smoking went up 50 percent over the last two months," he regrets.

1985: Service is the Key



Manager of Wholesale Distribution Bill Osborne makes a point at the Department's annual meeting.



Bob Laws and Gunther Menke listen to one of the presentations.

The Wholesale Department held its annual meeting on February 12th. A number of drivers were able to attend as well as some of the office staff in the Wholesale Service department.

The meeting featured an overview from Bill Osborne, the Manager of Wholesale Distribution, in which he talked about the highlights of 1984 and some of the plans for 1985. In addition, there were presentations from Ian Greenwood, the Manager of Sales and Marketing, Ken Buss the Manager of Data Processing, Ron Brown, Ice Cream Product Manager, George Hrennikoff, UHT Product Manager and Dave Coe, Assistant General Manager.

After each presentation there was a question and answer session which provided the managers with some insight into the on-the-route problems that the drivers and office staff had encountered. Of course it was also an opportunity for those in the audience to hear some of the overall plans for each Dairyland department.

Bill Osborne made an important point in his summation. It concerned the importance of the employee. "There have been some accounts," he said "that have remained Dairyland accounts because of the service provided by our driver." In the next few years, the competition in the British Columbia dairy industry is likely to be very aggressive, he added, so the performance of employees would be critical to the health and success of our operations.

The evening ended with a coffee break during which the managers, drivers and Wholesale service staff, were able to informally discuss the evening's presentations.

Curlers Confab

Barry Craine of Abbotsford, is sending out a message to all curlers: if you are interested in an afternoon of good curling and an evening of good fun, sign up for the Dairyland Funspiel.

This year's event is to be held March 30th at the Chilliwack Curling Club. The action begins at 1:00 p.m. and is to be followed by a dinner at 5:30 and a dance at 9:00 p.m.

Tickets for the event can be purchased from Barry Craine at Abbotsford or Stan Lyon at Sardis. The price for the day's festivities is unbelievably low: \$15.00 per ticket for curlers and \$10.00 per ticket for non curlers.

"Last year people left it to the last moment so we had to cancel," recalls Barry Craine. In other words, it is important to sign up now if you are interested.

DO YOU KNOW A DRIVER WHO FITS THIS PROFILE?

A driver who shows courtesy on the highway.
A driver with a record of highway safety.
A driver who sets an example of professionalism in the trucking industry.
A driver who participates in his community activities.

CTA — MACK DRIVER OF THE YEAR AWARD

This is your opportunity to give that male or female driver the recognition he or she deserves. Entry forms are now available at your provincial trucking association.

The provincial nominee selected by each association also qualifies as a candidate for the National Driver of the Year award, to be determined by a select committee of the Canadian Trucking Association.

AWARDS — PROVINCIAL DRIVERS OF THE YEAR (7)

A \$250. cheque, a silver tray with a driver's name engraved and a framed certificate when award is presented. Presentation will be made at Provincial Association Annual Conventions.

NATIONAL DRIVER OF THE YEAR

A \$1,000. cheque, an engraved Quartz mantel clock, a framed certificate and an all expense paid trip with spouse to the CTA National Convention where the awards will be presented.



National Driver Award

The National Driver of the Year program has been in existence for the past 15 years. It is one of the few national awards in the trucking industry and therefore carries much prestige to its participants.

The B.C. Motor Transport Association, of which Dairyland is a member, determines who will represent British Columbia in the national competition. Last year, the Transport Association did not feel there was an entrant of sufficiently high caliber, so there was no representative from British Columbia in the national judging. This year the Motor Transport Association is anxious to have a highly qualified driver to represent the province.

The basic requirement is that a driver has successfully completed the last five years without a preventable accident. Other criteria include participation in driver training programs, safety committees, or the B.C. Truck Rodeo. Because Dairyland has extensive driver involvement in all aspects of the award program, the Transport Association is looking for some first class nominees from our organization. If you are eligible for consideration in the awards selection, please forward your name to Doug Wilson in Burnaby.

Student Aid

The Dairy Industry Credit Union has helped out many students over the years through its scholarship program. If you have a son, daughter, grandson or granddaughter who is beginning or continuing his or her post-secondary education, take note that this year's deadline for scholarship applications is May 15th not July 1st as has previously been the case.

The Scholarships are for \$500 each. To be eligible, a student must show both academic achievement and financial need. Also the student must be intending to start or continue his or her education at U.B.C., S.F.U., U. Vic., B.C.I.T. or a regional college in the province.

Timing is Everything

Every week we receive requests from the public for information about some aspect of our business. One that recently came to the attention of the Member Relations Department was a request from a student concerning information on the quota system in the dairy industry.

The student wrote, "A big problem in doing my research has been to get up-to-date facts and figures." The truth of that statement was evident by the person to whom the letter was addressed: George Okulitch, General Manager.

For those employees who are recent arrivals to Dairyland, George Okulitch retired as General Manager in 1974.



Appointment

Bill Ingles is the Regional Manager for the North. He has responsibility for all operations in the north. Those include the distribution and sales at our nine northern branches: Burns Lake, Kitimat McKenzie, Prince George, Prince Rupert, Quesnel, Smithers, Terrace and Vanderhoof.

Obituary

A member of the Quarter Century Club and a long-time friend to many co-workers in the Distribution Department, Merle Jones died March 1st of a heart attack. He had worked the day before and his passing marked the end of a 40 year career in the Wholesale Department. He is survived by his wife Lena.

Cardio Pulmonary Resuscitation



Do you know the signs of a heart attack? Do you know what to do until the ambulance arrives? If the answer is "no" to these two questions, then you're one of the people who should take the Cardio Pulmonary Resuscitation course.

The course is important for a number of reasons. Each year, for example, 83,000 Canadians die of heart disease. More than half of those victims never reach the emergency ward. If more people knew CPR many of those lives would be saved.

Anyone from teens to seniors, regardless of prior education can learn this life saving technique. CPR is simple to do; all you need is your two hands. The importance of the CPR technique however, cannot be understated.

If the heart stops or if breathing ceases, the victim is not immediately dead. Death occurs when the brain dies, which takes between four to six minutes. It is during this critical time period that CPR can save a life. If a rescuer can breath for the victim with mouth-to-mouth ventilations and pump blood with external chest compressions, death can be avoided.

A check with the St. John's Ambulance reveals that in most of the communities in which Dairyland has depots, there are qualified CPR instructors. If there is not a St. John's Ambulance office there is a local CPR society.

For those employees in the Lower Mainland who would like to take the course, the cost is \$33.00. The St. John Ambulance officials will provide an instructor at our Burnaby premises for a CPR course if there is enough interest. Phone Hugh Legg at 361 in Burnaby if you are interested and a course convenient to participants will be set up.

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.