Fraser Valley

Milk Break

1987

DF NEWS

DAIRYLAND FOODS NEWS — VOL 2, NO 1 — FEB/MARCH 1987

The BOSS connects branches to Burnaby

To a lot of folk the BOSS is singing sensation Bruce Springstein. But to many Dairylanders the BOSS is a computer system — it's not as wild as Bruce, but it's just as progressive.

BOSS stands for Branch Office Service System, and it has thrust every inch of Dairyland into the computer age. Now, branches as far away as Prince Rupert and Cranbrook are in regular computer contact with head office in Burnaby. Sixteen branches are now operating with the BOSS.

"The purpose of installing the BOSS was to prevent double handling of documents, and to speed up sales and cash accounting," said **LeRoy Wells** of Inventory Control, one of the Burnaby employees who played a major part in the installation of the BOSS.

"Before the computer system," he said, "everything done in the branches had to be sent to Head Office in Burnaby for entry. Now with the new system, the branch inputs sales and inventory transaction directly into the computer during the day. They initiate and complete the transaction. At night, all the data is sent to Head Office by the BOSS through the telephone line."

Burnaby's Manager of Sales Accounting and Credit **Tom Bastable**, and Data Processing's **Dianne Perrin, Peter Gee**, and **Bill Yoshihara**, and the Route Accounting Department also played important parts in the installation and christening of the computer system.

And as Leroy stressed, "It couldn't have been done without the hard work, patience, and long hours of every branch employee involved."

LeRoy recalled that on occasion, the branch BOSS operators had to repair the system over the telephone. "They've taken equipment apart over the

(See BOSS, page 2)

The Burnaby BOSS team members are smiling now — the BOSS computers are installed and operating in 16 branches offices across the province (from left to right): In the back, Dianne Perrin, Tom Bastable, and Peter Gee; in the front, Bill Yoshihara, and LeRoy Wells.

Branch closures and management changes

As of the end of January, the Kelowna Branch office was closed, and its employees and operation were moved to the Vernon Branch.

"The six people from the Kelowna Branch transferred into Vernon," said **Stan Harder**, Interior Regional Manager. "It's closure is part of our thrust to become more cost efficient. The Kelowna Branch operation is only a half hour away from Vernon, so the response time to that district from Vernon is very good," he said

The Quesnel Branch was also closed as part of the consolidation of the Interior Region. In November, it's one employee was transferred to Prince George. "It was a one and a half person operation," said Stan. "We now service the Quesnel area from Prince George, with one truck."

In accordance with the changes taking place in the Interior Region, a Branch Manager shuffle has resulted. Kelowna's Branch Manager **John Pearce** was transferred to Prince George, Prince George's Branch Manager **Bob Frazer** was transferred to Cache Creek, and Cache Creek's Branch Manager **Sid Koponyas** was transferred to Penticton to fill the Branch Manager position left by Stan Harder when he became Interior Region Manager in September.

Postage costs less

Likely everyone noticed that this issue of DF News was mailed without the usual brown envelope.

We said in the Oct/Nov issue of DF News that we would try the bulk mailing option in February. However, with bulk mailing we would have had to pay for 5000 copies at 15 cents ($750 total) when we only mail 1600 copies. So, we've worked out a better option, and that is to still mail DF News first class but without an envelope. It now costs 39 cents per copy to mail at a total of $624 — a savings of 13 cents per copy from previous issues plus envelope costs.

Coe talks candidly about Dairyland

General Manager **Dave Coe** updated employees on current business at Dairyland Foods recently. This second round of visits to the employees workplace emphasizes Mr. Coe's stated mandate to improve communications throughout Dairyland Foods.

He congratulated employees for pulling together and achieving a level of success in 1986 in the light of the year's very demanding start.

Because of increased competition in the marketplace, he explained, greater pressure was put on us. As a major supplier, it's our job to enable our customers to remain competitive. As a result, the market was not able make any significant contribtutions to our bottom line.

Most of the success we did achieve for the year came from the two EXPO's: The Expo fair and Dairyland's EXPO cost saving task force.

Coe stressed his appreciation to staff for finding the savings within Dairyland — and for all employees participation in the once in a lifetime world's fair, making Dairyland's participation in Expo a success, and for contributing to the fair's great success as a whole.

Coe stressed, however, that 1987 does not look like it will be any easier than 1986. Even greater competition in the marketplace is expected with the entrance of a new fluid dairy in the province. The dairy will create even more competion in a marketplace which already has greater processing capacity than required.

Another new development is hitting B.C.'s dairy industry this spring. The advent of the 4 litre milk jug, expected next month, is going to be a costly venture for the industry. Although we must offer the jug to our customers, it will not give us any greater sales or increased market share. In effect, we will be unable to recover our start-up costs for the project. This will make '87 even more challenging — especially since we won't have another Expo fair to stimulate our sales.

But one EXPO will be back in '87 according to Coe: The EXPO cost savings task force. EXPO II was christened with the opening of the 1987 fiscal year. With EXPO II, it is expected Dairyland will find further significant savings in most areas of the Association. This project will require the work and thought of every employee, Coe said. As the plans and policies are worked out, and capital expenditures approved, he hopes all employees will support their departments in achieving this great undertaking.

Coe also told employees that the plan to purchase Palm Dairies by Dairyland and the three other western dairy co-ops has been abandoned. Dairyland and the other co-ops withdrew their proposal because an agreement with the Federal Competition bureau could not be reached that would allow appropriate control of Palm by the the purchasers.

The staff showed appreciation and interest during the talks, saying that they found them informative. They were very supportive of the visits and urged Mr. Coe to continue.

More visits are planned in the Fraser Valley plants and Lozells Plant. Mr. Coe again extended an invitation to all staff to ask their supervisors questions concerning the company or their workplace, or to send questions directly to him through the Communications Deptartment.

General Manager Dave Coe talks with employees in UHT Storage in Burnaby.

BOSS branches out

(Con't from page 1)

phone," he said. "They would get a phone call from Bill Yoshihara to replace an information board, and with screwdriver in hand they completed the operation."

No-one will claim the system went in without a hitch. Everyone has a story they'll chuckle about now, but the problem may have taken them many an hour to figure out at the time. In fact, the branches are now learning the process for the latest inventory module just in place. So there's still some head-scratching going on.

Nanaimo was the first branch to use the BOSS, installed in that branch June of '85. Office employee **Gladys Adams** remembers that it wasn't smooth sailing getting the system running. "We've had to replace a lot of equipment here," she says. But they've made a lot of changes in the system. It's more refined, so it's working well now."

Smithers BOSS operator **Ruth Mintz** said the BOSS is a welcome contribution to the office. "I would never give up the computers — they've made our jobs much easier," she said.

"Customer satisfaction and much faster service are the two main reasons the system was installed," says LeRoy. "It takes a lot of number crunching away from the Burnaby and branch employees. The BOSS does the number crunching and produces the reports. This leaves more time for taking care of the customer," he said.

Another important part of the new system is that sales initiated in the branch office are now carried through at the branch office. This increases the efficiency of getting the order to the customer, controlling the inventory, and to processing the invoice in Route Accounting.

But the computer wizards see into the future with the BOSS. It has the potential to review sales trends, produce product history, and make inventory reconciliations. "The branch will be able to keep a tighter reign on it's entire operation," Leroy says.

Courtenay Branch Manager **Ron Mottershead** summed up the contribution of the BOSS to Dairyland by relaying what was said in a meeting about the system. "We've all had our problems," it was said, "but none of us want to go back to the horse and buggy."

The branches operating with the BOSS are: ***Prince Rupert, Terrace, Smithers, Prince George, Williams Lake, Cache Creek, Penticton, Castlegar, Cranbrook, Squamish, Victoria, Nanaimo, Courtenay, Powell River, Port Alberni, Campbell River.***

Nanaimo Branch employee Gladys Adams was the first branch employee to work with BOSS.

Smithers part-time office worker Cathy Whalen "really enjoys working with the computer."

Some letters to the Editor:

Dear Nancy,

In reading your article on the Expo Project in the Northern Region (Dec. DF News), I found it to be quite accurate, but it left a feeling that it was a one-man show.

As you can appreciate, no one person can do this project. In fact, it was a complete team effort involving all the staff in the Northern Region and our customers. Credit must also go to many departments and individuals in Burnaby: Distribution and Shipping, Purchasing, Maintenance, the Accounting and Sales Departments, the Garage, and the Senior Managers all contributed to the project.

A special thanks must go to ***Bill Ingles****, my predecessor, who is now in Vernon. Bill organized many of the things that had to be done to make the Expo program work in the Northern Region, and I appreciated his help and guidance on its implementation.*

Thanks for the article. I hope this letter clarifies and recognizes all the people who are needed to make the Expo program work.

George Thom
Northern Regional Manager

Dear Nancy,

Hi! Greetings from the Cranbrook Branch. Not much news has come to me since you started the newspaper. We are very proud of the fact that we are a very smooth running branch. The employees here get along very well with each other — we try hard to work with each other for the betterment of Dairyland.

Two of our employees have had babies. ***Dale McMullin*** *and his wife Holly had a baby boy Oct. 29 who they named Cody.* ***Karen Langan*** *and her husband Derek had a girl Jan. 19, and they named her Crystal.*

If you need any other information for the newspaper, please contact me.

Claudine Knox
Cranbrook Branch Contact

LETTERS are welcome and appreciated. Please send them to Nancy Ryder, Communications Dept., Burnaby.

Thank-you.

Oops...We're sorry

Last issue, in the photo of new Quarter Century Club members, we mixed up the ladies names. Their correct identities are as follows (left to right): Danni Armitage, Marilyn Morton, Betty Penner, and Bunty Standeven.

The Door Stop makes news

The introduction of a Home Service newsletter named *The Door Stop* is in the works at Dairyland.

The full-colour newsletter, which will be delivered by Home Service Driver-Salespeople, will serve as an information source and promotional device. It will include coupons, product promotions, a full page of dairy product recipes, and Home Service driver profiles.

"We're all really excited about it," said Burnaby's Home Service Manager **Martin Minshall**. "We think it's a good vehicle for communicating some of the good things happening in Home Service to our customers."

"And thanks to the expertise of our own people," Martin added, "it's going to be an econimical and good-looking publication."

Dan Wong of Communication is Editor, and Communications contract artist Leanne Frid will design *The Door Stop.*

Home Service

Drivers become actors

Burnaby's Home Service Drivers became actors at this year's annual meeting November 25.

Professional actresses were brought in from Theatre Sports to act as customers and potential customers, while the drivers acted their own parts as Home Service Drivers.

Some of the situations acted out were: cold canvassing, selling promotional products, and customer complaints.

Home Service Manager **Martin Minshall** described the show as "somewhat instructional, but mostly entertaining."

General Manager **Dave Coe** attended and spoke with the drivers. Dairyland's Marketing Manager **Don Winton**, and Westcan Advertising representative Bob Baily also spoke to the group about their specialized areas.

"Their expertise is going to be used to help the Home Service Department," said Martin.

All in all, the evening was a success. It was a good opportunity for the Drivers to communicate with each other and with the managers, and to have some fun trying a hand at acting.

Recipes!

A new Consumer Services recipe leaflet is available — this one is for ice cream lovers. Employees can order "Ice Cream For All Ages" through stationary in Burnaby.

Are you moving?

Each time an issue of DF News is mailed, many trickle back to the Burnaby office. Because of incorrect addresses on our payroll list, some Dairyland employees, alas, do not even receive DF News! So, if you are moving, please contact the Personnel Department, and inform them of your new address. Over and above DF News and Butter-Fat Magazine, other information is occasionally sent to you.
Thank you for your co-operation.

Home Service Driver-Salesperson Warren Tompkins delivering a skateboard to happy Helen Seklaj. Helen, a Vancouver resident, was one of five winners in Dairyland Foods' Halloween Super Socco promotion between Oct. 14 and Nov. 15.

Christmas celebrations across B.C.

Cache Creek began Christmas pretty early this year — their party was held November 22. Employees and their guests, about 25 in all, dined at the Voyageur, and followed up the good food with a party held at an employee's house.

Courtenay employees got together for a Christmas wish, but no official party was planned. Maybe next year, ay Courtenay?

Christmas was celebrated in fine style in **Prince Rupert**. "We got the whole gang together and went out to dinner and for drinks afterwards," says **Sandy Ruf**, Branch contact from Prince Rupert. All told, 18-20 people attended.

About 30 Dairylanders and their guests enjoyed **Penticton's** Christmas party on December 20, held in an employee's home. What was even more talked about, though, was the Branch Christmas tree. It stood a mere two feet — but it spread the Christmas spirit through the whole branch!

The **Nanaimo** and **Port Alberni** Branches also shared a Christmas dinner together. On December 20, about 23 employees with their spouses had dinner in the Porto Fino Room of the Big 7 Motel.

Smithers celebrated December 6 at the Hill Top Inn. "There was excellent food, good atmosphere and a hot band," said **Bill Cromer**, a Smithers employee who attended the party. Presents also abounded — with everyone winning a Christmas door prize.

Reindeer and tree boughs decorated the **Armstrong** office lobby display. **Judy Ehrlich** is the Armstrong employee who creates the displays — Judy's Christmas reindeer display has almost become a tradition.

An informal Christmas dinner was also held December 16, with about 30 people attending.

Burnaby's Executive Secretary Ruth Morrison received a surprise visit and present from Santa just before Christmas.

Newly appointed Regional Manager, Vancouver Island, Stan McHann was a popular Santa's helper at Burnaby's Children's Christmas party according to this young lad, Greg Sisson, the son of Shawn Sisson of Burnaby Partrons.

Lozells employees celebrated Christmas in rounds this Christmas. A dinner and dance was held for Production staff and Ice Cream Drivers Dec. 6, and a luncheon took place in the Lozells office Dec. 12. Close to 90 people attended the luncheon, while a hundred turned out for dinner and dancing.

Bob Cherry from Production, and his wife Hillary, organized a gift-giving for the children of Lozells employees. Twenty kids, 12 and under, received a gift. This is the second year gifts were given to the children.

Burnaby's Sperling Plant celebrated Christmas in three ways this year. First, a dance wa held Dec. 5 with about 130 employees and their guests attending. Dec. 14 was the day for Burnaby employees' children and their friends. Santa's helper **Stan McHann** made a jolly Santa Claus at this years children's party — he was really popular with the kids. The third 'due' was held in the Park Room Dec. 19. Versa catered the party, and did a fine job at that! A Christmas present was given away too — K. J. White of Abbotsford won a trip for two to San Francisco via CP Air. Thanks goes to Pacific Western and American Express Travel.

Over one-hundred **Abbotsford** employees celebrated Christmas by dining and dancing December 13 — a function organized by the newly appointed committee of the Retirement and Social Club (see story, this page). Santa Claus made a surprise visit at the dance too — just to see who was being naughty or nice. He also gave away four Save-On Foods gift certificates of $25 each.

And of course, Santa didn't forget the children. Forty-five employees' children and their friends sat on Santa's knee and were given a bag of goodies at a special Children's party. Rumour has it Santa was unable to attend the function himself, so he deputized Abbotsford Night Foreman **Randy Branch** to be acting Santa that day.

Written by a Sardis Branch employee: "**Sardis** surfaces yet again! No, we are not closed or sleeping, we are very much alive and full of 'spirit' — 'Christmas' and 'team' spirit that is! "Here's **Chris Eaton**, the checker and **Vivien Edwards** from the office dressing up the unique Dairyland tree. Children love the Fudgesicle and Super Socco decorations!" (See photo above).

Abbotsford

Club gains members

Abbotsford's Retirement and Social Club gained 37 new members in its Christmas membership drive. The club now has a healthy membership of 124.

Among other things, the club has given flowers to sick employees and a sum of money to retiring employees. Its new thrust, through, is on the social. And to start things off the club organized this year's adult and children's Christmas parties as a way of reaquainting itself with the employees.

Originally a Sardis club, it was merged to include Abbotsford employees when the Sardis plant closed. Ex-Sardis employees **Bob Toop, Stan Lyons and Fred Franks,** who presently work at Abbotsford, ran the club for over a decade, but they decided it was time to retire from 'active service'. So at a club meeting last fall, **Brian Parkes, Bob Obyrne, and Keith Miller** became the new organizing committee — President, Vice-President, and Secretary-Treasurer respectively. Brian and Bob are in fact ex-Sardis employees too.

Keith Miller says that besides providing the season's festivities, the Christmas party was also a way of getting the ex-Sardis, ex-Burnaby, and the Abbotsford employees together on a social level. "We've never had a party to bring all the employees together — we now can say we're all Abbotsford employees."

Best of luck to the new organizing committee, and a special thanks to Bob Toop, Stan Lyons, and Fred Franks for the many years of work they devoted to the committee.

Burnaby's Charitable Fund closes

Unfortunately, no-one responded to **Jim Defries** plea for help with the Dairyland Employees Charitable Donation Fund which ran on page 1 of Dec. DF News.

Jim resigned as Secretary-Tresurer of the fund last fall due to lack of interest. He was asking that a new committee step forward.

The fund collected a small amount from the paychecks of 512 employees — amounting to $22,000 a year.

"I've closed the fund's account," said Jim, adding that "The $22,000 a year is going to be missed by a lot of charitable organizations."

The Charitable Donation Fund had been in operation at Dairyland for over 40 years.

DF NEWS

DAIRYLAND FOODS NEWS

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Special thanks to the employees who contributed photos or information to this issue of DF News.

The People Page

Shaping up to be fit

By day, **Karen Klassen** works on the Creamer machine in Burnaby Production. By night, she puts on her aerobic wear and becomes an athlete beyond compare.

Karen is definitely 'into fitness'. Six times a week — and sometimes more often than that — Karen participates in the Fitness First aerobics classes at Cameron Recreation Centre in Burnaby. But her fitness doesn't stop there. Karen also runs three times a week, lifts weights occasionally, and she rides her bike to work and back everyday. "It's only two miles though," she says.

Karen Klassen getting fit in one of the many aerobic classes she attends.

Karen says she feels great. "I'm probably in the best shape I've ever been."

She also stresses the importance of exercise. "You're more relaxed and not as shakey — exercise really relaxes your nerves. It also improves circulation, heart rate, and gives you more energy. After I've exercised I feel like a new person."

Karen, a 13 year veteran at Dairyland, has been involved with Fitness First for four years. A couple of years ago she acquired a fitness certificate. So... anyone who knows Karen will tell you — she's certifiably fit.

Employees slim down

Wholesale Foreman Joe Gray getting weighed in by official Diet Contest Umpire Doug Wilson.

Burnaby's second annual diet contest is well under way. The 15 contestants were weighed in Jan. 12 by Safety Supervisor **Doug Wilson**. Contestants paid $10 to enter, and the one who loses the most weight by percentage gets the pot — and loses the pot.

In either case, a lot of hefty dieting has been going on in Burnaby. Contestant and Home Service Supervisor **Bill Morton** says he's had to tighten up his watchstrap and belt by one notch. Last year's winner, Cost Accountant **Bruce McDonald** is competing again this year, and it is said he's got a pretty good chance of winning.

The contest ends March 31. Good luck dieters!

DF NEWS
If not delivered, return to Dairyland Foods, P.O. Box 9100, Vancouver, B.C. V6B 4G4

Retiring employees

January 1987

JIM CUNNINGHAM, Burnaby; Butter Dept. Foreman.

PAT KERR, Burnaby; Purchasing Manager.

February 1987

CAM CAMERON, Burnaby; Dairyworker.

VIC RETZLAFF, Lozells; Ice Cream Driver.

Pat Kerr

Jim Cunningham

Christmas decoration served as party favours for Vic retzlaff's retirement party in Lozells' lunch room. Pictured are Lozells employees (from left to right): In the back: Doug McLellan, Ted Moore, John Geortzen, Bob Sibley, Spencer Morris, Harry Newfeld, Jim Brockes, Tom Adair, Corny Vogt. In the front: Art Jones, Vic Retzlaff, and Wilf Graham.

Congratulations

JOHN PEARCE, previously Kelowna's Branch Manager, is now Branch Manager of Prince George.

BOB FRAZER, previously Prince George's Branch Manager, is now Branch Manager of Cache Creek.

Stan McHann

Ed Winter

SID KOPONYAS, prevously Cache Creek's Branch Manager, is now Branch Manager of Penticton.

LYNN JAMES, Bby, was hired as Senior Audit Oct. 27.

REUBEN THIESSEN, previously Assistant Purchasing Manager in Bby, was appointed Purchasing Manager in Jan. replacing the retiring Pat Kerr.

STAN McHANN, previously Food Service Sales Manager in Bby, has been appointed Regional Manager, Vancouver Island, effective March 2. Stan replaces Greg Osborne, and will work out of the Victoria Branch office.

ED WINTER has been appointed to the position of Sales Supervisor replacing Stan McHann. Previously, Ed was Food Service Sales Rep.

MARTIN MINSHALL, previously Home Service Manager of Sperling and Abbotsford/Sardis Home Service/Wholesale, became responsible for all Lower Mainland branches Home Service as of January 19.

INGEMAR OLSON, ISS in Burnaby, became System Porgrammer January 20.

JIM BURGE, ISS in Burnaby, became Project Leader, Installed System Maintenance January 20.

PAT LYSUIK, ISS in Burnaby, was assigned to Data Conrol Department, January 20.

JERRY LEE ALLEN, Burnaby, previously reception and Mail Room/Printing, became Sales Merchandiser in November, 1986.

Rueben Thiessen

Lynn James

DONNA JONES, previously Sales and Marketing Secretary in Burnaby, became Office Assistant at Lozells January 19, replacing Carmen Collette who has moved.

BRENDA GROVES was hired as Sales and Marketing Secretary January 19.

Employees become video stars

Video stars are in the making at Dairyland Foods. Two hot, new videos on dairy farming and processing were filmed at a Dairyland farm and at the Sperling and Lozells plants.

The videos were made as part of a U.B.C. Agriculture correspondence course, and were aired on the Knowledge Network in January and early February.

Burnaby Pasteurizer and video star Frank Ling — in the Panel Room of the Sperling Plant.

Many Dairyland employees had starring roles in the video — Burnaby Pasteurizer **Frank Ling,** Sperling Plant Superintendent **Liz Browne,** and Member Relations Manager **Carol Paulson** discussed various aspects of the dairy industry. **Evelyn Thomson** of Quality Control also made a cameo appearance.

The video on dairy processing is available for viewing by anyone interested in seeing it — just contact the Communications Department in Burnaby.

In memorium

RICHARD ENGLISH passed away December 14 at the age of 92. Dick worked for Dairyland for over 40 years.

DF NEWS

DAIRYLAND FOODS NEWS — VOL 2, NO 2 — APRIL/MAY 1987

1987 Annual Meeting

A year of challenge

This year's Dairyland Foods' Annual Meeting was held March 12 and 13 at the Ag-Rec Building in Matsqui, B.C.

Both President **Peter Friesen** and General Manager **Dave Coe** addressed the attending members. They reviewed the past year, the history and development of Dairyland Foods, and looked at the prospects for future years.

Mr. Friesen and Mr. Coe described 1986 as a year of difficulty and challenge.

"Nineteen eighty-six was a challenging year for your Association," said Mr. Friesen to the members. "Challenging because of the opportunities available for us to take advantage of, and challenging because of the extremely competitive environment we faced in the marketplace."

President Peter Friesen

General Manager Dave Coe

Mr. Coe described Dairyland's involvement in the Expo fair as "a real bright spot in a market which continues to deteriorate at an accelerated pace."

And he stressed that "continuing erosion of margins is anticipated in 1987 as the various processors continue to drop prices to maintain throughput."

Although the coming year will be another challenging one for Dairyland, Mr. Friesen reminded the members of the difficult times at the origin of the Fraser Valley Milk Producers' Cooperative Association.

"In 1917 men and women of foresight, courage, and determination organized the FVMPCA, better known today as Dairyland Foods. It was a bold step," he said. "A step born in part out of frustration and desperation."

But Mr. Coe said that "the external challenges we face are more formidable now than ever before, and they require foresighted analytical response.

"Accordingly, management and your Board (of Directors) have become involved in a more formalized process of Strategic Planning to help see us through the next five or six years specifically, and also position us into the next century," Mr. Coe said.

"Our management is taking all steps available to reduce costs and be competitive in the marketplace," said Mr. Friesen.

To secure the future of Dairyland Foods, "our goal is to become the least cost supplier of milk and dairy foods (in B.C.)," he said.

Dairyland Foods' **Annual Report** and **Annual Meeting Summary** are available for any employee who wishes to review either. Please contact the Communications Department, Burnaby.

Burnaby

Distribution reorganizes routes

A major reorganization of Burnaby's Distribution Department is under way to keep up with changing trends in the marketplace.

In October, Wholesale Service its routes on the North Shore to achieve more efficient servicing for stores in that area. A route from the core Vancouver area was also cut Jan. 18, with more changes being considered.

"The market has changed over the last five years," explained Distribution Manager **Russ Webb**, "and we have to make the necessary changes to remain competitive in the marketplace."

The appearance of the larger, high-volume supermarkets has decreased business for the smaller grocery stores, hurting their sales performance. Also, the longer shopping hours have taken business away from corner stores and convenience stores — those stores are now selling a lot less dairy product but they have still been getting the same frequency of service.

"The drivers knew the routes were light and that something had to be done," Webb said.

"What we've done is reduce the frequency of delivery to accounts," said Wholesale Service Manager **Bill Osborne**. "By doing so, we've been able to reduce the number of routes."

"Nine Wholesale Drivers have transferred to Home Service (because of lower seniority) and more will soon be transferred," Osborne said.

The transfers are logical, as another Distribution cost saver is that Home Service now delivers to the small volume stores, where the stores can be added to the Home Service routes.

When the Distribution changes were in their infancy last fall, the drivers were uncertain how the modified delivery schedule would affect their work week and days off.

"Initially, the drivers were concerned about the schedule changes," Webb said. "But we're making every effort to implement the distribution modifications with the least disruption."

Schedules have been maintained in the majority of cases.

"Market pressure has forced us to these changes," Webb said. "Market pressure and the changing buying habits of consumers."

"Although some of the present changes are painful to make," Webb said, "We have to worry about the long-term at Dairyland."

Presently, Distribution is continuing its reorganization of the Lower Mainland area.

Abbotsford won the Creamo Cup this year, played April 5 at the Queen's Park Arena in New Westminster. Abbotsford defeated Burnaby's Checking Department team in the finals. The Burnaby Driver's team finished third, and Save-On-Foods placed last. In the above photo, Checking is playing Save-On-Foods.

Driver wins vacation

Who's off to bask in the sun in Hawaii? Driver of the Year **Rick Worsley** of Home Service, for having the highest aggregate score for driver performance in 1986.

Driver of the Year Rick Worsley

Rick, who has worked as a Dairyland Home Service Rep for 13 years, won a trip to the land of Mai Tais and palm trees for his outstanding scores in each of the competition's five categories: New call acquisition, sales promotions, vehicle safety, absenteeism, and product and cash accountability.

The competition, which runs throughout the year, is designed to reinforce a single premise — the better Dairyland's Home Service Representatives perform in each of the categories, the better our overall commitment to the Home Service customer will be.

Home Service Reps Rich Miller and Tony Jongedyk are past Driver of the Year winners, winning in 1984 and 1985 respectively.

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Shelf-clearing success for Christmas Cordials

Last Christmas, Dairyland Foods introduced two new Christmas beverages: Chocolate Orange Brandy Cordial and Chocolate Irish Cream Cordial.

The liqueur-flavoured drinks took the dairy case by storm — with Chocolate Irish Cream Cordial selling out just before Christmas, and Chocolate Orange Brandy Cordial selling out shortly after.

Credit for the success of the cordials is shared between Marketing and Research and Development. Marketing Manager **Don Winton** persued the idea, deciding to go ahead with the new Christmas product mid-August. The Research and Development team took over from there. It had three months to create the products and have them on the shelves in time for Christmas.

Nancy Baillie of Research and Development is pleased with how well the cordials were received by consumers.

"Since they were designed specifically as Christmas products," said Research and Development Group Leader **Nancy Baillie**, "the primary challenge was tight timing."

The product objective for the cordials was to introduce a non-alcoholic, adult beverage into the Christmas season, said Don Winton. The demand element was the popular liqueur flavours, which generated mass distribution — every major chain store in B.C. carried the products.

Researching and developing new products to the specifications of the Marketing people is a multi-faceted chore. Choosing just the right flavour is the first task.

"Finding flavours that are easily identified with milk" was the crucial factor, said Nancy. "After that we had to consider serving temperatures, richness, and just the right combination of ingredients."

And getting ingredients isn't as easy as going to the corner store. Supplies often have to be sent in from the east — so time is a factor here too.

The cordials were carefully and energetically marketed too. With newspaper ads and numerous in-store product sampling demonstrations, Dairyland's Marketing team made sure consumers knew about the new Christmas beverages.

Developing and marketing any new product is a challenge, and the cordials were no exception. But the Dairyland Research and Development and Marketing teams met the challenge *flavourably* — and two more successful products have been added to Dairyland's already long list.

Letters to the Editor

Dear Nancy:

*Your new **DF News** publication is entertaining and informative. Not the least interesting being 'The People Page.'*

*In regard to the column in the last issue, "Employees slim down," it was surprising that you mentioned it was Burnaby's second diet contest. Memory goes back a few years to the antics and amusement provided by **Bill Morton** and several other participants in this affair.*

On one occasion the challenge was for Morton to lose 20 pounds. He didn't do it, and the suggestion was made that the only way he could have achieved his goal was to cut off a leg. Hope he has better luck this time! It is interesting to see he is still trying!

The attached is an original poem of mine, and although it has been printed several times in magazines, I submit it as it might add a small consolation for the losers.

Yours truly,

Bill Huffer
Retired employee, Retail Division, Burnaby.

TASTE MAKES WAIST

Oh the suffering and the pain!
For here I'm on a diet again.
Each time I try to take off weight
I'm asked out to a dinner date.
I wake up grumpy, like a bear,
who's slept all winter in his lair.
With stomach rumbling — hungry — cold!
On diets...I will ne'er be sold.
I've lost at least a hundred pounds
a feat, I claim, that quite astounds.
But no...it's just the same old Ten,
over, and over, and over...Again!

Dear Bill:

Thanks very much for the poem. I'm sure it will be some consolation to the frustrated diet contestants.

You are right that diet contests are not new to Dairyland, but last year was the first year that weight loss by percentage determined the winner — that way the smaller sized dieters have an equal chance at winning the contest.

By the way, Bill Morton didn't win. But he did slim down and he looks great.

Dear Nancy:

I am writing today to thank you, and the Communications Department of Dairyland Foods — and also to congratulate the department on a well put together video tape called "Food Production System," about dairy processing.

I am an employee of Dairyland and work in the Cheddar Cheese Department in Abbotsford.

I invited another employee to my home, and also some friends, to view the video on my VCR. They were all impressed with the information in the video and the way it was presented. And I agree with them.

Yours truly,

G.D. Peck
Abbotsford

Dear G.D. Peck:

We're glad you enjoyed the video on dairy processing, offered for viewing in the February-March issue of DF News. Many Dairyland employees contributed to the video, which was prepared by U.B.C and organized by Member Relations Manager Carol Paulson.

The Terrace Branch

*By **Sally Ryan**, Terrace Branch Contact.*

The Terrace Branch consists of four routes with five drivers, two shippers, a route foreman, holiday relief driver, branch manager and two office staff.

The semi-trailer route delivers three times a week to Kitimat, 60 kilometers away. It services the Overwaitea stores in Terrace and Kitimat, plus six other accounts in Kitimat. On the off days it goes to Smithers, 200 kilometers away, to pick up our white milk products.

Another route also services Kitimat three times a week. This route delivers product to the restaurants and other service accounts. That leaves two routes to service Terrace: One route services the restaurants and smaller accounts, while the other route covers the Co-Op, Safeway and corner stores.

We ship product to Cassiar, Dease Lake, Iskut, Stewart and Aiyansh via local carriers. We also ship product to Kemano, via Kemano's boat.

The B.O.S.S. system has fitted in quite nicely with our everyday operations. Most customers are on a phone-in basis and placing the orders directly into the computer saves a lot of time, and makes it easier for the shippers to pull the orders. Thanks to all who made this the running of the computer system possible.

The Terrace branch recently won a microwave oven from McCain Foods for overall sales increase of McCain products for the month of November.

The Terrace area has some of the best fishing in British Columbia. The largest Spring salmon caught in British Columbia weighing 96 pounds, was caught in the Kalum River. The average weight of Spring salmon in the area is 60 to 85 pounds. People come from all over the world just to enjoy our excellent fishing grounds. It is definitely a sport fisherman's paradise with our many lakes and rivers.

Our staff have been making the most of their holidays this year. We had employees off to Mexico, Australia and Hawaii. Obviously they couldn't wait for our own sunny summer weather to come our way. But needless to say they had a wonderful time.

One of our shippers, **Barry Thompson**, made his way off to Australia and New Zealand for a visit. He was in Perth during the final leg of the America's Cup. It was quite a party for the Americans but a terrible let down for the Australians, he said. He did a lot of his travelling via train and it was quite an enjoyable trip. While Barry and his girlfriend were down under they decided to make it official — and they got married.

*The Terrace employees are: The Drivers: **Ted Anthony, Mike Farrar, Lloyd Kennedy, Steve McIssack,** and **John Simons; The Shippers: Mike Cain** and **Barry Thompson**; The Route Foreman: **Mel Flewin**; The Holiday Relief Driver: **Don Simpson**; The Office Staff: **Sally Ryan** and **Donna Steponavicius**; and the Branch Manager: **Roy Oliarny.***

Tournament gathers a crowd

Forty-six Burnaby employees showed off their legs and athletic abilities February 15, in a racquetball tournament organized by Production.

Les Frederick, Mike Gelner, and **Mike McGowen** organized the tournament held at Carnoustie Golf and Racquet Club in Port Coquitlam.

Lots of prizes were donated for the tourament, so a prize was won by all.

The tournament was devided into five categories: Women's Novice, Men's Novice, Men's Runner-up, Mixed Intermediate, and Men's Advanced.

In the advanced, **Mike McGowen** and **Ray Wilson** were the winners. **Daryl McNeill** and **Bob Ryder** won in the Mixed Intermediate. **Linda Douglas** and **Michele Stracker** were the winners for the Women's Novice, and **Greg Dumphy** was the Men's Novice winner. **Greg Jack** won in the Men's Runner-up division.

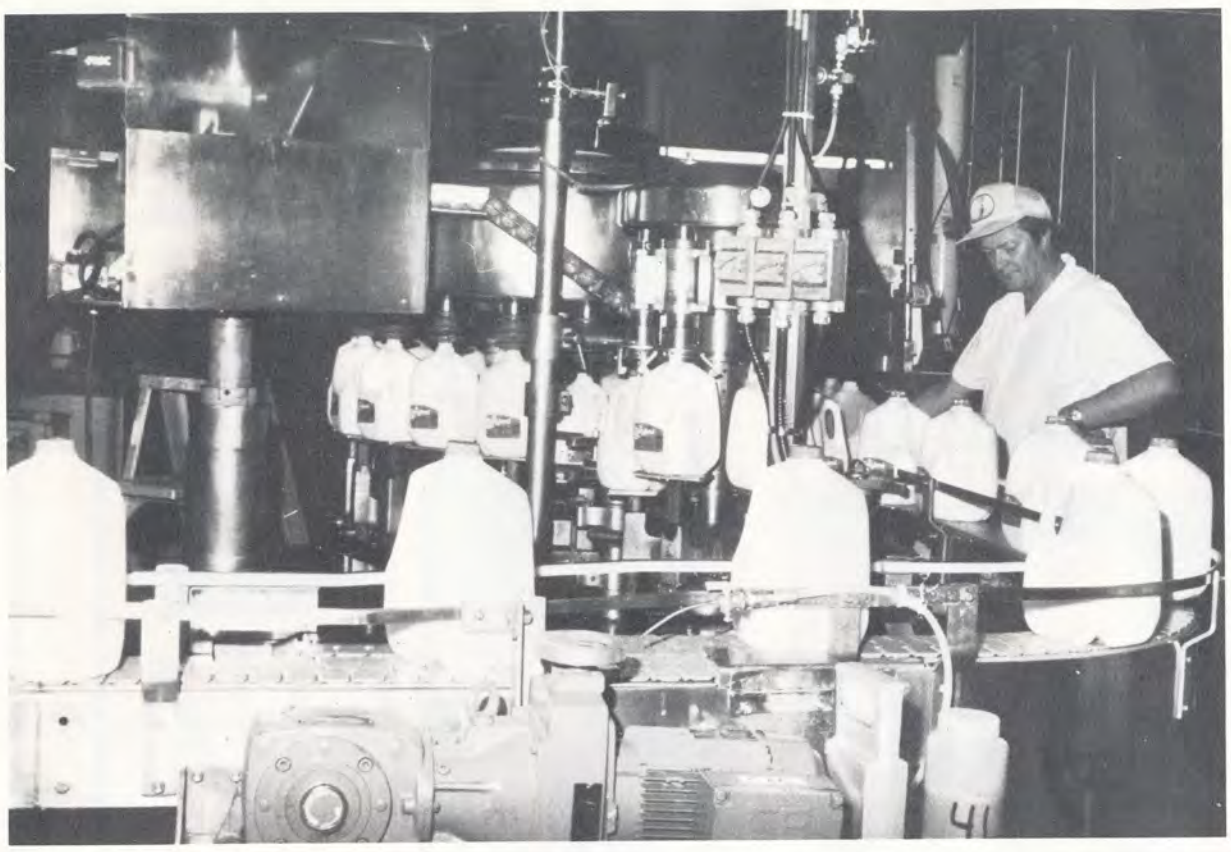
But even those who did more watching than playing had fun. Although 46 people played, a lot more were there just to watch.

The tournament was so popular that Les, Mike and Mike are already organizing another.

Left to right: Les Frederick, Mike McGowen and Mike Gelner organized the tournament. Mike McGowen, in fact, won top prize in the Men's Advanced, sharing the honour with Ray Wilson.

"We hope to do it again in September," Les said.

Special thanks goes to the many companies that donated prizes, or cash for the trophies: *Dairyland Foods, Armstrong Brand Cheese, Labatt's, Molson's, Ste. Michele Wine, Casabello Wine, Radiant Image Studios, Dairy Industry Credit Union, Teamsters 464, ICG Liquid Propane, Dad's Fish and Chips, Flavour Shades, Black Knight, and Carnoustie Golf and Racquet Club.*



Production of 2% and Homogenized milk in the new, four litre plastic jug began March 16 in Burnaby Production. The jugs of milk are selling well in the Okanagan, the Kootenays, and on Vancouver Island.

Dairyland plans for the future

In both General Manager **Dave Coe's** recent 'walk-abouts' to speak with employees in their workplace, he stressed the importance of every employee knowing Dairyland's goals and objectives. And he said that by knowing this information, Dairyland employees would be better able to work as a team.

Mr. Coe cited the example of a football team. All the players work as a team; all the players have a job to do. But, unless they recognize that the objective is to get the ball across the goal line, the players will end up running around the field with no purpose or direction. And they will likely lose the game.

But if all the players are aware of, and understand their individual goals, and the goals of the team, the chances of success are much improved.

The same principle applies to Dairyland Foods, he said. Although every employee has a different job, Dairyland Foods' goal is the the same for everyone.

A Checker-Loader deals with packaged product, a computer operator uses a terminal, and a mechanic works with wrenches and screwdrivers, but their overall goal is the same: To ensure Dairyland Foods is a profitable organization.

The **Mission Statement** printed below was developed by Senior Management and the Board of Directors. It was written to establish the goals for the Association and to provide purpose and direction for all employees over the next three to five years.

Since the statement covers a wide range of topics, and does so only very briefly, each of the seven sections will be examined in detail in subsequent issues of **DF News.**

United Way says thanks

Much has been written about Burnaby Employees' Charitable Donation Fund recently. Although the fund is now closed, the charity of Burnaby employees is still felt.

When former Secretary-Treasurer of the fund, **Jim Defries,** closed the fund's bank account, he donated the remaining $6,217.78 to the Variety Club. And over $1,250 was added to that by 24 Burnaby employees who still contribute informally to charity. Each week **Evelyn Goheen** collects $2 from the other 23 employees. The money is then donated to charity.

In addition, a number of Burnaby employees bowl in Big Brother's **Bowl for Millions** annual fund raising event.

Burnaby employees are definitely still active contributors to charity. In fact, Communications Manager **Tom Low** received the following letter thanking employees for their charitable support of the United Way.

Dear Mr. Low:

On behalf of United Way and our agencies, I'd like to thank the employees at Fraser Valley Milk Producers Association for their generous support through their charitable fund. Also please pass on our thanks to ***Jim Defries*** *and* ***Mike Bissell*** *for their efforts in organizing the campaign.*

Through the generosity of employee groups like yours, United Way was able to reach its goal of $10.8 million in 1986. This will enable us to serve over 500,000 Lower Mainland residents who need help in 1987.

Not only does the generosity of your employees provide help to one in three people in our community, but it enriches community spirit as well.

Please pass on our thanks to your employees.

Yours truly,

Marion Northcott
Campaign Co-ordinator of the United Way of the Lower Mainland

Get small, win big

Burnaby's diet contest came to a close March 31 — a triumphant close for Burnaby Partsman Brian Halverson.

Brian lost 41 pounds during the three month diet contest, 17.5 per cent of his total body weight. And he won 150 dollars for doing it!

Ron Mottershead of Courtenay was also on a diet this spring. Ron lost 46 pounds.

Brian Halverson: Before...

...and after.

MISSION STATEMENT

Dairyland Foods will strive to improve its position as "the leading dairyfoods company in Western Canada" by pursuing the following objectives:

Profitability

• Optimize the return for the members' investment by operating a profitable enterprise which will utilize the members' production at maximum value.

• Maximize total return to members by handling other compatible products that will utilize spare capacity.

Productivity

• Maintain an ongoing employee productivity improvement program seeking to maximize efficiency in all areas.

• Give special emphasis to investments that lower costs and increase the consumption of dairy products.

Market Standing

• Defend our position as the leading dairy in our primary market area by aggressively seeking profitable fluid volume.

• Maximize our market share of brand identified specialized dairy products throughout Western Canada.

Geographic Limitations

• Process and/or distribute a full line of dairy products in British Columbia and, furthermore, throughout Western Canada wherever practical and economical.

• License or franchise specialty items in all other areas where financially attractive.

Innovation and Leadership

• Innovate with new products giving special emphasis and priority to dairy products.

• Innovate with state-of-the-art equipment where this equipment will provide unique competitive advantages and good financial returns.

Member Service

• Be politically active in representing member interests in government and industry organizations on a local and national level.

• Provide ongoing communication and educational programs designed to increase member understanding and loyalty.

Social Responsibility

• Require high ethical standards of performance.

• Financially support deserving social and community programs in our marketing area.

• Pursue opportunities which are in the long-term best interests of the Organization, its members, employees and consumers.

DF NEWS

DAIRYLAND FOODS NEWS

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Editor: Nancy L. Ryder

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Rick Nichols: Abbotsford, **Vera Welch**: Armstrong, **Marg Jordon**: Cache Creek, **Denise Drummond**: Campbell River, **Don Lillew**: Cranbrook, **Al White**: Golden, **Ron Ratcliffe**: Kamloops, **Donna Jones**: Lozells, **Gladys Adams**: Nanaimo, **June Nebata**: Penticton, **Ron Coleman**: Powell River, **Marty McLachlan**: Prince George, **Sandy Ruf**: Prince Rupert, **Laurence Ballie**: Quesnel, **Betty Penner**: Sardis, **Ruth Mintz**: Smithers **Sally Ryan**: Terrace, Ray Clow: **Vanderhoof, Merry Ross**: Vernon, **Daphne Rivest**: Victoria, **Marlene Combs**: Williams Lake,

Special thanks to the employees who contributed photos or information to this issue of DF News.

Drivers react quickly

Dairyland's Home Service Drivers are good — but Safety Supervisor **Doug Wilson** wants them to be even better.

Just about every three months for the last while Doug has been holding Commercial Driver Improvement courses. To pass the course, the drivers must successfully perform a number of practical and theoretical tests — designed to test their knowledge, skills, and reaction time.

One such test is the reaction tester. The driver must move from the accelerator to the brake when a red light goes on on the panal. To add a little excitement, the drivers each put in a dollar — the driver with the best reaction time wins the money.

In the last course, held in the Burnaby Park Room, Steve Clark had the fastest reaction time with 17/100 of a second. But the other driver were not far behind. The slowest reaction time was 28/100 of a second.

Every Home Service Driver must pass the course, said Doug. If they don't, they have to take it again.

The next course will be held in Abbotsford.

On the reaction tester: Home Service Driver Cathy Nadasdi.

Anniversaries

Employees celebrating anniversaries at Dairyland Foods: January through May 1987.

FORTY YEARS

LOZELLS — **Ike Finlayson,** Dairyworker.

THIRTY-FIVE YEARS

ABBOTSFORD — **Herb Grass,** Sterilizer Operator; **Roy Stark,** Dairyworker.

VERNON — **Ernie Hein,** Operating Engineer.

THIRTY YEARS

BURNABY — **Fred Brinsdon,** Driver-Sales Representative; **Pat Manlaw,** Route Relief Driver; **Andy Redberger,** Sales Representative.

TWENTY-FIVE YEARS

BURNABY — **Bill Amos,** Truck Driver; **Florence Bay,** Customer Service Clerk; **Andy Daoust,** Driver-Sales Representative; **Fred Guzzon,** Garage; **L. C. Jordon,** Janitors.

LOZELLS — **John Gatto,** Chargehand; **John Quiring,** Dairyworker.

TWENTY YEARS

ABBOTSFORD — **Orville Daehning,** Assistant Chief Engineer.

BURNABY — **Morris Gell,** Home Service Supervisor; **Leo Rougeau,** Fluid Checking Chargehand; **Millie Hayes,** Packager; **Art Clark,** Wholesale Distribution Foreman.

ARMSTRONG — **Laurence Eisel,** Maintenance.

COURTENAY — **Bram van Reeuwyk,** Branch Manager.

FIFTEEN YEARS

ABBOTSFORD — **Kevin Price,** Route Foreman.

BURNABY — **John Holden,** Holiday Relief Driver; **Charlotte Turpin,** Data Entry; **Dwight Parkes,** Fluid Checker; **Rick Miller** and **John Chase,** Driver-Sales Representatives; **Jeff Toop,** Fleet Mechanic; **Brian Halverson,** Partsman; **Bob Irwin,** Manager of Lab and Farm Services; **Cal Withrow,** Welder.

LOZELLS — **Steve Papez,** Machine Operator.

SARDIS — **John Bisschop,** Retail Driver-Sales Representative; **Bob Mitchell,** Driver-Sales Representative (Holiday Relief).

ARMSTRONG — **Ann Meagher,** Packager.

CACHE CREEK — **Bob Frazer,** Branch Manager.

PENTICTON — **Reg Gale,** Driver-Sales Representative.

TEN YEARS

ABBOTSFORD — **Angus Hawkby,** Shift Engineer.

ARMSTRONG — **Brian Bingham,** Dairyworker.

BURNABY — **Jim Hadwell,** Dairyworker; **Wayne Doucette,** Tetra Operator; **Ann Marmont** and **Mike Rudd,** Retail Driver-Sales Representatives; **Bob Spence** and **Rob Omand,** Retail Route Relief Drivers; **Ronald King** and **Tony Zimmerman,** Fleet Mechanics; **Al Trent,** Workshop Mechanic; **Wayne Tarlier,** Sales Representative; **Bob Weibe,** Process Control Systems; **Cathy Warriner,** Assistant Buyer; **Angie Szeto,** Accounting Clerk.

NANAIMO — **Doris Frank,** Office Clerk.

VERNON — **Marvin Day,** Holiday Relief Pasteurizer; **George West,** Semi Driver.

VICTORIA — **Jim Fidler,** Driver Sales Representative.

Congratulations

Colin Harris joined Dairyland Foods February 18 as Application Development Supervisor in Information Systems and Services, Burnaby.

Ed Kwan joined Dairyland foods March 2. Mr. Kwan was appointed to the position of Employee Relations Coordinator in the Human Resources Department, Burnaby.

Bram Van Reeuwyk became Branch Manager of Courtenay March 2.

Kent Giles was appointed to the position of Assistant Manager in the Laboratory Services Dept. March 17. Previously, Kent was Coordinator of Industrial Milk Supply.

Ron Mothershead acquired the responsibility of sales and special assignment for the Courtenay Branch and region March 2.

Rob Kok joined Dairyland March 2 as Programmer Analyst in I.S.&S.

Tim Nickason became a Dairyland employee March 9, assuming the responsibility of Programmer Analyst in I.S.&S.

Vicki Sullivan transferred from Customer Service to I.S.&S. last November. Vicki is now a Junior Programmer.

Mike Resnick joined Dairyland in January as a Programmer Analyst in I.S.&S.

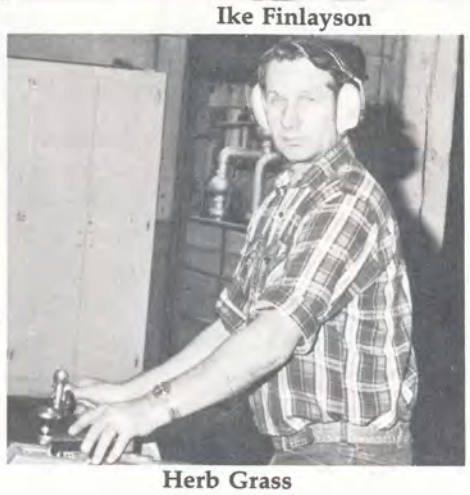
Santha Burrill is new to Dairyland, joining the company March 30, as Programmer Analyst in I.S.&S.

Ed Kwan Kent Giles

Ernie Hein

Ike Finlayson

Roy Stark



Herb Grass

Long time Sardis employee retires

When **Wally Armitage** was a boy, he used to ride his bike to the old 8th and Cambie Fraser Valley office on Sundays to visit his Dad, Walter Armitage Senior. In high school Wally would often go to the Sardis Plant after school or on the week-ends to help out.

So when Wally was hired permanently after graduating from high school in 1944, nobody was surprised. But if that young man knew then that he'd be Dairyland Foods' most senior employee in 1987, I'll bet he'd have been surprised.

Wally has worked for Dairyland Foods for 43 years. And with that many years under his belt, he's decided to retire this March.

For most of his career, Wally worked at the Sardis plant. Prior to the plant's closure with its operation being transferred to Abbotsford, Wally was Foreman of Cottage Cheese. But when the plant's closure was imminent, he chose to transfer to Abbotsford in 1982, as he didn't want to relocate to Burnaby.

As Foreman of Cottage Cheese, Wally worked from 1:30 A.M. to 10 in the morning. As much as he enjoyed his job, when he transferred to Abbotsford he welcomed the dayshift hours!

Since Wally's dad also worked for Dairyland from 1932 to 1967, Wally knows the many changes Dairyland has experienced over the last half century.

"When my dad started they had the 10 gallon milk cans," Wally said. "His first job at Dairyland was dumping the milk.

"And when I started, everything was still manual; everything was made and mixed by hand. The only thing that was pumped in was the milk.

But the Armitage tradition at Dairyland Foods doesn't end with Wally. **Danni Armitage,** Wally's wife, has also been a long time Dairyland Employee. In fact, Danni became a Quarter Century Club member last year.

"I started by lining bags for powdered milk," said Danni. "I worked part-time — I just wanted extra money for Christmas."

Danni remembers the powdered milk operation at Sardis very well — a job Dairyland now contracts out.

"Someone would dump the powder from the upper deck," she said, "and we'd bag it at the bottom. It was a messy job — we were always covered with powder."

Danni also worked in the Butter Room at Sardis, and put up the dry curd. She transferred to cottage cheese at Abbotsford in 1985.

Danni and Wally have worked long and hard at Dairyland, and they are both looking forward to retirement. Danni is planning early retirement for next year at which time she and Wally would like to make a trip across Canada.

But in the meantime, Wally is making plans for himself — and a few for Danni.

"I plan to go hunting and fishing with my buddies," he said.

He also plans to spend more time with his three grandchildren, and do a lot more camping with Danni.

Danni (left) and Wally Armitage are part of the Armitage family legacy at Dairyland Foods, started by Walter Armitage Senior who retired in 1967.

DF NEWS

If not delivered, return to Dairyland Foods, P.O. Box 9100, Vancouver, B.C. V6B 4G4

Retirements

Jack Merrill

MARCH

Wally Armitage, Abbotsford, Cottage Cheese Production.

APRIL

Derek King, Abbotsford, Production.

Ike Finlayson, Lozells, Production.

MAY

Jack Merrill, Vernon, Driver.

DF NEWS

DAIRYLAND FOODS NEWS — VOL. 2, NO. 3 — JUNE/JULY 1987

Vernon

EXPO finds cost savings

The Expo fair site is almost in ruin, but Dairyland's **EXPO** isn't letting any dust settle.

Another chapter to *EXcellence through Planning and Organization* was written by Vernon's Maintenance Supervisor **Ron Potts** and Plant Manager **Lorne Vallee.**

The Vernon Plant has found an annual cost savings of over $20,000 by replacing their 100 h.p. motor, which generates power for the air compressor system, with three smaller motors.

The compressor is crucial to the plant's operations as it feeds the air-operated carton casers, all valves in the plant, the air agitation in the silos, refrigeration, and all instrumentation.

"Ron researched our electrical power usage required to operate the 100 h.p. motor — which ran 24 hours a day, seven days a week," Vallee said. "His findings were that the cost was in the neighbourhood of $28,000 per year, not including maintenance."

Potts believed he could cut that cost considerably if the full 100 h.p. was not used all the time. Although all the power is utilized when the plant is running at full capacity, a good deal of the time only a portion of the power is needed.

The solution? Replace the 100 h.p. motor with two or three smaller motors.

"Ron and engineering representatives from Wiseworth Canada Ltd. proposed that we install two-40 h.p. motors and one-15 h.p. motor," Vallee said.

"Basically," said Potts, "what's going to happen is that we won't be running all three motors at the same time. But if we do need the power, all three give us the output of the 100 h.p. motor."

Not only will the plant will be saving by using one or a combination of the motors, but the new motors — presently on order for a June installation date — are also more energy efficient.

Now that this cost savings has been implemented, are their any new cost savings measures on the drawing board?

"We have a lot of other things we want to do to save money — maybe not as much. After all, we're here to save money in operations," said Potts.

Vernon Maintenance Supervisor Ron Potts (left) and Vernon Plant Manager Lorne Vallee review the cost savings involved in installing new motors for the Vernon Plant. Photo by Merry Ross.

Smokers feel the choke

To Smoke or Not to Smoke?

That is the question soon to be on the minds of Dairyland employees.

The Burnaby Municipal Council is in the process of passing a bylaw regulating the involuntary exposure to tobacco smoke in the workplace. The bylaw would give the employer the authority to regulate persons, their premises, and their activities in order to ensure the health of employees. These proposed restrictions would be introduced and enforced by the employers and be in effect by September 1987.

This controversial issue is definately a future concern for Dairyland and one topic Employee Relations Coordinator Ed Kwan plans to handle with a great deal of sensitivity.

Kwan feels that the best way to approach the topic is to gather feedback from the employees. The consensus of employee opinion will then be used as a guideline and changes with the smoking policy will depend on what will keep the majority happy.

"I want to treat both parties fairly," Kwan says,"and I see no sense in implementing a policy that doesn't please, and which no one follows."

Up until now the designation of smoking and non-smoking areas has been left up to the individual departments and has so far proven to be quite successful. However, once the legislation is finalized, one complaint from a non-smoker would cause entire departments to become smoke-free areas.

The proposed legislation caters to the right of the non-smoker and this is where Kwan forsees the majority of problems. He knows these two groups of people — with very different views — are sure to clash. Nevertheless, clash or no clash, it is an issue all Dairyland employees will soon have to deal with.

•By Rhonda Emmerich

Charity recognized

Jim Defries of Stationery Stores in Burnaby was brought before the Board of Directors last April. Jim didn't know why — but he was pleased when presented with an honourary, laser-engraved milking stool for his 30 years of service to the now defunct *Burnaby Employees' Charitable Donation Fund.*

President **Peter Friesen** and General Manager **Dave Coe** presented Jim with his dairy keepsake, and both thanked him for the work and years he devoted to the Charitable Donation Fund.

"I sat on the Charitable Fund Committee for 30 years,"said Jim upon receiving the milking stool. "I guess I can sit on this stool for at least 10 more."

President Peter Friesen presenting Jim Defries of Stationery Stores, Burnaby, with an honourary milking stool.

New program meets needs of Dairyland

Between April 26 and May 1, a group of 16 Dairyland middle-management and supervisory staff met at Whistler, B.C. to undergo the first in a series of supervisory/management training programs.

The training program was designed jointly by the Human Resources Department and a member of the Sterling Institute, a well-respected local consulting firm, to meet the strategic objectives of management at Dairyland Foods, and to train and develop all employees.

"We expect a great deal from our supervisors, and recognize that they have a great deal of responsibility," said Employee Relations Coordinator **Ed Kwan**.

"However, in the past we had not provided them with sufficient support and training to enable them to perform their job as effectively as possible," he said.

A critical first step in this strategy is to provide supervisors and managers with the skills that they need to perform their function in this increasingly complex and challenging work environment.

The program concentrated on four general areas: communications, motivation, leadership skills development, and labour relations.

The participants were divided into three groups each day. During the day, the groups participated in a variety of exercises to strengthen and develop effective methods of communicating with employees, to evaluate participants' leadership skills and styles, and to more effectively motivate employees to meet established goals and objectives.

The training sessions made extensive use of videotaped role play situations. In one exercise, the participants would find themselves having to play the role of an employee who was about to be disciplined for a very serious offense.

The exercise was "an interesting experience for everyone," said Kwan. "When the tapes were replayed and analyzed, each participant was able to view the strengths and weaknesses of their approach through somewhat different eyes."

One of the program participants was Armstrong Plant Superintendent **Ivan Matte**. According to Ivan, "the days were extremely long, and the work and assignments exhaust-

(See program, page 2)

Director John van Dongen (left) discussing the training program with Abbotsford General Plant Superintendent Jim McDowell in Burnaby after the training week. In the back are Armstrong Plant Superintendent Ivan Matte, Vernon Plant Superintendent Lorne Vallee, Employee Relations Coordinator Ed Kwan, and Lozells Assistant Plant Superintendent Jerry Hrabar.

Burnaby

Working for an education

Jeff Froehler and **Tony Minni** are both up to their elbows with work and school.

Both Jeff and Tony are apprentice commercial transport mechanics working at the Burnaby Garage. They also go to school — they're enrolled in an apprentice and training program set up by the provincial Ministry of Labour. The student mechanics take their academic training at British Columbia Institute of Technology while receiving on the job training for four years.

Fleet Supervisor Ed Walmsley said Dairyland gets to pick from the best students. "They want to work here because they get an all round training," he said.

Tony Minni enjoys working in the Burnaby garage: "I really like it — it's a very organized shop. The Preventative Maintenance program here enables us to become familiar with every component of the trucks."

"The program makes sure that the trucks are in top shape," added Jeff. "So we're guaranteed of seeing every part of the truck."

Dairyland has been involved in the apprentice training program since 1980. **Mike Siu** was the first student to be taken on, and **Greg Dewing** was the second. Both men were hired permanently when their training period was over.

Mike Siu

Greg Dewing

"So far we've kept all our apprentices," Ed said.

The apprentices do their theoretical training at school, but learn their practical skills from the over 20 mechanics working in the Burnaby Garage.

"Many of the mechanics here have been in the business for a long time," said Jeff. "They teach us a lot of different techniques."

"Every mechanic helps us out," said Tony. "You learn a bit from everyone."

Although the program is certainly beneficial for the student mechanics, it is also good for Dairyland.

"The older journeymen often learn new techniques from the students," said Ed. "The training program brings new ideas and techniques to our shop.

"Before we were involved with the program," he said, "we were always taking our journeymen from the trade, but we weren't seeding the trade with journeymen."

Dairyland is now producing their own commercial transport mechanics — home-grown you could say.

Apprentices Tony Minni (left) and Jeff Froehler outside the Burnaby Garage.

Lobby gets new look

Pat Diel has created a new look for the Burnaby office lobby.

Pat, who works in Customer Service, took over the display case last October from ex-Receptionist Darlene Lenfesty who has returned to school.

Pat is excited about her new task. So far she's created four displays — each display is shown for about six weeks.

Consumer Services **Wendy Neale** and **Charlene Foxcroft** supply the product theme for the display, and Pat creates around it within the bounds of her budget.

The Pacific Milk display of an old fashioned tea party, shown last February, involved a lot of work for Pat. She made the puppets herself, and wallpapered the display cabinet.

But where does Pat get all her ideas?

"They are inspired by several factors," she said, "product line, seasons, or holidays.

Spring was the theme for the April/May display. And Pat's product tree display brought Burnaby blooming into summer.

Pat Diel from Customer Service is the creator of the Burnaby office lobby displays.

Home Service routes get bottled water

Bottled water has always been popular in countries like France, but now it's a fast-growing commodity in North America.

In lieu of this, and the fact that B.C. is a source of good quality water, Dairyland test marketed the sale of Bourassa Falls Glacial Drinking Water through Home Service, Vancouver last winter.

The water was so well received by consumers, that it is now available to all Greater Vancouver Home Service customers.

Bourassa Falls Glacial Drinking Water is collected from glaciers 130 miles north of Vancouver, in Toba Inlet. It's naturally pure with absolutely no additives. The water, in fact, supersedes the recommended objective levels of the Department of the Environment.

UHT Product Manager **George Hrennikoff** believes there is a consumer need for bottled water in Vancouver.

"Even though the water in Vancouver is good tasting," he said, "people are concerned about additives like chlorine, heavy metals and other contaminents.

"More and more (store) shelf space is being devoted to bottled water — there's definately a market for it."

Home Service Manager **Martin Minshall** said that there has been a lot of response for the water.

Letters to the Editor

Dear Nancy,

News from the Penticton Branch

*On March 21, 1987, our Night Shipper **Jack Manery** married Rennie Demunnick. Our congratulations to the happy couple.*

***John Broccolo**, our part-time Shipper/Driver has transferred to Courtenay.*

***June Nabata** and **Linda Hooley**, Penticton Branch Contacts*

Dear Nancy,

Greetings from Prince Rupert Branch!

*We'd like to welcome **Paul Collister**, a student from Simon Fraser University majoring in Criminology, to our staff for the summer months. And we'd also like to say "hello" to **Maurino Ruperto**, one of our route drivers who has had an unfortunate accident and broke his wrist. Apparently our star "Karate Kid" injured himself between karate matches while checking out the intricate designs on the pavement.*

*Coming back from a month holidays is our Manager **Hugh Robins**. Mr. Robins' travel plans were kept from us, but we did hear him say something about needing time away from us. We still haven't figured out what he meant by that!*

And that seems to be all the news from the city of rainbows. Good-bye for now.

***Sandy Ruf**, Prince Rupert Branch Contact*

Program successful

(Continued from page 1)

ing." He added, however, that "the learning experience was very beneficial and well worth the effort.

"As a group, and individually, we became more clearly aware of the new direction of Dairyland," he said.

One other benefit, according to Matte, was the interaction with fellow employees. "It was interesting to work closely with people which you've talked to over the phone many times, but have never formally met. It certainly gave me the opportunity to share and understand common and, in some cases, unique problems that we all have in our jobs at Dairyland Foods."

Ray Waterhouse, Courtenay Plant Superintendent, noted that "we picked up pointers about how to do better the things we do day to day.

"It was interesting, informative, and very enlightening," he said.

In addition to a full schedule of training, all participants were assigned to a special project group to prepare a presentation. The topics were motivation, productivity, and quality, in relation to Dairyland Foods.

On the eve of the graduation ceremonies, the groups made their formal presentations to General Manager **Dave Coe** and to senior managers **Grant Mebs**, Manager of Human Resources; **Iain Johnston**, Plant Operations Manager; and **Mike Gallagher**, Controller.

"The presentations were excellent," said Grant Mebs, "and the quality and depth of the topics covered by each group clearly showed the substantial effort that each group made towards their project."

After the presentations, Mr. Coe said he was "impressed with the degree of effort made by the groups, and with how clearly each group related their topics to Dairyland Foods' need to compete and excell in the marketplace today."

"It is clear from the team work and effort that each group exhibited," he added, "that the challenges facing Dairyland Foods in the coming years will be more easily overcome if we work as a team as was displayed here tonight."

"Picking a winner of the groups who made the presentation was extremely difficult," said Mebs. However, the group consisting of **Bill Osborne, Bob Fowler, Lorne Vallee, Ed Walmsley** and **Bram Van Reeuwyk**, who spoke on ***Quality and what it means to Dairyland Foods*** "were a full measure for their win," he said.

In addition, an award for the best speaker of the evening was won by **Jerry Hrabar**, Assistant Plant Superintendent of Lozells.

Future training sessions for other mid-management and supervisory staff are planned throughout the year.

DF offers insurance

Since March 1981, Dairyland Foods has been offering standard and broad forms of tenant and residential group house insurance on the payroll deduction plan.

The insurance is available through HB Insurance Management Ltd. and is open to all Dairyland employees.

"The insurance offers extremely competitive rates," said Payroll and Benefits Supervisor Cathy McMorine. "The big bonus though, is that the premium is payable through payroll deduction — the payments can then be spread over 12 months."

The insurance has been fairly popular with about 300 employees presently insured on the plan, Cathy said.

An information brochure and quotation form is available from Human Resources. For more information, call HB Insurance Management Ltd. in Vancouver at (604) 669-6233.

1987

Safe Driving Awards

Over 350 Dairyland drivers received safe driving awards this May for one to 33 years of accident-free driving.

The 10 to 33 years recipients were presented with their awards at the 20th Annual Safe Drivers Award Dinner May 11. Abbotsford Tanker Driver **Al Sawatsky** has the longest accident-free driving record at Dairyland Foods — he received his award for 33 years.

The dinner was organized by Safety Supervisor**Doug Wilson** and Distribution Secretary **Cheryl Kristensen**. It was attended not only by the drivers, but by a number of Dairyland employees and many local driving and traffic 'celebrities'. The event was hosted by well-known C.K.N.W. morning show host Rick Honey.

Although the evening was an entertaining one, its serious and important purpose was not forgotten. Safe, accident-free driving is an accomplishment to be proud of, but it is also essential to the safety of British Columbia and the reputation of Dairyland Foods.

"There is no other fleet in B.C. with a better (driving) record," said Motor Vehicle Branch Representative Ben Mikkelsen. Mikkelsen presented the 11 to 13 year awards.

RCMP Traffic Inspector Peter Burleigh, who presented the 19 to 21 yearawards, also stressed the importance of Dairyland drivers' excellent record.

"All citizens of B.C. owe Dairyland Foods appreciation for reducing road fatalities," he said, adding that each of the award-winning drivers has made "a concerted individual effort to change the attitude of drivers."

The accompanying photos name the invited presenter and the recipients.

A special thank-you to the award-winning drivers.

Ten year award presenter and recipients (from left to right): presenter Russ Webb, Dairyland Foods' Manager of Distribution; recipients Rick Redding, Gordon Plastow, John Morton, Dave Mitchell, Doug Parker. Not Pictured: Sam Chin, Ray Clow, Gary Doerksen, Mike Fowler, Gary Lawrence, Guy Martel, Jim Masterman, Rick Miller, Gordon Pister, Karl Springer, James Thompson.

Eleven to 13 year award presenter and recipients (from l. to r.): presenter Ben Mikkelsen, Motor Vehicle Branch Driver Standards and Development Co-ordinator; recipients Jack Osterberg (13), John Bisschop (13), Gunter Manke (12), Al Chadsey (13), Reg Long (13), Dave Gibbs (11), Lorne Walkey (11), Bob Burden (11). Not Pictured: (11 years) Joe Beblow, Ron Burr, John McColl, Don Modequillo, Harvey Murray, Jeno Portornay, Joseph Sampson, John Simons, Sandra Smith, Randy Smith, Harry Willms, Rick Worsley; (12 years) Jim Armstrong, Jake Dyck, Dave Ellis, Dave Moore; (13 years) Pete Batemen, Bill Connor, Les Dewey, Mike Dickson, Wayne Jackson, Pete Karsten, Henry Stobbe.

Fourteen & 15 year award presenter and recipients (from l. to r.): presenter Tom Low, Dairyland Foods' Manager of Communications; recipients Tony Swain (15), Ian Harrison (15), Gerry Gulliford (15), Art Sandstrom (14), Ted Moore (14), John Chase (14). Not pictured: (14 years) Gus Gillespie, Tom Greer, Jim Janson, Dick Johnston, Bernie Kreklevich; (15 years) Gordon Brown, Harry Burke, John Grant, Brent Middleton, Robert Morson, Hank Penner, Jim Pummell, Allen Repesse.

Sixteen to 18 year award presenter and recipients (from l. to r.): presenter Vancouver City Police Dep. Chief Constable Hank Starek; recipients Wade Schatz (18), Cliff Russell (18), Art Clark (17), Jake Fast (18), Jim Boyd (17), Andy Daoust (16), Ron Elliott (16). Not pictured: (16 years) Murray Apps, Sid Comley, Alfie Edinger, Jack Gibson, Vern Logan, Ike Reddecopp, (17 years) Bill Barnes, Harold Gross, Harvie Hewitt, Eldon McCuaig, Ed Novakowski, (18 years) Larry Kostiuk, Frank Storoshenko.

Nineteen to 21 year award presenter and recipients (from l. to r.): presenter RCMP Traffic Inspector for B.C. Peter Burleigh; recipients Norm Jago (20), Les Barnard (19), Allan Young (21). Not pictured: (19 years) Jim Coleman, George Driediger, John Malm, Fred Yeomans; (20 years) Gordon Bremmer; (21 years) Don Hanson, Bruce Harker, Walter Harnett, George McKillop, Roy Temple.

Twenty-two, 23 & 24 year award presenter and recipients (from l. to r.): presenter Melle Pool, FVMPCA Director; recipients Joe Gray (24), Ron Flash (24), Bob Blackwell (23), Hank Reger (22), Charles Linder (22). Not pictured: Dan Brayfield (23), Jack Fosti (24).

Twenty-five year award recipients (from l. to r.): (presented by Rick Honey C.K.N.W. Radio, not pictured), Pat Mangan, Jack Scott, Don Cross. Not pictured: Malcolm Hayton.

Twenty-six, 27, 29, 31, & 33 year award presenter recipients (from l. to r.): presenter Bernie MacDonald Teamsters Local Union 464, recipients Al Sawatsky (33), Stan Wilson (29), Gordie Johnston (27), George Bartels (26). Not pictured: Richie Elvin (27), Doug McLellan (27), Vern Scott (29), Bill Woollett (31).

Burnaby greets Hansen

Friday morning, May 22, Lougheed Highway was lined with almost two hundred banner-bearing, balloon-carrying Dairyland employees.

The occasion? Man in Motion Rick Hansen was returning home to Vancouver.

It was an emotional day for all British Columbians — and Burnaby's employees were no exception. A banner saying "Welcome home Rick" was prepared, hundreds of yellow Dairyland Foods balloons were blown up, and over $1,000 was collected from employees by Sales Administrator **Gerry Campbell** for *The Man in Motion* — adding to the already $800 collected by Burnaby's Home Service Department and its customers through a draw and product promotion.

Dairyland Foods matched the $1,000 collection, making the donation $2,025.10.

Also, the provincial government is matching every dollars donated by British Columbians prior to 3:00 Friday May 22, which means that the donation swells to over $4000.

Think safety

June 14-20 is the second annual ***Canadian Health and Safety Week (COHSWeek).***

The week has been proclaimed to focus attention on the need for more knowledge concerning workplace health and safety.

The motto for the week is: ***Knowing is the first step***: Firstly, knowing what hazards threaten safety and health in the workplace; and secondly, knowing how to avoid or control those hazards.

"Let's work as a team to make Dairyland a safer workplace," said Employee Relations Coordinator **Ed Kwan.** "One minor injury in the course of the year is one too many."

Dairyland's Human Resources department will go on a poster campaign for COHSWeek to remind employees of the potential hazards in their workplace.

New club formed

A new social club has been formed in Vernon — but socializing is only part of it.

When Vernon employees read the Christmas section in the February/March issue of ***DF News***, they felt bad they hadn't planned a party. As a result, a group of employees vowed to revive interest and enthusiasm in the workplace.

This group formed the new club. They are: **Dave Zimmerman** as Chairman, **Len Sarrazin** as Vice Chairman, **Al McDouall** as Secretary-Treasurer, **Mal Thomson, Guy Davison** and **George West** as active committee members. And although **Merry Ross** is not a member of the committee, she "has been a great help in getting the club started," said McDouall.

The Club has already organized a number of social functions for this year — including a Christmas banquet and Children's party. The first function is this year's Fishing Derby. The club also hopes to get a family picnic organized for September.

Okanagan Regional Manager **Stan Harder** is very encouraged by the club, and is 100 per cent behind it.

The club has a healthy membership of 40, close to 50 per cent of Vernon employees. Dues for the club are four dollars per month.

The following correction recently appeared in a small town newspaper: "Our paper carried the news item last week that Reid Mowat was hired as a defective in the police force. This was a typographical error. Mr. Mowat is really a detective in the police farce."

DF NEWS

DAIRYLAND FOODS NEWS

Published bi-monthly for Dairyland Foods employees and their families by the Communications Department, Manager: Thomas W. Low. Mailing address: Box 9100, Vancouver, B.C. V6B 4G4, (604) 420-6611, Toll free: 1-800-242-8440.

Editor: Nancy L. Ryder

Contributing writer: Rhonda Emmerich

BRANCH CONTACTS: **Rick Nichols**: Abbotsford, **Vera Welch**: Armstrong, **Marg Jordon**: Cache Creek, **Denise Drummond**: Campbell River, **Don Lillew**: Cranbrook, **Al White**: Golden, **Ron Ratcliffe**: Kamloops, **Donna Jones**: Lozells, **Gladys Adams**: Nanaimo, **June Nebata & Linda Hooley**: Penticton, **Ron Coleman**: Powell River, **Marty McLachlan**: Prince George, **Sandy Ruf**: Prince Rupert, **Laurence Ballie**: Quesnel, **Betty Penner**: Sardis, **Ruth Mintz**: Smithers, **Sandy Ryan**: Terrace, **Ray Clow**: Vanderhoof, **Merry Ross**: Vernon, **Daphne Rivest**: Victoria, **Marlene Combs**: Williams Lake.

Special thanks to the employees who contributed photos or information to this issue of ***DF News.***

The People Page

Burnaby

Butter Room wins award

Burnaby's Butter Room has become part of the new generation of scientific discovery.

Thanks to Brent Roberts, stepson of Burnaby's Butter Maker **George Ritnosik**, the butter making process was demonstrated to hundreds of Surrey elementary students and thousands of Surrey residents April 3 through Brent's science fair entry of a miniature Butter Room replica.

Pleased, George said that "Brent wanted to do something about what I do," adding that "he really worked hard at it."

Plant Manager **Dennis Haner** gave Brent a tour of the Butter Room and the entire Burnaby plant as preparatory research for the project, then Brent went to work on the replica, made primarily of juice cans.

"We had to drink tomato juice at every dinner for two weeks so he could use the cans in the replica," said George.

But George and his wife were more than happy to help their son. After all, he won top prize at his Prince Charles School and he received honourary mention in the regional competition, held at Gilford Town Centre in Surrey.

George has worked for Dairyland Foods since 1969. He immigrated to Canada from Czeckoslovakia in 1968, arriving in Montreal where he stayed only a short while before moving west.

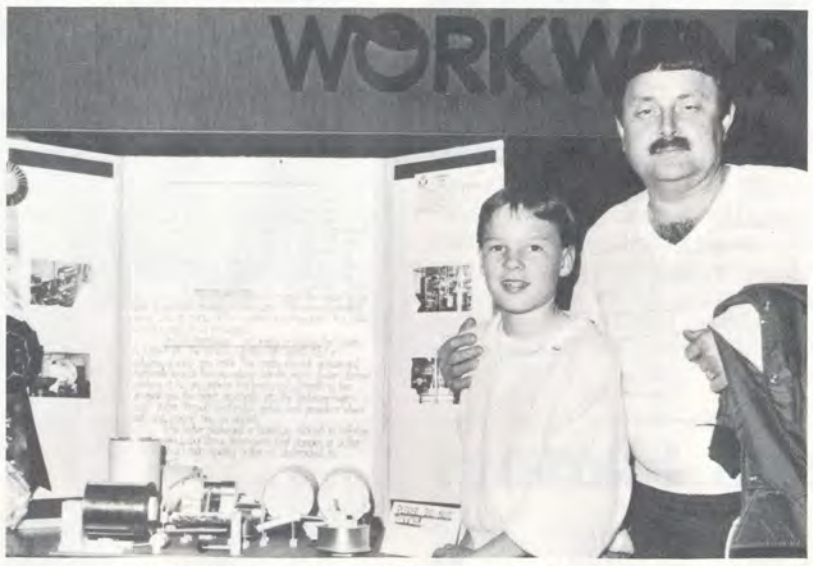
Having had many years of experience working in the dairy industry in Czeckoslovakia, George applied to the dairies around Vancouver. Dairyland Foods' personnel manager recognized George's qualifications and had him come in for an interview the day after his application was received.

George started work the next morning.

He worked in many areas of production in Burnaby. But in 1985, his dairy experience was really put to work. George became Butter Maker when the Sardis butter operation was moved to Burnaby, and the previous Butter Maker retired.

"Dennis Haner remembered my dairy experience and he approached me about making butter," said George.

And as Brent's replica displays, George's dairy experience is also recognized at home.



Burnaby's Butter Maker George Ritnosik with his stepson Brent, and Brent's award-winning miniature Butter Room replica.

New jobs and faces

Garth Green, previously of Production Control Services (P.C.S.), Burnaby, assumed the combined responsibility of Industrial Milk Supply, Cheese Inventory Information and P.C.S. Co-ordination for the Delair and Abbotsford plants April 7.

Bob Weibe Burnaby, assumed the responsibility for P.C.S. of the Sperling and Lozells operations April 7. Previously, Bob assisted Garth Green in P.C.S.

Don Winton, Product Manager for Dairyland Fluid & Cultured Products and also Marketing Services Manager, Burnaby, assumed the additional duties of Product Manager for Ice Cream and Novelties May 4.

Ron Brown, Lozells, assumed the full responsibility for Ice Cream Novelty Production as Plant Manager, Lozells, May 4.

If we neglected to mention a job change or new employee in your area, please let us know by either calling Nancy Ryder, Burnaby, local 387, or send a note through the office mail. Thanks!

Retiring employees

Bob Simpson, Burnaby, Buyer, Purchasing Department (April).

Harold Ens, Abbotsford (Delair Plant), Asst. Foreman, Canning Department (May).

Jack Pollard, Burnaby, W/S Dispatcher (May).

G. Wright, Burnaby, Production (June).

Joe Alleyn, Burnaby, Shift Engineer (July).

Doug Lockwood, Burnaby, H/S Driver until last year, now Butter Department (July).

Retired Purchasing Buyer Bob Simpson (right) receives a warm farewell at his retirement party May 4, from Sales Administrator Ted Harford (centre) and Distribution Coordinator Roy Davidson.

In memoriam

Weldon Miller, Sardis, a retired 30-year veteran Contract Hauler for FVMPCA passed away February 25 at age 85.

Florence Bay, Burnaby Wholesale Service, passed away April 15. Florence began working for Dairyland Foods 25 years ago this past March, and she was to be inducted into the Quarter Century Club this fall.

Roy Temple, Abbotsford Farm Pickup Driver, passed away April 24. Roy started working for Dairyland in Sardis in 1959.

Frank Hannah, Former Sardis Assistant Plant Superintendent, passed away late April. Frank began working for Dairyland in 1934, and retired in 1977.

Wilmer Schmidt, a retired Sardis Separator, passed away May 9. Wilmer started working for Dairyland in 1953 and retired in January 1984.

Anniversaries

A few employees have questioned why some employees are mentioned in this anniversary section while others are not. As everyone is celebrating a work anniversary of some length each year, space restrictions prevent us from printing all of them.

We have chosen to begin printing anniversaries at 10 years, the next year announced being 15 years, then 20 years, and so on. Hence, employees who have worked for Dairyland for 12 years, or 16 years won't be mentioned — but when they reach 15 and 20 years respectively, their anniversary will be announced.

In this issue, Congratulations to those employees celebrating anniversaries in June and July 1987.

FORTY YEARS

ABBOTSFORD — **Harold Ens**, Asst. Foreman, Canning Dept; **Ray Nelmes**, Pateurizer, Cottage Cheese.
BURNABY — **Jack Pollard**, W/S Dispatcher.

THIRTY-FIVE YEARS

ABBOTSFORD — **Keith Miller**, Manager of Farm Pick-up & Interplant Hauling.
VERNON — **Steve Drabiuk**, Machine Operator.

THIRTY YEARS

BURNABY — **Robert Gretzinger**, Filler Operator; **Pat Mangan**(April) and **Eddie Ydenberg**, Route Relief Drivers; **Gordy Triffitt** , Stockroom 1, Holiday Relief.
SARDIS — **George Penner**, W/S Route Relief Driver.
VERNON — **Art Hoekstra**, Machine Operator.

TWENTY-FIVE YEARS

ABBOTSFORD — **Bob Toop**, Supervisor of Farm Pick-up & Interplant Hauling.
BURNABY — **Tom Sherbuck**, W/S Foreman; **Lorne McCallum**, W/S Semi Trailer Driver; **Dale Henry**, W/S Relief Driver; **Don Roberts**, Fluid Checker; **Ray England**, Tetra Operator.
LOZELLS — **Bob Sibley** (March), W/S Ice Cream Driver.

TWENTY YEARS

ABBOTSFORD — **Dave Mair**, Maintenance Mechanic; **Betty McGee**, Packager.
BURNABY — **Les Parsons**, Fluid Checker; **Wade Schatz**, H/S Holiday Relief Driver.
COURTENAY — **Larry Hames**, Night Checker-Loader.
LOZELLS — **Jack Van Aert**, Checker-Loader.
SARDIS — **Ed Hopko**, Holiday Relief Sales Representative.

FIFTEEN YEARS

ARMSTRONG — **Bob Cherry**, Dairy worker.
BURNABY — **Greg Singleton**, W/S Foreman; **Bill Carter**, Dairy worker; **Al McRae**, H/S Holiday Relief Driver; **Jean Sanders**, I. Pass, Frozen Foods.

Ray Nelmes

CRANBROOK — **Don Lillew**, Route Foreman.
LOZELLS — **Tony Crawford**, Checker-Loader; **Fred Grabbe**, Ice Cream Machine Operator.
PENTICTON — **Mick Reid**, Relief Driver.
VERNON — **Ross Simpson**, Distribution Supervisor.

TEN YEARS

ARMSTRONG — **Vera Welch**, General Clerk.
BURNABY — **Wayne Cosh**, W/S Supervisor.
PRINCE GEORGE — **Ian Tott**, Sales Representative.
SARDIS — **Vivien Edwards**, Office Clerk.
TERRACE — **Lloyd Kennedy**, Driver-Sales Representative.
VERNON — **Victor Chabot**, Dairy worker.

DF NEWS
If not delivered, return to Dairyland Foods, P.O. Box 9100, Vancouver, B.C. V6B 4G4

DF NEWS

DAIRYLAND FOODS NEWS — VOL. 2, NO. 4 — AUG/SEPT 1987

Dairy products

Why are B.C. prices higher?

Written by Tom W. Low, Manager of Communications.

Why is U.S. milk cheaper than Canadian milk?

I have been asked this question quite often since publishing the article ***The Border Drain*** in the May/June issue of ***Butter-Fat Magazine***. The reason lies in the differences between the way Canada and the U.S. manage their dairy industries, more specifically, how surplus product is removed from the market and how quickly production and consumption ratios are reacted to.

The U.S. government operates a program to remove surplus dairy products from the marketplace. This program is designed to maintain relatively stable prices on the farm and at the consumer level. The U.S. government uses these purchased products in its welfare programs, foreign aid, military operations and in a national school milk program. For 1987, it is estimated that the U.S. Treasury will spend close to one billion dollars on dairy products.

In Canada, we have a similar program to encourage stable market conditions, with the Canadian government purchasing surplus production. The difference, however, is that the cost of the program is paid for by the dairy farmer.

Through a system of levies which is part of our national supply management program, the cost of surplus removal and disposal on the international market is paid for by the milk producers. These levies are paid in the month of production.

Canadian milk production is designed to match what Canadians will drink and eat. Great piles of surplus butter and skim milk powder are not part of the Canadian scene.

In the U.S., however, there are no restrictions on how much milk a farmer can produce. In late 1984, surplus U.S. milk production was close to matching our total Canadian industry When production so obviously exceeds market requirements, the U.S. government cuts the producer price to slow production. This action may last over three to five years. The effect of several price cuts is now evident in the U.S. market. In addition to the price reductions, the U.S. government paid close to 14,000 U.S. dairy producers over one billion dollars to slaughter about 1.5 million animals to further reduce the national milk production.

Consumers in Canada pay very close to the true cost of milk and dairy foods at the dairy case. In the net position, very few tax dollars remain within the industry. U.S. consumers pay an estimated 75 per cent of the true cost of milk at the dairy case and the balance in their taxes.

With seriously depressed prices on the farm and significant federal funds directed towards the industry, U.S. milk costs less than ours.

Senior Management appointments

On June 15, **Russ Webb** became Manager of Plant Operations at Dairyland Foods, transferring from the position of Manager of Distribution.

Russ Webb

Mr. Webb started at Dairyland Foods 16 years ago as a Lab Assistant at Sardis. Since then, he has been involved in many facets of production and distribution.

"I am a Bacteriologist by trade," Mr. Webb said. "My days in the lab and production areas introduced me to people that were invaluable sources of information about product, machinery and methods. Having hands on experience in these areas will certainly make my job a lot easier."

He spent several years as a Bacteriologist at the Burnaby plant and then as a Fieldman, working closely with **Dennis Haner** in the production area as well as in the lab.

In 1977, he was moved into the Distribution Department as Home Service Manager.

In 1981, Mr. Webb worked exclusively in Production Control Services. In 1985, he became a member of the Senior Management team as Distribution Manager.

In his new position, he is responsible for the plant operations of Burnaby, Abbotsford, Delair and Lozells, in addition to Checking Operations and Farm Pick-Up. With all this responsibility, he will be spending most of his time in the production areas of the plants. But he isn't anticipating any difficulties in his new position.

"There is a good group of people at Dairyland," Mr. Webb said. "Some of them have been here for a long time, and they have the best ideas how I can help improve their jobs."

"Our goal is to produce the best quality product in the most efficient way possible," he said. "And with the valuable people at Dairyland Foods, we'll do just that."

Randy Williamson was appointed to the position of Manager of Distribution June 15, replacing Russ Webb who is now Manager of Plant Operations.

From Wholesale Driver-sales Representative to part of the Senior Management team, Randy Williamson's 13 years at Dairyland Foods have been well spent.

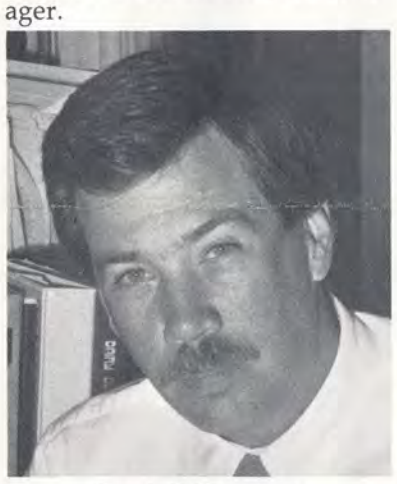
"When I was first hired at Dairyland, I laid out my goals to the Personnel Manager," Mr. Williamson recalled. "And he said there was lots of room for growth in the company. He was right. I'm pleased I've been able to achieve my goals with Dairyland."

In 1974, he was hired as a Wholesale Relief Driver in Burnaby. Six months later he was promoted to a Route Foreman. In 1977, he became the Assistant to the Distribution Manager, and in 1982 was appointed Home Service Manager. A year later he moved to Sales, as Senior Accounts Manager.

Mr. Williamson found the transition from Distribution to Sales a smooth one.

"I had taken several sales and marketing courses which made the job a little easier," he said. "But my experience in Distribution was of the most help. The important factor in Distribution is the satisfaction of the customer, just as it is in Sales. "

At the beginning of 1986 Mr. Williamson was appointed to the position of Assistant Sales Manager.



Randy Williamson

Mr. Williamson has taken his new responsibilities as Manager of Distribution in stride.

"We have a good and dedicated staff. What I have to do is make sure that, through innovation and leadership, we're steering in the right direction."

Committee to clean air

The Municipality of Burnaby has proposed legislation to control smoking in the workplace, that will become effective this fall.

Each employer is responsible for adopting, implementing and maintaining a written smoking policy in which any non-smoking employee may object to his or her employer about smoking in the workplace. And if an agreement between the smoker and the non-smoker cannot be reached, then the employer shall prohibit smoking in that workplace. In accordance with the proposed smoking bylaw, Dairyland Foods will implement a *Clean Air Policy* in September.

In order to establish a fair and consistent policy for both smokers and non-smokers, the input has to come from employees. The Clean Air Committee has been formed to hear this input, and to develop an appropriate policy. Written submissions will be accepted and considered at policy development meetings and, where specifically requested, oral presentations may be made to the committee.

The members of the committee are: **Barb Luck** of Home Service (local 262), **Bruce McDonald** of Accounting (local 209), **Sheena Lanoville** of Quality Control (local 294), **Leroy Wells** of Inventory Control (local 233), **Sue Dean** of Consumer Services (local 384) and **Ed Kwan** of Human Resources (local 251).

For more information on Committee meetings, call any of the committee members.

Mark Frederick, son of Abbotsford's Sam Frederick, sits patiently as clown Jason Dowie paints a clown face at this year's Dairyland Picnic. Watching on are Lori Dean (left) and Diane Kerry, daughters of face-painting organizer Sue Dean and Linda Kerry, both of Burnaby. See summer events insert, pages 3 and 4. *Photo by Rhonda Emmerich*

Home Service drivers meet

The Home Service drivers, supervisors, and Home Service Manager **Martin Minshall** met June 9 at the Coquitlam Motor Inn to discuss running of the Home Service Department, on the road and in the office.

Since the drivers are out of the office during the day, there is little opportunity for large groups to discuss working situations. The bi-annual meetings offer the opportunity to resolve any difficulties or problems encountered, and they give Mr. Minshall an opportunity to congratulate drivers for a job well done.

The 1986 Driver Of The Year winners were awarded, as were over 30 drivers receiving the Plateau Award. The 10 Driver Of The Year winners had the best overall performance in sales, absenteeism, driving record, accountability and customer acquisition. The Plateau Award recipients improved their performance in these areas by at least 20 per cent over the previous year.

The attending drivers offered many good ideas for improving quality of service and convenience.

Manager of Human Resources **Grant Mebs** attended the evening, presenting awards and discussing Dairyland Foods' renewed emphasis on quality and customer service.

Attending Driver of the Year winners (from left to right): Rick Worsley, Ken Saunders, Doug Dixon, Rich Miller, Rod Deakove, Chris England and Mike Rudd.

Attending Plateau Award recipients (from left to right): Doug Dixon, Ed Zeller, Rod Deakove, Frank Wilkie, Bert Orgaro, Rick Worsley, Pat Power, Lynn Crosby, Daryl McNeil, Rick Stelting, John Chase and Al McRae.

Letters

To all employees, from Applications Development Supervisor, Colin Harris, in IS&S:

What's New In Information Systems and Services?

Well, more than just a name (the department was formerly called Data Processing), but just about every employee in IS&S is new too.

In the programming staff, there are a lot of new players — and this is a good chance for us to say hello and let people know what we are up to. ***Ingemar Olson*** *and* ***Jim Burge*** *are names and faces you recognize, and they and* ***Ken Wallace****, whose operations are data entry and data control staff, have been a big help to all us new IS&S members.*

In November, 1986, ***Vicki Sullivan*** *transferred into the department from Wholesale Service and holds the position of Junior Programmer Analyst.* ***Mike Resnick*** *joined Dairyland in January 1987 as a Programmer Analyst. Mike worked as an SFU co-op student and as a contract programmer with IBM and System House.*

I started in February in the position of Applications Development Supervisor. I came here from Genstar Corporation, which was disbanded after a corporate takeover.

In March, we hired three additional programmer analysts: ***Rob Kok*** *from Genstar Corporation, and* ***Tim Nickason*** *and* ***Santha Burrill****, both from Finning Tractor. In addition to the new permanent members in IS&S, we have* ***Astrid Kupka****, a project leader from Computech, on contract to help us with the two backlog projects.*

We have recently installed ***Purchasing Phase II*** *and* ***Carrier Cost.*** *Purchasing Phase II puts all purchase orders onto the computer and provides buyers with better information, while Carrier Cost provides us with detailed analysis of all of our freight costs. Projects currrently on the go include* ***Purchasing Phase III,*** *the automatic interface of purchase orders into Accounts Payable and* ***General Ledger, Deals and Promos,*** *the tracking and analysis of merchandising and of co-op earnings and frequency of use of advertising by our customers, and MIS budget worksheets, the automated supply of information to* ***John Lougheed's*** *PC based budget worksheet system. In addition to projects we have our ever present work orders (PCR's) which seem to come in at least as fast as we can complete them.*

Although I have focused on the new aspects in IS&S, we must thank ***Howie Stevenson, Ingemar Olson, Jim Burge, Ken Wallace*** *and his staff, for keeping everything going while all of us new employees had a chance to get settled and get our feet wet.*

We hope to get the chance to soon meet and talk with the many employees we haven't yet met.

From Marlene Combs, Williams Lake Branch Contact:

The Dairyland Foods Branch at Williams Lake is a seven employee operation which services the entire Cariboo Area.

The staff consist of four drivers; ***Gordon Bremner, Don Hanson, Wayne Schick and Willy Berger****, as well as* ***Marlene Combs*** *and* ***Gerri Savident*** *who run the office. All are under the direction of Branch Manager* ***Ed Novakowski.***

Because there is no processing plant in the Cariboo, Williams Lake receives product shipments every week. Both Burnaby and Vernon ship dairy products three days a week so customers can be serviced every day but Sunday.

For such a small branch, Williams Lake has a large radius of telephone order customers. Customers are served from as far north as McMeese Lake and as far south as Lac La Hache, not to mention all the towns in between — Alexis Creek, Nimpo Lake, Riske Creek, Anaheim Lake and Bella Coola.

The rustic charm of this Cariboo town draws many visitors of the hunting and fishing variety. But during the summer months Williams Lake becomes the stampede capital of the world. For four days the town hosts its annual stampede, attracting participants from all over the U.S.A. and Canada.

Dairyland Foods plays an active part in this community event by serving the concession booths at the stampede grounds. More than 6,000 visitors come into town for this major event, keeping the Williams Lake Branch even busier than usual.

Dear Members and Friends:

This letter is written to express sincere thanks to our members, our handicapped and shut-ins, our many business friends, and to everyone who so willingly saved, collected, trimmed, sorted and delivered cancelled stamps to help "STAMP OUT CANCER". We are appreciative of your help and solicit your continued support.

Our sincere thanks to Dairyland for the assistance given this project in providing cancelled stamps. (Burnaby's Cashiers orchestrate the collection and delivery of cancelled stamps to Stamp Out Cancer).

Funds derived from the sale of cancelled stamps for the twelve month period ending April 30th, 1987, amounted to $11,349.21. This sum, together with interest earnings, enabled Foster Secretary Association, Order of the Eastern Star, to donate $11,517.45 to cancer projects (B.C. Cancer Institute), the money to be divided equally between the Dressing Station fund and the Research fund.

The dressings are made and supplied to any cancer patient, at no charge, on a doctor's note.

The Stamp Committee Foster Secretary Association order of the Eastern Star.

Customers praise employees

Monday June 1, 1987, the hallways and byways of most Dairyland Foods offices and plants were quieter than usual. Due to the general strike in British Columbia, Dairyland's union employees were not at work.

However, the company made arrangements in advance, so that Dairyland Foods' customers would not be inconvenienced.

Burnaby's Home Service drivers, who ordinarily deliver milk on Monday, delivered their orders on the Sunday before the strike.

The drivers and Dairyland received a stack of mail from Home Service customers praising them for their courtesy and the quality of service they upheld.

A few of those letters follow.

Also, the Burnaby plant does not run at full capacity on Wednesdays. The plant employees worked on Wednesday after the strike to catch up on production due to the missed day Monday, so that the raw product would not be lost.

Dairyland Foods thanks all employees for ensuring that its high quality of service was not disrupted during the general strike.

I wish to thank and commend you and your drivers for the decision you made to deliver our milk on Sunday, rather than have us miss a delivery due to the 'General Strike' today.

Your consideration and concern not to inconvenience the customer is all too rare with most companies these days. I (and my family) want you to know how much we appreciated that very good gesture.

Sincerely,

Marian Gibbs

We thank you very much for your consideration by delivering on the Sunday prior to the protest day.

It just goes to show some people do feel a responsibility toward their customer and employer.

Thanks again,

B.G. Sterling

A brief note to say thank you for arranging home delivery Sunday, May 31, in advance of the Monday 'shutdown'.

We have been customers for over thirty years, always appreciating the courteous fine delivery people, as well as your products, and it re-enforces our feeling of goodwill when a company such as yours thinks in advance for the convenience of your customers.

A 'well done' to you all and special thanks to our deliveryman.

Sincerely,

J.G. Calis

What a pleasant surprise to find milk on my doorstep on Sunday morning.

Thank you very, very much for getting up early on Sunday, and thank the company for their thoughtfulness.

What service — fantastic.

J. Helliwell

THE FARMER LEARNS FAST

A farmer bought a new car, after spending a lot of time pricing them. By coincidence a few days later, the dealer who sold him the car appeared at the farm and said he would like to buy a cow for his small country place. The farmer quickly wrote the following and handed it to the dealer:

Basic Cow	$200.00
Extra stomach	$75.00
Two tone exterior	$45.00
Produce storage compartment	$60.00
Dispensing devices - four spigots at $10.00 each	$40.00
Genuine cowhide upholstery	$125.00
Automatic fly swatter	$35.00
Dual horns	$15.00
Plus tax and delivery	$595.00
TOTAL CHARGE	**$1,190.00**

Summer Fun Dairyland Style

Armstrong Fishing Derby

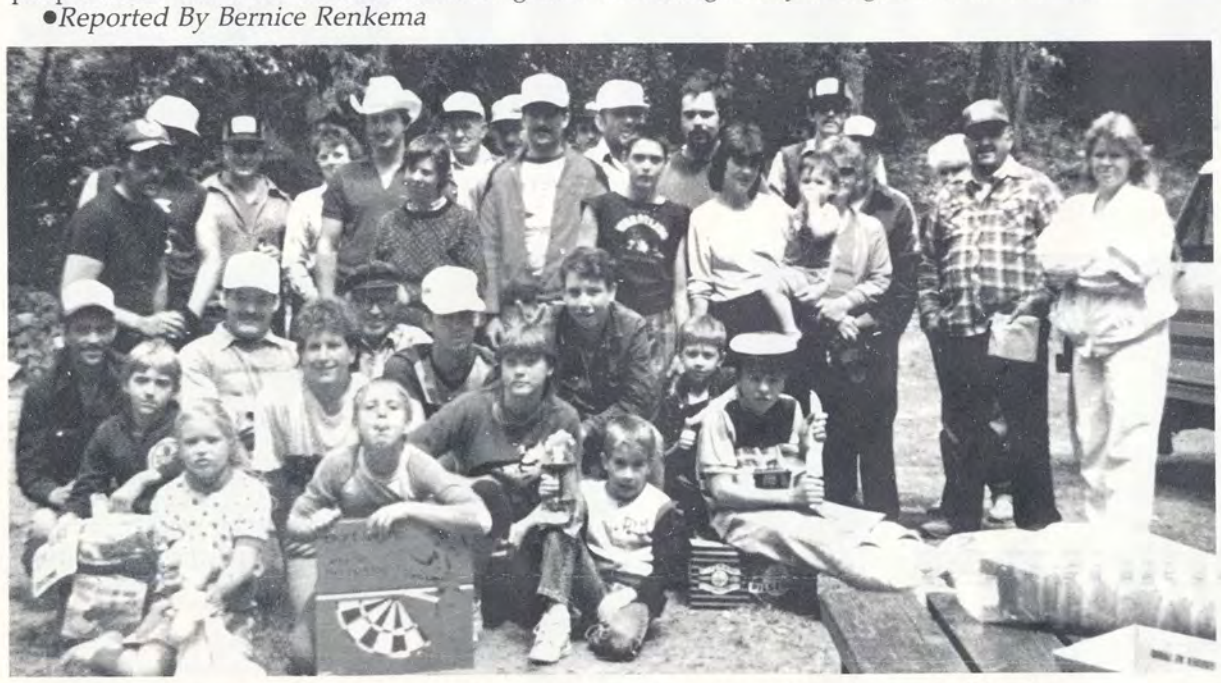
The two day fishing derby/camping trip was held at Echo Lake, east of Lumby on May 26 and 27. A great time was had by all 38 participants — plenty of fish were caught, the the sun shone, the wind blew, and the waves only got to six feet high.

It was a good chance for people who work together all year to relax and get to know one another.

Several participants reeled in some big prizes. Bill Christman, a guest, won in the Largest Overall category and took home a 100 per cent Graphite Rod, Reel and Fly Line. Mens' Largest catch was won by **Hubert Besner**, Plant Superintendent. He received a six inch Bench Grinder. Ladies' Largest went to Moyra Spitters, a guest, and she took home a Reel. Darcy Ansell, also a guest, won in the Juniors' Largest category, and received a Four Man Tent.

Thank-yous must go out to all of the sponsors, for their contributions and donations, to **Ivan Matte** and **Hubert Besner**, Armstrong Cheese Plant Supervisors, for all their help, and also to the organizers, **Len&Bernice Renkema** and **Bob Cherry** for all of their hard work. The combined efforts of all these people made the Third Annual Armstrong Cheese Fishing Derby a huge success. Thanks!

•*Reported By Bernice Renkema*



There was a good turn out for this year's derby, with many guests and employees participating.

Burnaby Golf Tournament

Burnaby held their long-running Golf Tournament at the Tsawwassen Golf and Country Club on July 19.

This year, the tickets were sold out in less than an hour.

The sun was shinning as the 124 employees and suppliers teed off at eight o'clock a.m. The long afternoon of golf was wrapped up with a smorgasbord dinner.

Prizes were awarded to **Jerry Hrabar** from Lozells for the Low Net, and **Wayne Rogers** from Burnaby took the Low Gross category. The second Low Net prize went to **Bob Head** from Burnaby, and **Bob Penny** was awarded with the second Low Gross prize.

Other awards went to the lowest scoring player in each flight. The overall winners were **Bob Burden**, **Wayne Wright**, **Mike Sawka**, **Moe Chaput**, **Colin Philp** and **Tim Cooper**.

But perhaps the most skilful play was made by **Ron Slatten** of Burnaby's Fluid Checking Department. On the back nine, Ron wound up for a drive and ended up getting a hole in one over a distance of 260 feet. Ron's play won him the prize for the longest drive.

Thanks to the organization of **Joe Jessup** and **Jim Miller**, the Twentieth Annual Burnaby Golf Tournament was a great success.

Oldtimers Win!

New West was the place, June 26th was the date, baseball was the game. Burnaby's Oldtimer team challenged another Dairyland team for the game of the summer. The result? Well, the score was close, but **Doug Wilson's** Oldtimers managed to edge out **Bill Morton's** Dairyland Team by three runs with the final score at 9-6.

But the Dairyland team won't go down without a fight. Already they are calling for a re-match.

"Wilson threw a 7 foot ringer in to pitch at the last inning," claims Team Manager Bill Morton.

Bill also questions the validity of some of the Oldtimer team members.

"A twenty year-old Oldtimer?," he asked. "And is **Randy Williamson** really an Oldtimer?"

Nevertheless, despite the discrepancies, winning manager Doug Wilson was presented with 13 water balloons by the losing Dairyland team, making his victory a wet one. (Which, by the way, had absolutely nothing to do with Bill Morton.)

Burnaby's Shawn Sisson wielding a bat at this year's picnic baseball tournament.

Drivers' Barbecue

Burnaby's Wholesale Drivers put on a fabulous feast of steak and lobster July 11.

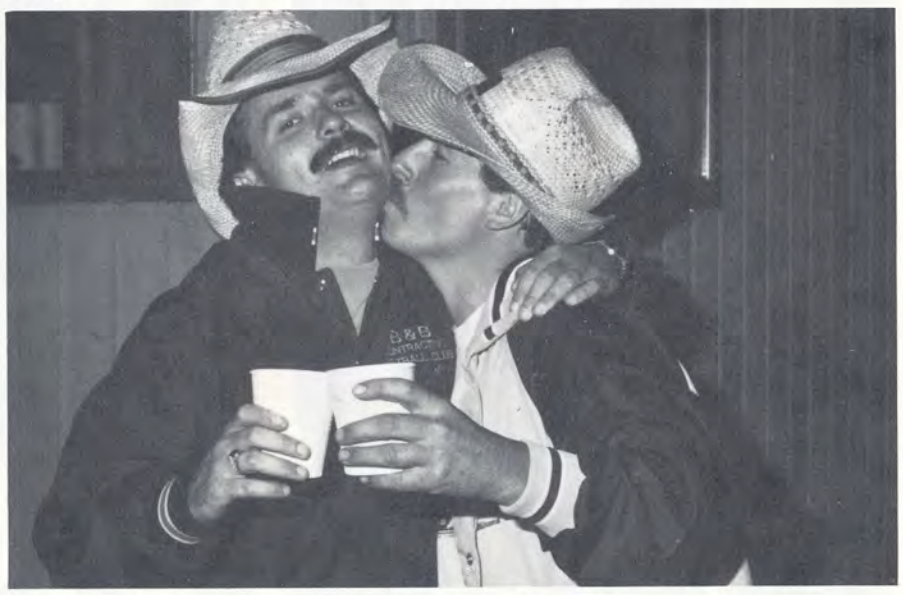
The entire Wholesale Distribution department was invited, and 60 people arrived at **Mark&Cheryl Cunningham's** house in Langley to eat, drink milk, and be merry.

The weather cooperated until the coals were lit and the horseshoe and bottchi games were in progress. Then it did what Vancouver does best — it rained. But the fun prevailed even though some of it had to be moved indoors.

Rain or no rain, the food was fantastic. Loads and loads of lobster were flown from the east coast thanks to **Joe Gray's** eastern connections. Dairyland donated the cheese, and the steaks were done to perfection.

Everybody went away with full stomachs and plans for next year's feast.

Thanks again to organizers **Mark Cunningham**, **Mike Fowler**, **Joe Gray**, and **Tom Milum**, for an excellent job and a great time.



Host Mark Cunningham (right) thanks Don Martin for a wonderful time.
Photo by Walter Nielson

Events pages written and designed by Rhonda Emmerich

Spina Bifida Picnic

Dairyland was pleased to sponsor the Spinal Bifida Picnic on June 14 at the Variety Treatment Centre in Surrey. Burnaby Home Service Representative **Bill Johnston** and his four year-old daughter Leeann were active participants in this event.

Spina Bifida is a rare birth defect which involves a malformation of the vertebrae and possible damage to the nervous system. Close to 100 children with this affliction took part in the afternoon of races, games and fun. Dairyland provided the refreshments of ice-cream and Super Socco.

Many thanks to the Johnstons for giving Dairyland the chance to join in the festivities.

Vernon Golf Tournament

The fifth annual Vernon Golf Tournament was held July 4 at the Spallumcheen Golf & Country Club.

Forty-two employees and suppliers turned out on this perfect afternoon for a great game of golf and an evening barbecue.

Several participants had exceptionally good games and were awarded prizes for their efforts. **Wayne Rogers** from Burnaby received the Low Gross trophy, and **Wally Walcer** from Kamloops won the Low Net category. The second Low Gross went to **Ron Varley** of Vernon and **Ron Potts**, also of Vernon, picked up the prize for second Low Net.

Many thanks to the organizers, **Paul Gieir** and **Lorne Vallee**, for a most successful event.

Burnaby Picnic

Summer is the time for company picnics, and the Burnaby Plant held theirs on July 12, at Hume Park in New Westminster.

Good food, good people and good summertime weather made the event a roaring success. The face-painting clown and his balloons were a big hit with the kids. Many thanks to **Sue Dean** for her excellent idea and organization.

Baseball and tug-o-war proved that the wholesale employees are stronger than the retail, production and office employees.

Brand new, red, shiny bikes were given away to four, happy picnic participants. And the kitchen staff was kept busy re-stocking the 100 dozen hot dogs, 185 dozen ice cream novelties, and 1800 assorted milks and juices which were consumed during the day.

All in all, it was an enjoyable Sunday afternoon for everyone. Many thanks to all the volunteers, especially picnic organizer **Bill Morton for a job well done.**

Jay Harris tries his new trike with help from dad, Colin.

Vernon Fishing Derby

On June 13 and 14, Dairyland's Vernon Social Club had its first annual fishing derby at Echo Lake. The weather was perfect, and 30 fishermen from ages four to fifty tried their luck on the water with varying degrees of success.

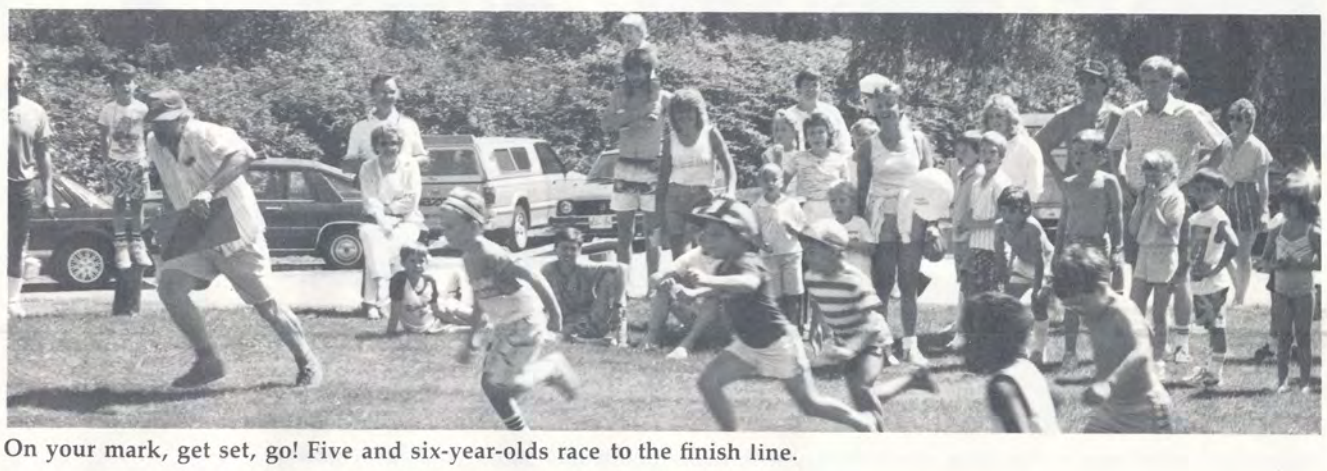
Unfortunately, the fish weren't biting — even the most skilled fisherman had trouble landing a whopper. Several people got skunked, while many more only caught small trout. (**Bob Anderson** claims he caught a 75 foot pine tree while fly casting, however.)

But enough fish were caught to choose a winner. The winning fish was 14 inches long and was caught by **Teresa Zimmermann**. Actually, Teresa showed up everyone, winning in the largest fish category as well as the ladies' first, second and third prizes. **Bob Scafe** caught the two largest fish in the mens' category and Darcy Ansell took home the prize in the kid's category. **Ben Anderson** from Armstrong cheese, showed his skill by catching the most fish for the weekend.

The Derby ended Sunday afternoon with a barbecue compliments of Dairyland Foods and the Social Club.

•*Reported by Al McDouall*

The Vernon Crew - Left to Right - *Back Row:* Nadine Duggan, Gary Sanger, Gordie McMillan, Leo LeCavalier, John Correia, Joe Correia. *Front Row:* Teresa Zimmerman, Darcy Ansell, Conrad Zimmerman, David Morrison.
Photo by Al McDouall



On your mark, get set, go! Five and six-year-olds race to the finish line.

The clown delighted children of all ages with his face painting magic.

Picnic organizer Bill Morton, in action.

Heave Ho! The Wholesale Team shows its winning strength.

General Manager visits with Vernon employees

The Okanagan was included on General Manager **Dave Coe's** third walkabout to talk with employees in their work area.

On this tour, in Burnaby in late June and in Vernon July 20 and 21, Mr. Coe's main topics of discussion were the status of market conditions in British Columbia, the Senior Management changes in Distribution and Plant Operations, and the entrance of a new dairy in British Columbia, and its significance to the B.C. dairy industry.

In Burnaby, employees asked more questions than on previous walkabouts; the questions were more specific, on more varied topics, and the interest level was higher. Employees seemed to feel freer to discuss various issues with Mr. Coe.

"I'm very pleased that the employees are taking advantage of these talks," said Mr. Coe.

"These informal discussions are a very important part of our continuing efforts to include and inform every employee in the business of Dairyland Foods," he added.

General Manager Dave Coe (left) with Vernon employees (left to right) Erwin Frank, Doug Bertsch, Ate Hoekstra, Peter Palm, Bill White, George Harris, Harry Heemskerk, Dave Kendal, (standing) Bill Copeland and Pat Nerlinger. *Photo by Merry Ross.*

Truck Roadeo

Dairyland drivers retain team trophy

Dairyland Foods made a good showing again this year at the 36th Annual British Columbia Truck Roadeo, held in Richmond on June 6th and 7th.

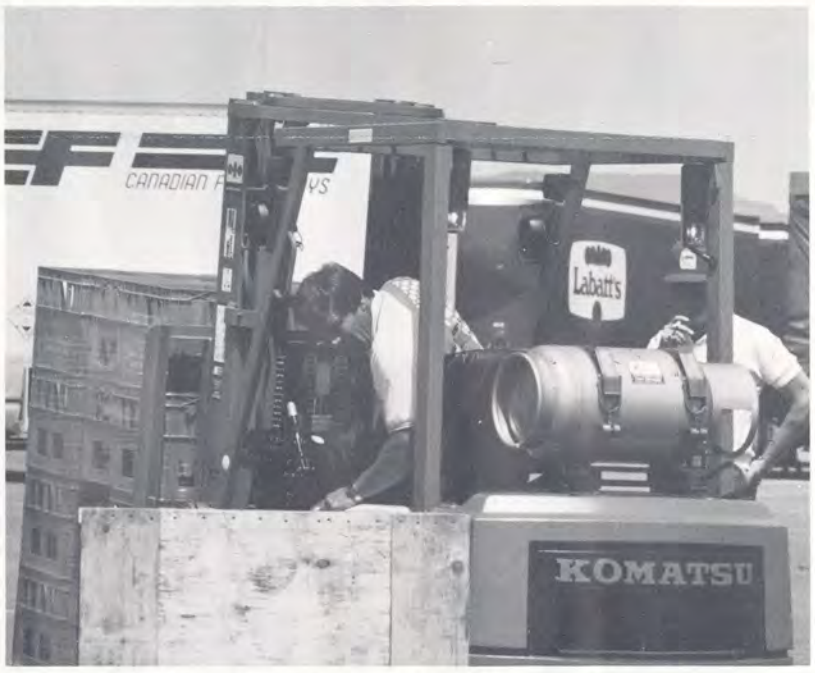
Out of nine Dairyland contestants, four of the drivers captured the top two spots in their category. **Ron Bjarnason** Home Service Driver, took first place in the Walk-In Van Division for the fourth year in a row, and Home Service Driver **Jim Masterman** was right behind him in second place. In the Wholesale Straight Truck Division, **John Chase** took a second place, and in the Forklift Division, **Bob Day also won second spot.**

With the combined efforts of the rest of the team members: **Terry Hughes, Guy Martel, Rod Dekove, Ron Bush,** and **Abe Hiebert**, Dairyland took home the team trophy for the third year in a row. And this year's Miss Dairyland Foods, **Marci Attkinson**, was named Miss Congeniality for the Roadeo.

Safety Supervisor **Doug Wilson** was one of the organizers and judges of the roadeo again this year. Thanks Doug!

Marci Attkinson, Miss Dairyland Foods 1987, with Safety Supervisor Doug Wilson.

The contestants' driving is judged to the millimetre. Here, Dairyland Foods Wholesale Driver John Chase must stop as close to the 2 x 4 without any part of the truck going beyond it.



Forklift contestant Abe Hiebert winding through a tight spot.

Second training session successful

The second *Supervisory and Management Training Session,* organized by Human Resources, was held at Whistler the week of July 5-10. Although there was some reserved curiosity about the session on the bus ride up, participants agreed they gained some valuable skills from the training.

Ron Ratcliffe, Branch Manager at Kamloops, said that even though it was tough, the week-long course was well worth it.

"I learned a lot about myself," he said,"and especially about communicating with others. We learned how to listen to, how to talk to, and how to motivate our employees."

The program concentrates on the areas of communication, motivation, leadership skills and labour relations. The format was similar to the first training session, with role-plays, seminars and oral presentations throughout the week.

Bill Cromer, Branch Supervisor at Smithers who participated in this session, also said it was a valuable experience.

"The only difficult part was trying to work 12 to 14 hours a day! But the instruction was excellent, and the group participation was very enjoyable," he said. "It was good to meet people from other branches and attach faces to names."

"The final presentations were exceptionally well done," said Employee Relations Co-ordinator **Ed Kwan**."All the groups came up with original ideas, benefiting all the participants," he said.

The award for the most outstanding presentation went to the group consisting of **Sue Carlson, Bill Cromer, Bob Booth**, and **Ron Pelzer**, who spoke on productivity, while **Clarence Hurzin**, Home Service Accounts Supervisor in Burnaby, won the title of most outstanding speaker.

The next session is scheduled for late August.

Door stopping news

Four months ago, the Home Service and Communications departments combined efforts to produce ***The Door Stop***, a Home Service newsletter which provides Home Delivery customers with current events and happenings within the Home Service department.

"The newsletter is intended to provide added value to our service," said Home Service Manager **Martin Minshall**.

Product coupons, a full page recipe section, as well as product promotions, are all included in this bimonthly publication.

One of the most popular features with the customers is *The Creamline*, a customer question/answer column. Customers are encouraged to send in their problems and queries and have them answered by Dairyland's nutritional expert, Consumer Services Manager **Wendy Neale.**

"The Door Stop is an essential link between the department and the customers," said Minshall.

Over all, the publication has achieved what it set out to do — and that is to communicate to the consumer the many good aspects of having your dairy foods delivered to your home.

With its third issue successfully in print, The Door Stop has proven to be an informative publication, one Home Service employees and customers are extremely happy with.

Butter-Fat makes headlines

Dairyland Foods' ***Butter-Fat Magazine*** has been making headlines.

In the May/June issue, stories were published on how 'free' trade with the United States would effect Canada's dairy industry (*An Industry at Risk*), and how British Columbians buying their dairy products in the U.S. without being charged the 17 ½ per cent duty effects our dairy industry (*The Border Drain*). Letters concerning these issues were also sent to all MLAs and MPs who have dairy farms in their ridings.

Both stories received a great deal of attention within the federal and provincial governments and in the media. The Communications department has received close to a hundred letters from politicians, most of the Fraser Valley newspapers wrote about the issues, and Dairyland's Communications Manager, Tom Low, was interviewed by BCTV.

Dairyland has stepped up its lobbying on these very crucial issues for a couple of reasons. Firstly, because the American dairy industry is organized differently than Canada's Supply Management system, freer trade could be disastrous for Canada's delicately balanced dairy industry (see story on milk pricing page 1). Secondly, Dairyland believes that if the dairy industry wants politicians to know its view on free trade and the problem of U.S. milk consumption in B.C., then milk producers and dairy industry employees need to better understand the serious repercussions these issues have on the dairy industry.

This photo appeared on the cover of May/June Butter-Fat Magazine.

Anniversaries

Congratulations to employees celebrating their work anniversaries during August and September 1987.

THIRTY-FIVE YEARS

BURNABY — **Luigi Bastone**, Dairyworker; **Fred Balkwill**, Fluid Checker.

THIRTY YEARS

ABBOTSFORD — **George Bartels**, Farm Pick-up Train Driver.

TWENTY YEARS

ABBOTSFORD — **Frieda Reger**, Packager;
BURNABY — **Tom Greer**, Route Relief Driver; **Ken Baldwin**, Fluid Checker; **Bob Lawes**, Relief Driver; **Bill Yoshihara**, Technical Services; **Gail Sutherland**, Payroll.
NANAIMO — **Stan Dykstra**, W/S Driver-Sales Representative.
SARDIS — **Jim Boyd**, Holiday Relief Driver-Sales Representative.
VERNON — **Ron Varley**, Office Supervisor.

FIFTEEN YEARS

ABBOTSFORD — **Jim McDowell**, General Plant Superintendent, Industrial Milk Division.
BURNABY — **Ilona Trellert**, Packager; **Al Kowalsky**, Filler Operator; **Ed Turmel** and **John Morton**, Semi Trailer Drivers - Sales Representatives; **Doloris Waller**, Receptionist.
LOZELLS — **Bob Vallee**, Holiday relief.
NANAIMO — **John McColl**, W/S Driver-Sales Representative.
PRINCE RUPERT — **Jim Carlson**, Route Foreman.
VERNON — **Bernie Trudeau**, Combination Driver; **Lorne Vallee**, Plante Superintendent.

TEN YEARS

BURNABY — **Ed Zeller**, H/S Driver-Sales Representative; **Al Gruninger**, Semi Trailer Driver-Sales Representative; **Vern Twaites**, Relief Driver; **George Behringer**, Chargehand; **Ernie Rooney** Workshop.
LOZELLS — **Kelly McMahon**, Checker-Loader.

Fred Balkwill

Retiring employees

Stan Wilson, H/S Relief Driver, Burnaby (June).

Ken Woodford, Shift Engineer, Lozells (July).

Seids De Jong, CIP Operator, Delair Plant (August).

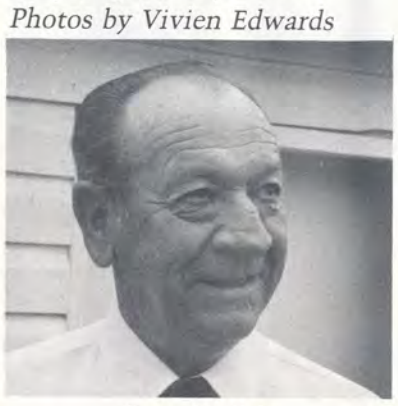
Doris Moggridge, General Accounting, Burnaby, is retiring for the second time. Doris retired last year, but was called back for special assignment on a temporary basis (August).

Tony Rositch, Fleet Maintenance Mechanic, Abbotsford (August).

Millie Hayes, Packager, Burnaby (September).

Photos by Vivien Edwards

Seids De Jong



Tony Rositch

DAIRYLAND FOODS NEWS

Published bi-monthly for Dairyland Foods employees and their families by the Communications Department, Manager: Thomas W. Low. Mailing address: Box 9100, Vancouver, B.C. V6B 4G4, (604) 420-6611, Toll free: 1-800-242-8440.

Editor: Nancy L. Ryder

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Special thanks to the employees who contributed photos or information to this issue of ***DF News.***

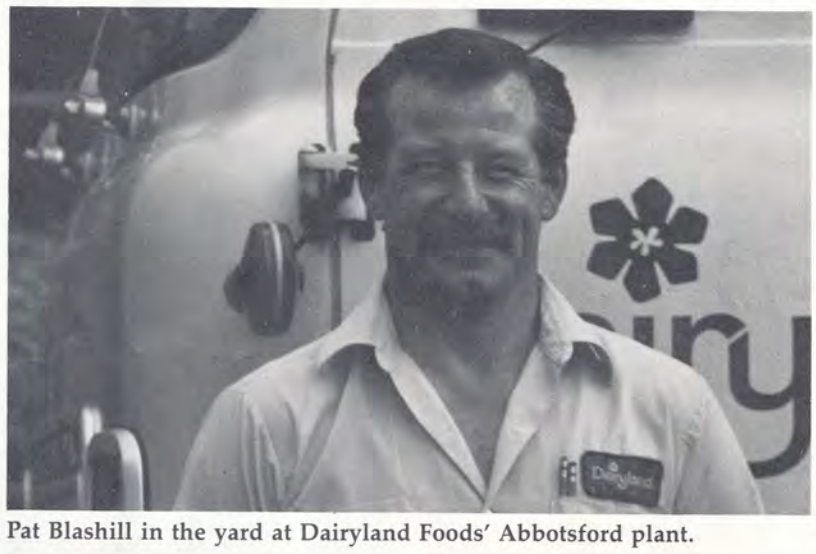
The People Page

Milkman fights fires

Home Service customers along route 203 in the Abbotsford and Clearbrook areas know him as the 'whistling milkman'. But in his home town of Maple Ridge, **Pat Blashill** is also known as one of the district's foremost volunteer firefighters.

Pat has been in the milk business for twenty-one years. The last fifteen he's spent with Dairyland, where a penchant for whistling happy tunes has earned him a unique reputation among his peers in Home Service.

But even when he's not recruiting new customers or delivering dairy products to people's doors, this whistling milkman is still actively participating in the local community.



Pat Blashill in the yard at Dairyland Foods' Abbotsford plant.

Ten years ago, Pat joined the Maple Ridge Volunteer Fire Department. And ever since then, he's been roused from many a night's sleep to navigate the pumper truck to local blazes.

But Pat doesn't mind losing a little sleep in the name of neighbourhood safety. "I like being involved with the community," he says. "Fire fighting is a good way to do it — it's always exciting."

Pat is in charge of all the public relations for his fire hall, where his responsibilities include setting up tours, giving lectures and film presentations to elementary schools, and coordinating seminars on fire safety and prevention for the community.

In all cases, what matters most to Pat is the people. "I bend over backwards to make people happy," he says. Whether he's informing them about fire safety or delivering their milk, Pat gives 110 per cent of himself.

•*Rhonda Emmerich*

Stan Wilson (centre) celebrated his retirement in style June 20 with, among others, (from left to right) retired Home Service Drivers Bob Hind and John Bazso, Stan's wife Olive Wilson and Home Service Driver John Lungrien.

New jobs and faces

Anna Swyers, Burnaby, joined **Maheb Nathoo** in the Internal Auditing duties June 1. Prior to her promotion, Anna was in the Accounting Department.

Anna Swyers

Ken Ueland, Burnaby, assumed the responsibility of Account Executive to the Overwaitea and Save-On-Foods Group June 16, in addition to his duties as Field Sales Supervisor.

Russ Webb, Burnaby, formally Distribution Manager, replaced **Iain Johnston** as Plant Operations Manager June 15.

Randy Williamson, Burnaby, acquired the position of Distribution Manager June 15. Previously, Randy was the Key Accounts Manager with Overwaitea Foods.

Lesli Merriam, Burnaby, is currently in the Human Resources Department working on the Human Resources Policies & Procedures project. Lesli started on June 15 and will be with Dairyland for the summer months.

Daphne (Bailey) Russo joined the Research and Development team in June, replacing Nancy Ross who went back to school. Previously, Daphne was a Quality Control technician in the lab.

Marci Atkinson became a Home Service Clerk June 18. Previously, she worked in the Mail Room as Mail and Microfilm Clerk.

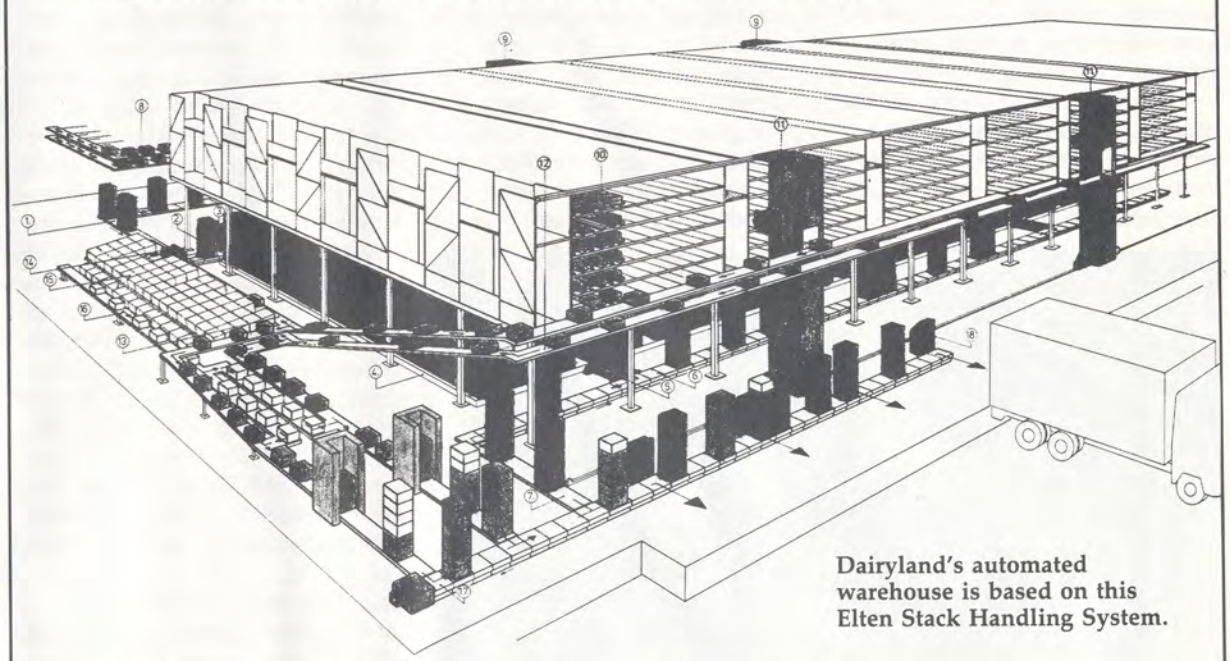
If not delivered, return to Dairyland Foods, P.O. Box 9100, Vancouver, B.C. V6B 4G4

DF NEWS

DAIRYLAND FOODS NEWS — VOL. 2 NO. 5 — OCT/NOV 1987

Automated warehouse construction begins.

ELTEN STACK HANDLING SYSTEM



Dairyland's automated warehouse is based on this Elten Stack Handling System.

Elten micro processor operated case- and stack storage, order picking and order make-up system.

DESCRIPTION

STACK HANDLING

1. Supply line for stacks.
2. Intermittent plate conveyor for loading.
3. Loading pusher.
4. Oscillating step conveyors for stacks.
5. Step conveyor drive unit (for loading and unloading).
6. Intermittent plate conveyor for unloading.
7. Transfer conveyor.

SINGLE CASE HANDLING

8. Supply lines for single cases.
9. Loading elevators with drive units for storage conveyors.
10. Oscillating step conveyors (for single cases).
11. Unloading elevators with drive units for storage conveyors.
12. Unloading conveyors to stackers and flowracks.

SINGLE UNITS HANDLING

13. Supply conveyors for loading the flowracks.
14. Flowrack loaders.
15. Flowrack with read out displays for hand order picking.
16. Discharge conveyor for cases with hand-picked items.

TRUCK LOADING

17. Intermittent plate conveyor along loading dock.
18. Stack pusher.

Above: Retired Checker-Loader Ron Bailly on the Loading Dock in the mid-sixties. Below: Twice as many products are handled through the Loading Dock today, making the dock a veritable obstacle course.

Dairyland Foods has always kept up with the times with its products and technology — and the introduction of an automated warehouse at Dairyland Foods, named the Elten project, is another way the company intends to remain a significant competitor in the marketplace.

General Manager **Dave Coe** has discussed the Elten project in his recent employee walkabouts, and Burnaby employees have witnessed the beginnings of the Elten construction. Elten will be a 36,000 case storage warehouse, designed to consolidate space, ensure up to the minute rotation of codes, and ensure maximum control of inventory, preventing shortages of product.

Plant Operations Manager **Russ Webb** explains the project.

"Automation is the wave of the future. Dairyland must automate to ensure we have a competitive edge in the marketplace."

"Dairyland Foods has over 500 fluid warehouse products now, double the number produced in 1975. The market now demands a greater variety of dairy product, and we've accommodated the market, but now we have to update our system to accommodate the product range and volume."

"To fill orders today with our present system," Webb said, "tens of thousands of manual picks must be made each day. That system worked well 10 years ago, but with our increased product line and volume it does not allow us acceptable product profits."

The Elten automated warehouse will be the first of its kind in Canada; two have recently been integrated into American dairies: Farmland Dairies in Farmland, New Jersey, and Golden Guernsey Dairy in Milwaukee, Wisconsin.

The Elten system revolves around a computerized control room. The control room computer will minimize inventory by supplying a filling schedule for the production floor, and keep track of each product location. It will ensure the product available for orders has the best combination of codes for the customer and optimal amounts of inventory.

The Engineering Department estimates construction will be completed late 1988.

Clean Air Policy

On August 20, a questionnaire on the proposed Clean Air Policy was distributed through pay envelopes to gather feedback from all employees.

The municipality of Burnaby has recently proposed restrictions for controlling smoking in the workplace. Dairyland's Clean Air Policy is designed to abide by that by-law.

The responses to the proposed policy have been tabulated and the results are as follows:

In favour:	61%
Generally in favour:	20%
Not in favour but will abide by it:	5%
Not in favour:	14%

The proposed Clean Air Policy and results of the questionnaire are being presented to Senior Management. Upon final approval by Senior Management, the Clean Air Policy will be implemented.

If you have any questions or comments, please do not hesitate to contact any member of the Clean Air Committee.

Thank you to all employees who responded to the questionnaire.

THE CLEAN AIR COMMITTEE

Sue Dean	local 384
Sheena Lanoville	local 294
Barb Luck	local 262
Bruce McDonald	local 209
Leroy Wells	local 233
Ed Kwan	local 251

Dairyland Foods dazzled this year's PNE goers with a sparkling new ice cream booth — and record-breaking sales proved its popularity. Over one hundred thousand cones of ice cream were sold. Inset photo: Scooper Anita Mulder offering an ice cream cone.

Would you quit smoking to become a millionaire?

If you won a million dollar lottery today, with one condition — you have to quit smoking before you could pick up your cheque — what would you do? You would quit, of course!

If you agreed to give back the million dollars if you started smoking, guess what — you would never touch one of those ugly suckers again!

This is not a health article on the dangers of smoking, or about the deadly poison called Black Leaf 40 made from nicotine that can kill a human being in 90 seconds. No, it is an anti-smoking article that hits you where it hurts the most — in your pocket book.

The average smoker who smokes a pack and a half a day, is spending $1,916 per year. If he quit and put that $1,916 into an RRSP earning 11 per cent per year at age 30, then he could retire at age 65 with $655,000 in accumulated principal and interest. At 15 per cent, this would increase to $1.7 million, and at 20 per cent to $5.6 million.

Now, I have a friend named Harold, who is 30 years old. Harold smokes two and a half packs of cigarettes per day, at a cost of $3,194 per year. Harold has chewed NICKORATS, smoked FREE, been hypnotized twice, acupunctured twice and done the 7-day plan 6 times! He has even threatened to get "religious", whatever that means?!

If Harold could only quit and put that $3,194 per year into an RRSP earning 11 per cent instead of into a cigarette machine, at age 65, he would retire as a millionaire, having accumulated $1.1 million in his RRSP.

If he averaged 15 per cent, his RRSP would increase to $2.8 million and $9.6 million at 20 per cent.

If he used his yearly refunds to pay down his mortgage, he would save thousands of dollars in interest and own his house in half the time it will normally take. But, if he deposits the refunds to his RRSP, then the plan will grow to $1.5 million at 11 per cent, $3.8 million at 15 per cent and $12.8 million at 20 per cent.

I think I'll call Harold tomorrow and make him an offer. Now that he's tried everything else, I wonder if he'll settle for $12.8 million. What has he got to lose? He might even live to spend it.

Reprinted from Raconteur, a Royal Trust publication.

Shaping up healthy

Shaping up is what it's all about, and Dairyland Foods' *Shape* products and the YMCA want to help you do it.

Shape is sponsoring the YMCA Lifestyle Program, a series of four special courses designed to help you help yourself. A pamphlet about the courses was included with your September 14 paycheque.

Y Worry is designed to help you better manage stress; *Y Weight* will help you control your weight; *Y Smoke* will help you kick the habit; and *Y Introfit* will increase your fitness.

The YMCA will also 'assess your health' by offering one of the following at no cost: Computerized Nutritional Analysis of Your Diet, Computerized Stress Analysis, or Computerized Lifestyle Analysis.

Employees can obtain assessment forms for any of the programs through the Human Resources Department.

Dairyland Foods' Shape line of products now includes: Shape Yogurt, fortified Shape Skim Milk and Shape Light Sour Cream.

...LET ME GUESS... YOU'VE BEEN TRANSFERED TO THE 'SHAPE' DEPARTMENT OF DAIRYLAND...

Time to start saving

The Canada Savings Bond Payroll Savings Plan has been a success ever since it was introduced in 1946. That year, $114 million worth of Canada Savings Bonds were bought on the Payroll Savings Plan. Since then, approximately $20 billion has been purchased under this plan — $1.7 billion in 1986 alone, with over $500,000 purchased by Dairyland employees.

If you are interested in continuing your savings with Canada Savings Bonds, or would like to begin saving, see or call Payroll and Benefits Supervisor **Cathy McMorine** at local 273 in Burnaby. But call before the end of October as the first savings deduction is made on your first cheque of November.

You can buy $100, $300, $500, $1,000 or $5,000 CSBs over the course of the year. The amount you choose is carried over 24 cheques. So if you decide to save $1,000 over the course of the year, a deduction of approximately $40 would be deducted from your paycheque — that's only $20 a week.

By the way, if you bought Canada Savings Bonds in 1980, be sure to cash them in November 1. Series 35 comes due at that time and will be worth $231.97 for every $100.00 Compound Interest Bond you hold.

If Terrace employee Lloyd Kennedy participated in a Dairyland fishing derby, he'd surely be a winner. After about an hour's struggle and chase, he reeled in this 60 pound white spring salmon in the Skeena River last July. Reported by Terrace Branch Contact Sally Ryan.

Letters

A job well done

I enjoyed reading the several informative articles on lobbying in the last issue of Butter-Fat Magazine.

It occurred to me, rather than just shippers and farmers, employees as well, should be involved in discussing matters with their government representatives.

The reasoning behind this is quite straight forward.

The direction of Dairyland Foods, as well as that of the dairy industry, will eventually be reflected in the number of employment opportunities available.

Thus, time spent now by employees, expressing their concerns to their government representatives, may, in future, enhance their employment opportunities within the dairy industry.

Yours truly,

Ken Wallace
Supervisor, Computer Operations

P.S. You and your staff should be applauded for the research and effort required in submitting articles of this nature.

Editor's note:

We thank Ken for appreciating our efforts, and for the many important points he raises.

As he says, employment opportunities in the dairy industry would be enhanced if all British Columbians would buy their milk in B.C. It is estimated that B.C.'s dairy industry could hire approximately 250 to 300 more employees if those who buy U.S. milk bought B.C. milk.

Millions of Canadian dollars are spent on U.S. dairy products annually — and our border crossing checks have determined that, although the border officials have stepped up their efforts, the 17 ½ per cent duty is still only charged sporadically.

The media has recognized that this 'border drain' problem affects all British Columbians. Many radio and television stations and newspapers have investigated the problem, reporting to British Columbians the serious repercussions of their across-border shopping trips.

Border duties and levies are charged so that all Canadians contribute their share towards Canadian social services. By paying the 17 ½ per cent duty, British Columbians buying dairy products in the U.S. are contributing their share to Canada, as are B.C. dairy product buyers.

The bottom line of Dairyland Food's lobbying efforts in this area is job security — for Dairyland employees and its farming members.

A sporting thanks

I would like to express appreciation to Dairyland Foods for sponsoring The Dawn Coe Junior Open Golf Tournament on July 11.

The members of the Tournament Committee feel that it was your sponsorship of publicity and prizes which helped make the Tournament so successful this year.

We had 54 entrants, 8 of whom were girls, and this makes it one of the best attended tournaments on the Island. We also had several entrants from the mainland. The Low Gross winners were Cindy Ho and Jay Bulloch and the Low Net winners were Robin Ziola and Craig Keeping. Twenty-four prizes were presented all together.

I know that Dawn Coe, presently playing on the LPGA Tour, was very pleased to hear that Dairyland was sponsoring the Tournament.

By the way, the Golf Cart was our entry in the "Lake Days" Parade in Lake Cowichan.

Yours sincerely,

Eric Nott
Tournament Chairman

Each year, Dairyland Foods hires a number of summer employees to help out with increased production, especially ice cream production at the Lozells plant. This year Lozells Plant Manager Ron Brown, Plant Superintendent Harry Wood and Ice Cream Wholesale Supervisor Wilf Graham decided a simple so long at the end of the summer wasn't enough. To say goodbye and thanks this year, Ron (pictured here with summer employee Anna Marie Budau) organized a "Hot Dog Day" August 21. With free food and beverage and lots of sunshine, many summer and regular employees enjoyed the front yard barbecue.

Interior Regional Manager Stan Harder (right) and Interior Region Distribution Manager Bill Ingles presenting Cranbrook Branch Manager Wayne Brown with the 1986 Supervisory Group Safe Driving Award. The trophy is awarded to the driver group with the best record in accident-free driving for the entire year. Other winning groups in past years have been the drivers under Bob Toop, Keith Miller (Abbotsford), Rod Neil, Bill Morton (Burnaby), and Wilf Graham (Lozells).

Golfers go to town

Although we published the winners of the Vernon Golf Tournament last issue, these photos (taken by Gerry Hraber of Lozells) did not arrive early enough to meet our production deadlines. And since a picture is worth a thousand words....

Vernon Plant Manager Lorne Vallee congratulates Kamloops Relief Driver Wally Walcer for winning first Low Net.

Burnaby Checker Wayne Rogers, first Low Gross.

Vernon Office Supervisor Ron Varley, second Low Gross.

Vernon Maintenance Supervisor Ron Potts, second Low Net.

Home Service Drivers

Athletes on the job

When Home Service Canvassers **Greg Neilson** and **Asif Visram** saw Home Service Driver **Alice Beaudet** riding her bike to the Burnaby Plant each morning from her home in New West, they knew she was just who they needed to complete their triathlon team.

These three Dairyland employees competed as a corporate relay team with 1000 other competitors in the Vancouver International Triathlon August 9th in Stanley Park.

Originally, Asif was planning to run the 12 kilometres around the sea wall, but decided he really wanted to do the 37 kilometre cycle through the park. That was fine with Alice because she cycles, runs and swims.

Alice started running two years ago, and has been a competitive participant in the sport ever since.

"I run 30 miles a week," she said."My husband runs too, which is great because we can do a lot of training together."

Because of the last minute decision to join the triathlon, Alice and her partners only had three weeks to properly train for their events.

"It wasn't really difficult training," Alice said. "I run five days a week on a regular basis and compete frequently in the local fun runs and competitions. I knew I could complete the 12 kilometre course."

And complete it she did. Up against professional triathletes from all over North America, Alice thinks the Dairyland team fared quite well.

"The final results aren't in yet," she said, "but our times weren't bad. Greg was one of the first swimmers out of the water."

A Home Service Driver for three years, Alice has found that it is important to stay in shape.

"The job is very physically demanding, you're always on the go. Every day there is a lot of lifting and a lot of running up and down driveways."

But Alice's athletic endeavours have proven that she is in perfect shape.

Next year, Alice plans to repeat her performance in the triathlon. But not on a team — she's going solo.

"I'm planning to take some triathlon clinics first," she says. "I'll start next spring with the small triathlons. The Vancouver International Triathlon is a big event so I'll have to work up to it."

And with dedication like that, Alice Beaudet will have no problem.

•*Rhonda Emmerich*

From left to right: Runner Alice Beaudet, Cyclist Asif Visram and Swimmer Greg Neilson.

Giving 'Credit' where it is due...

The Credit Department is entrusted with Dairyland Foods biggest asset — accounts receivable. It is the responsibility of this department to ensure that the cash flow is as consistent and current as possible as well as to monitor over 4000 wholesale trade customers.

Although the task is a difficult one to perform, the department's highly organized staff of seven has achieved the reputation of being one of the most successful Credit Departments in the food industry.

"Our people are all highly respected professionals," says Credit Manager **Tom Bastable**, "who achieve a good rapport with the customers and ensure good collection practices."

The individuals responsible for the well being of the department are: four collectors, **Gail Aberdeen, Rita Baker, Charlotte Demoskoff** and **Evelyn Goheen**, as well as Special Projects Officer **Jim Whiteford**. All are under the very able direction of Assistant Credit Manager **Mel Slaght.**

During his one and a half years at Dairyland, Slaght has watched this hard-working department live up to its food industry reputation.

"Dairyland is the leader in the food industry," he says. "Our opinion is greatly respected within the industry in the techniques of credit and collection."

The four collectors are the backbone of the operation. They are sometimes on the telephone all day long, doing the not always pleasant job of asking for money.

Evelyn Goheen has been with Dairyland Foods for eight years and has worked in two other departments before Credit.

"This job has an extremely high stress level," she says. "We deal with customers every day and some of them get quite irate."

Charlotte Demoskoff agrees. "We have to deal with the anger. If a customer isn't doing well, we get the blunt end of his frustration."

But their perserverence to get the job done keeps them hanging in, despite high stress and angry customers.

"I like this job because it's challenging," Goheen says. "It's never the same — every day is different."

"There is an incredible feeling of satisfaction when an account is finally in line," adds Demoskoff.

These high quality people have definitely proven themselves. Over the last month they set out to accomplish something that had never been done at Dairyland Foods. The department succeeded in establishing a 90 per cent current dollar position, which means 90 per cent of the monies owed to Dairyland were no older than 30 days outstanding.

The average dollar position in the food industry is between 75 to 80 per cent, so Dairyland's 90 per cent was a remarkable accomplishment. But Bastable gives credit where it is due.

"It was because of the ongoing effort of not only the people within the department, but outside of it as well," Bastable says."The people in the Sales and Distribution departments and at the branches are supportive. Without their input, we couldn't have come nearly as close as we did."

The collaborated efforts of the Credit and Sales departments make the process of accepting new customers a lot more efficient. Dairyland receives 70 to 100 applications a month, and along with the on-line credit computer both departments are able to scrutinize and secure a potential customer with ease.

In addition to inside efficiency the Credit Department has a branch networking system that spells success. All facets of the department are in touch with the other branch managers, keeping them well informed on policies and current problems.

Good cooperation and highly motivated employees are the reason for the successes of the Dairyland Credit Department. After all, when you're in trust of the company's biggest asset — success is the only way to play the game.

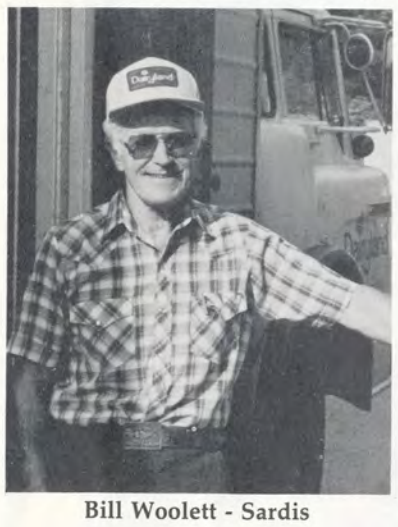
•*Rhonda Emmerich*

The Credit Department (from left to right): Gail Aberdeen, Mel Slaght, Rita Baker, Jim Whiteford, Evelyn Goheen, Tom Bastable and Charlotte Demoskoff.

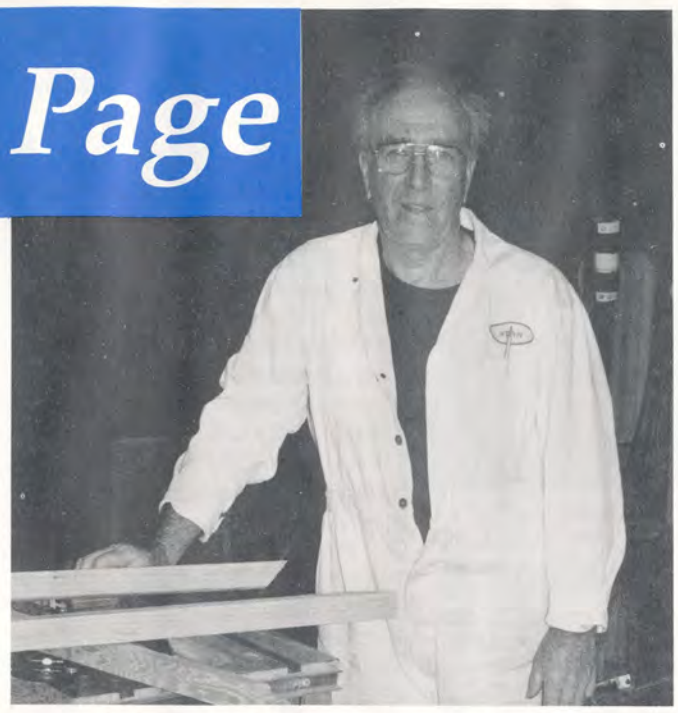
The People Page

Retiring employees

Thomas Stockdale, Ice Cream Dispatcher, Burnaby, retired March 22, after 38 years of service.
James Snell, Sales Rep for Pacific Milk, Burnaby, retired March 18 and began January 1959.
James Leslie, Checker Loader, Burnaby, retired May 31, after 31 years of service.
George Tarlier, W/S Driver-Sales Representative, Burnaby, retired October 3 with 34 years of service.
Fred Goldsmith Maintenance Journeyman, Abbotsford, retires October 17 after 41 years.
Stan Lyon, Abbotsford, formerly of Sardis, retires October 30. Stan became a member of the Quarter Century Club in 1986.
Bill Woolett, Sardis, Ice Cream Delivery Driver, retires October 31 with 39 years of service.


Bill Woolett - Sardis

Fred Goldsmith - Abbotsford


Stan Lyon - Abbotsford, formerly Sardis

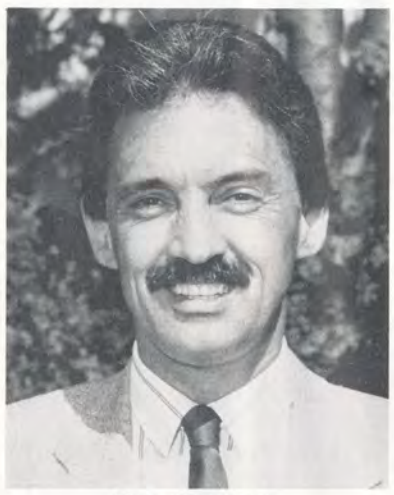
Doris Moggridge, who retired from Accounting in Burnaby last August, on her last day of work. Doris sports the apron given to her by her accounting colleagues: "Doris 1962 - 1987 — cooked the books for 25 years."

New jobs and faces

William Knicely was appointed Maintenance Foreman at the Sperling Plant August 21.
Mr. Knicely brings to Dairyland Foods many years of experience in the equipment maintenance industry, most recently at Quadraco Mechanical Ltd., and will be a welcome addition to the Maintenance Department.

Effective September 1, 1987, the Dispatch Office/Special Delivery Department will report to and be the responsibility of the Traffic Manager, **Peter Brennan**. With the change, Wholesale Supervisor **Allan Hughes** will report directly to the Traffic Manager, as will the Distribution Coordinator, **Roy Davidson.**

William Knicely


Peter Brennan

DAIRYLAND FOODS NEWS

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Special thanks to the employees who contributed photos or information to this issue of *DF News*, especially to Vivien Edwards for her People Page photos.

Anniversaries

Congratulations to employees celebrating their work anniversaries during October and November 1987.

THIRTY-FIVE YEARS

BURNABY — **Gerald Perry**, Mechanic's Assistant.
SARDIS — **Vern Scott**, W/S Route Relief Driver.

THIRTY YEARS

BURNABY — **Gerry Bennison**, W/S Supervisor.

TWENTY-FIVE YEARS

BURNABY — **Joe Lahaise**, Ice Cream Expedit Clerk; **Luigi Volpe**, Creamer Operator.

Vern Scott - 35 years

TWENTY YEARS

ABBOTSFORD — **Phil Charlton**, Machine Operator.
BURNABY — **Tom Low**, Manager Communications; **Bob Rooney**, Holiday Relief Driver.
LOZELLS — **Dick Rice**, Workshop Charge Hand.
VERNON — **Alice McBain**, P.S.C. Clerk and Customer Service.

Gerry Bennison - 30 years

FIFTEEN YEARS

BURNABY — **Bernie Kreklevich**, Driver Sales Representative; **Donna Leckie**, Data Control; **Dave Moore**, Route Relief Driver; **Terry Thorndike**, Driver Sales Representative; **Paul Vrana**, CIP Operator.
PENTICTON — **Linda Hooley**, General Clerk.

TEN YEARS

ABBOTSFORD — **Ian Laing**, Dairyworker.
BURNABY — **Ingemar Olson**, System Programmer; **Mike Seller**, Driver Sales Representative.
CRANBROOK — **Bernie Lukowich**, Combination Driver.

Get your Christmas shopping done early, and give a gift that can only come from you. Dairyland Foods wants to be part of your families' Christmas this year with these many Dairyland items: Cheese Delights Cookbook ($2.99), Dairyland Jacket for men, women and children ($25.00), Golf Shirts ($11.00), Baseball Caps ($4.00), Dairyland Coffee Mug ($4.00), Dairyland Glass ($2.00), and a Dairyland Ball Point Pen ($0.40). All prices are tax included. To order, contact the Communications Department. Expect delivery within two weeks of order.

In memoriam

Arthur D. Rundle passed away Aug. 19 at age 86.
Mr. Rundle became a Director of the FVMPCA Board in 1956, and held the position of Vice President from 1966 to 1973. He was also Chairman of the Market Sharing Program Policy Committee, designed to advise the B.C. Milk Board on Market Share Quota.
George Reid, a retired Journeyman-Welder at Sardis, passed away September 8. Mr. Reid began at Dairyland March, 1961 and retired January 1975.
Pat Irving passed away September 9 at age 85. Mr. Irving, originally a Diamond Dairies Driver, worked as a W/S Driver at the Haney Branch.

DF NEWS
If not delivered, return to Dairyland Foods, P.O. Box 9100, Vancouver, B.C. V6B 4G4