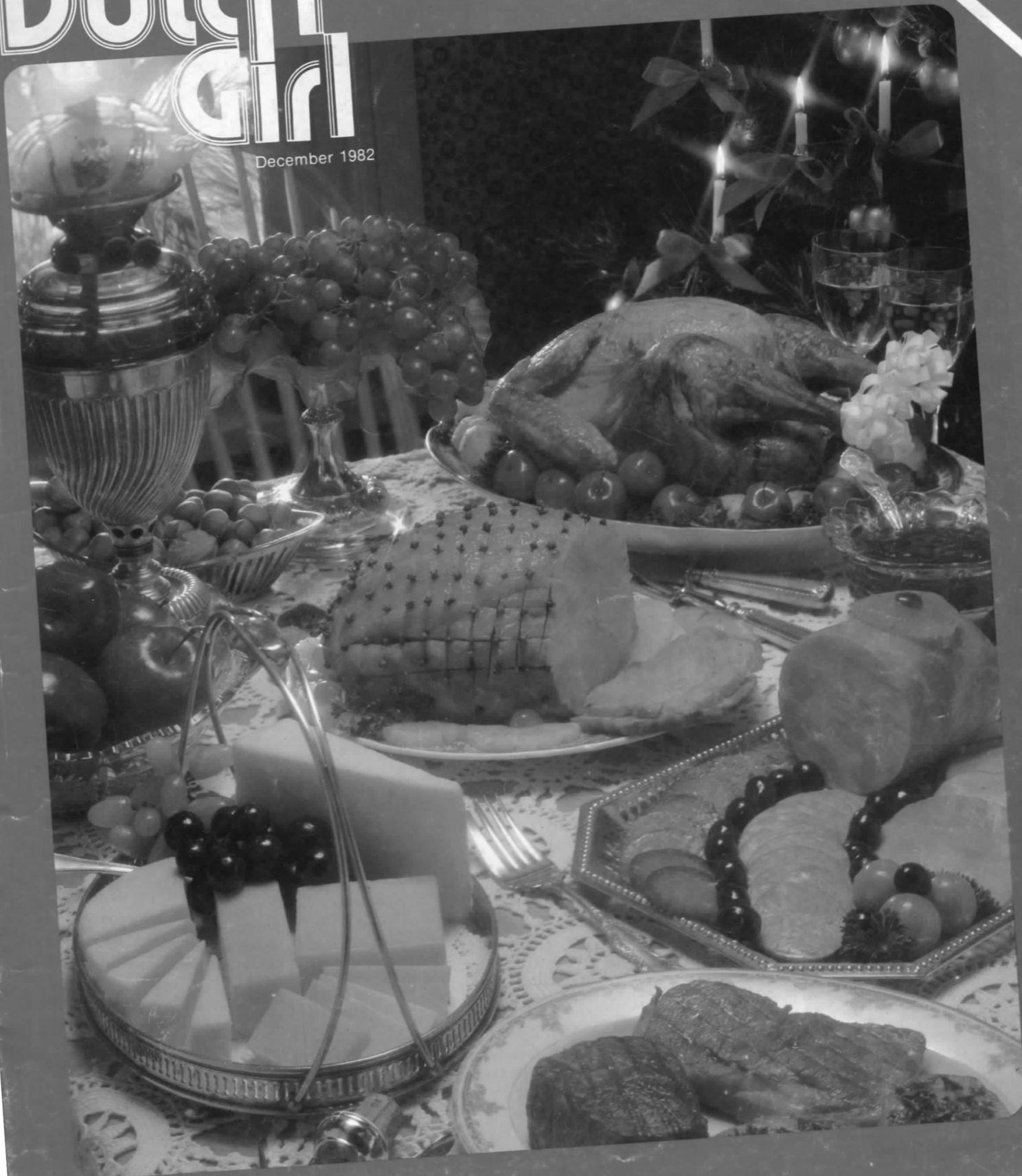


# The Dutch Girl

December 1982

Inside This Issue  
1983 Dutch  
Girl Calendar





**THE DUTCH GIRL**  
**VOLUME 15**  
**NUMBER 6**  
**DECEMBER 1982**

A bi-monthly publication for the employees of J.M. Schneider Inc., a wholly owned subsidiary of The Heritage Group Inc. The Dutch Girl is a member of the International Association of Business Communicators — Canada.

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# What's it all About, Anyway?

The flurry and excitement of Christmas began back in October. Folks have begun talking about Christmas shopping, the cost of Christmas, and the money they don't have. Several folks have talked about the thoughts of Christmas making them tired. We all talk about the forgotten meaning of Christmas, but do we really try to regain this meaning?

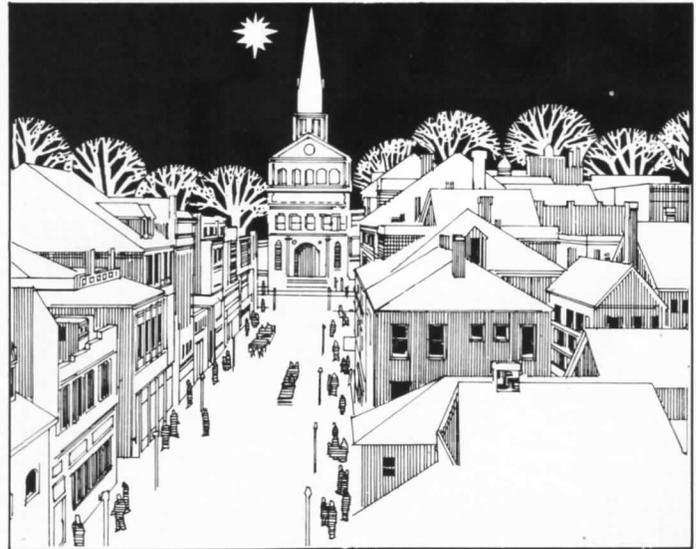
What's Christmas all about, anyway?

In the past few years, Christmas hasn't seemed quite the same. We gear up to battle the crowds, watch our charge accounts rise, and meet our social obligations. December 26th usually finds us exhausted and let down.

Is that what it's all about?

We have all been taught, through religious upbringing or tradition, that Christmas is a time for family, for friends, for joy, and for sharing love.

Granted, the traditional gift giving is a direct outgrowth of the basic intent. But have we possibly gone



overboard in trying to *buy* love and friendship rather than giving of ourselves?

Some people are beginning to think less of gift giving and more of self giving. One person has asked that the money for the gift she hoped to receive for Christmas be given, instead, to her church's building fund. Others are beginning to make charitable contributions in names of indi-

viduals to whom they usually give gifts. These are but two examples of selfless giving.

Christmas is meant to be a time of joy, of peace, and of reflection. What better way to be at peace than to give in the true spirit of Christmas — of ourselves. ■

## Winning photos selected in annual Dutch Girl Photo Contest

The winners in the 8th Annual Dutch Girl Photo Contest have been chosen in the two categories and appear in the following pages.

Judging the 58 entries this year were Harry Huehnergard, of the Photography Department at the Kitchener-Waterloo Record; Jan

Pisarczyk, of Pirak Studio in Kitchener and Joe Suerich, of The Camera Shop in Kitchener.

Although the number of entries into the Scenery and Action Activities categories were down from a year ago, the judges did feel that the quality of the entries was improved.

The winning photos, reproduced here in black and white, are all colour prints or colour slides.

Next year's contest winners will be used in the annual Dutch Girl Calendar for 1984 to be enjoyed all year by our readers. So, start shooting now for next year's contest! ■



## Scenery

**1st — Orië Albrecht,**  
Beef Boning Department,  
Kitchener.



## Action Activities

**1st — Oscar Knopf,**  
Order Fill Department,  
Kitchener



**2nd — Barry Nolan,**  
London District Sales  
Manager.



**Honourable Mention: Phil  
Messer,** Salesman,  
Winnipeg District.



**3rd — Gord Schnarr,**  
Salesman, B.C. District



**2nd — Ralph Keller,**  
Freezer Storage and  
Receivers Department,  
Kitchener.



**3rd — Lou Krissak,**  
Credit Department,  
Kitchener.



**Honourable Mention: Sue  
Lambert,** Sales Depart-  
ment, Winnipeg.





# Annual Conference draws entire sales force together for two days



It was truly a National Sales Conference this year, as the banner proclaimed, when the entire sales force from across Canada met in Toronto for the annual two-day event. It was a time for —



informal chats over coffee and a chance to meet other sales people from other Districts —



words of past performance and of future expectations from Director of Sales, Steve Pullen —



small group discussions —



sampling new products —



smaller group discussions —



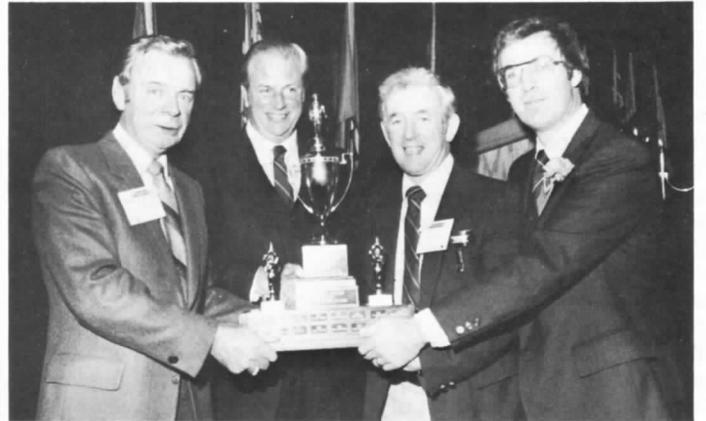
dressing for dinner, as the Foodservice District showed up in their white tuxedos —



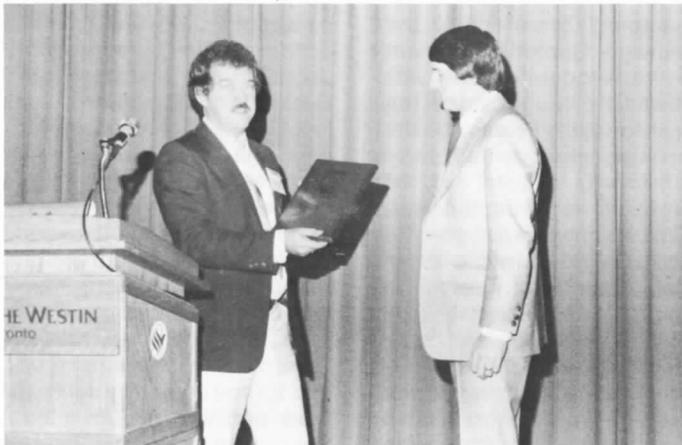
presentations to the District of the Year for the second time in as many years to Sudbury District Manager, Doug Ford (right) —



individual thinking during a short test —



presentations to the Salesman of the Year, Larry Lyman (third from left) of the London District from JMS President, Ken Murray (left); Eastern Region Sales Manager, Harold Clements (second from left) and Director of Sales, Steve Pullen —



presentations of the Big Cheese Award to the Winnipeg District Sales Manager (right) Cal Stoddart from Product Manager, Bob Wolfe —



presentations of banners to each District to carry with them for the upcoming year at the conclusion of the conference.



# From where I sit



**K.G. Murray, President, J.M. Schneider Inc.**

*(Editor's Note: The following message, delivered by JMS President, K.G. Murray, although addressed to the members of the 25-Year Club last month, is applicable to all employees as we work our way through the 1980's.)*

Each of you, in your own way and in a collective way have been responsible for the growth of this organization. This growth has manifested itself in expansion of markets. That is, we are now a national seller and distributor of meat products. We have developed an international franchise for our processed fresh pork. Our physical plants have expanded, our staff has expanded, individual responsibilities have expanded, our staff has expanded, individual responsibilities have expanded. This growth has been mutually beneficial for both employee and employer.

At functions of this kind (i.e. 25-Year Club) it is normal to look back. It is not my intention to do so. What I want to do is to look forward and give you some indication of what is ahead for this organization. The topic of my address is "Escape into the Future".

It is my firm belief that in order for us to be successful through the balance of the 80's, we must establish a

strong and efficient structure and only with such a structure will jobs be safe. We must improve productivity and this can only be accomplished through better utilization of human and material resources; which means greater human application, more automation and new processes.

It is also my firm belief that for us to progress through the 80's, we must work within a disciplined system — a formalized system of strategic planning. I am not saying that in times past we have not planned, but that future growth will be accomplished only by a total company commitment to strategic planning.

To that end, we have developed a mission, a creed, policies which we will not contravene, guidelines that assist us in operating this business daily.

*Our Mission*

*To be a progressive, effective enterprise adhering to the highest business ethics and values so as to ensure customer, consumer, employee and shareholder satisfaction.*

*To provide high quality meat and food products to consumers, which are merchandised primarily through the meat departments of retail food stores and to the Foodservice industry.*

*To be continuously sensitive to the needs of our customers and consumers and to profitably satisfy such needs.*

*Our Creed*

*A firm belief in the competitive system of free enterprise, wherein the opportunity to earn profits is essential to economic progress.*

*To conduct and manage our business dealings with our employees, suppliers, and customers in a manner to reflect credit to our company, our industry and our country.*

We have prepared a narrative which describes this business. We have developed eight objectives and nineteen strategies. We have written action plans which employ these nineteen strategies.

All of this process has but one purpose — the accomplishment of our eight objectives.

We have prepared detailed plans for 1983 and are in the process of planning for 1984-1985 and beyond. What we did in 1982 and how well we did it, will not be good enough in 1983. Gone are the days when we could say, "We never did it that way before, but if we are to change, don't do it yet."

Speculate with me where we J.M. Schneider Inc. can be in the year 2007, which is 25 years from today. Who would have thought 25 years

ago, that we would now be a national company. Can this company, or in what year will this company, sell a billion pounds of product annually? Certainly based on past performance, that will be accomplished well before the year 2007.

Well, is it possible based on our past track record? The answer is yes. Who will our customers be in the year 2007? I don't know the answer to that question anymore than I knew 25 years ago who our customers would be in 1982. One thing I can tell you for sure, our customer list in the year 2007 will not be totally Canadian. In my view, our customer list in the year 2007 will be extremely cosmopolitan.

So, I ask you don't look back, look forward. Come escape with me into the future! ■

## Top suggestor wins by submitting many suggestions during year

Jerome Brenner, of the Sausage Cook Department in the Kitchener plant, was named JMS Suggestor of the Year for 1982. To capture the top suggestor position, Jerry submitted a total of 68 suggestions during the year, 27 of which were adopted for a total of 61 points — more than double the number of points accumulated by the second-place contender.

During a brief presentation last month made by Vice-President, Human Resources, Jack MacNicol, Jerry received a cheque for an extra week's paid vacation plus \$450.00 spending money for being

named the JMS S.O.Y.

Prior to the presentation, Jack praised his efforts in submitting suggestions and "keeping your eyes open for cost-saving and time-saving ideas while on the job."

When questioned as to the method he uses to keep making suggestions through the JMS Suggestion Plan, Jerry commented that "I think about what makes work better for the employee and for the company while at work and what would make the department operate more efficiently. In my job as a service person, I get to other areas within the department and can see other



operations and then make my suggestions."

As the Suggestor of the Year, Jerry will have his photo on the S.O.Y. poster and will receive an engraved plaque for his consistent contributions throughout the year. ■



Jerome Brenner (left) of the Sausage Cook Department accepts a cheque from V-P, Human Resources Jack MacNicol after being named the 1982 JMS Suggestor of the Year.

## Warton store wins provincial Independent Grocer award

Gord Coulter was a happy man! His big smile was still evident the late-October day following receipt of the announcement that his Coulter's Food Market in Warton, Ontario had just been named the Ontario winner in the Canadian Independent Grocer of the Year Award for stores over 10,000 square feet.

Starting out 12 years ago with a philosophy of making a living and wanting to be happy, Gord's store expanded in Warton and now has another store in nearby Southampton. A consistent purchaser of Schneider products, his counters are brimming with a wide variety of products for both the increased trade during the summer months and for his regular customers throughout the year.

It keeps London District Salesman, Larry Lyman

hopping to keep the products moving into the store and out of the counters. Several SCHNEIDER WEEK and DUTCH GIRL DAYS promotions are held during the year which results in increased traffic in the clean, modern and spacious store.

To capture the position of top independent in the province, Gord's store was under heavy scrutiny by members of the Canadian Federation of Retail Grocers and marked on a number of general store characteristics including cleanliness, atmosphere, modernization, shelving appearance, in-store advertising, location of product categories, courtesy counter and personnel as well as a thorough evaluation of each of the store departments.

Gord states that his secret to success is sticking to

basics. "You have to have a clean store, friendly staff, well merchandised promotions and offer extra services to the customers," he commented. "It's the little extra effort that goes a long way."

He added, "I like doing things in the store and seeing the rewards."

In the national judging for the Independent Grocer of the Year, held in Toronto in November, Gord finished third out of five finalists across the country. ■



Gord Coulter (right), owner of Coulter's Food Market in Warton, Ontario, and the winner of the Ontario Independent Grocer of the Year award from the Canadian Federation of Retail Grocers, is seen here with Paul Sebesta, (left) the store's Meat Manager and JMS Salesman, Larry Lyman.



## This Is Your ABCD's Of Portable Fire Extinguishers

A fire extinguisher is a storage container for an agent like water or chemicals. It is designed to put out a small fire, not a big one.

Extinguishers are labeled ABC or D according to whether the fire on which it is to be used occurs in wood or cloth, flammable liquids, electrical, or metal sources.

### Fire extinguishers where you work.

It is management's job to have extinguishers available for use and your job to know how they work.

### You need an extinguisher at home.

If you plan to buy one extinguisher, a multi-purpose dry chemical labeled ABC puts out most types of fires—wood, paper, and cloth, flammable liquid, or electrical fires.



If you buy more than one, you might want to get a BC for the kitchen, an A for the living room, and an ABC for the basement and garage.

### Buying and maintaining an extinguisher.

1. Extinguishers come in dry chemical, foam, carbon dioxide, water, or halon types. Whatever type you buy, it should be labeled by a nationally recognized testing laboratory.
2. The higher the number rating on the extinguisher the more fire it puts out. High rated ones are often (not always) the heavier models. Make sure you can hold and operate the one you might buy for home use or be required to use at work.
3. Ask your dealer how to have your extinguisher serviced and inspected. Recharge it after ANY use. A partially used one might as well be empty.
4. Extinguishers should be installed away from potential fire hazards and near an escape route.



### Ordinary Combustibles

Fires in paper, wood, drapes and upholstery require an extinguisher labeled A.



### Flammable Liquids

Fires in fuel oil, gasoline, paint, grease in a frying pan, solvents, and other flammable liquids require an extinguisher labeled B.



### Electrical Equipment

Fires started in wiring, overheated fuse boxes, conductors, and other electrical sources require an extinguisher labeled C.



### Metals

Certain metals such as magnesium and sodium require special dry powder extinguishants labeled D.



## Thirty-two join JMS 25-Year Club

### Thank You

Andy Alischer  
 Otto Baum  
 Fred Bordt  
 Virginia Chappell  
 Niels Christiansen  
 Bill Curd  
 Geoff Davenport  
 John Dienesch  
 Michael Dienesch  
 Jake Doerksen  
 Katie Dyck  
 Ray Eby  
 Jim Eckert  
 Nick Frank  
 Ed Hammer  
 Ken Hecktus  
 Stu Honderich  
 Joe Lafleur  
 Bill Lavery  
 Willy Moser  
 Maria Penteker  
 Gib Peplinski  
 Harry Reinert  
 Willy Snider  
 Adolph Sonnenburg  
 Albert Sonnenburg

Josie Stachnik  
 Gertie Stan  
 Thomas Stewart  
 Al Strack  
 Paul Waechter  
 Marjorie Weaver

for giving J.M. Schneider Inc. a total of 800 years of service.

The thirty-two of you joined the company in 1957 and we're proud of your contribution to make our company grow during the past 25 years.

Congratulations to each of you for achieving this milestone and for making a career of producing quality products. We think that says a lot about our people and our company.

You have now become one of the 417 active and retired employees with a quarter century of service. Sincerely, many thanks!





# Letters to the Editor

Dear Editor:

The two Grade 13 Geography classes of Cameron Heights would like to express our sincere gratitude for the tour of the J.M. Schneider plant.

Thanks to Henry Bergen and Ron Findlay for their enthusiastic attitude toward the company they represent. Their information was very vital to our reports.

Many thanks to the tour guides — John Albrecht, Earl Cook, Jack Piat and Irene Dupuis. Thanks to them we were unable to get

lost. The tour was most interesting and enjoyable. It's just amazing how much goes on there.

We all savoured the hot dogs and appreciate the momento pen. We were very impressed with the efficiency, employee moral and the clean atmosphere. Thanks again.

Sonia Steeb,  
Class Rep.

Dear Editor:

On behalf of Section IV in MBA I, I would like to thank you for the very fine tour your company laid on for my students this year. It keeps on being such a winner from year to year that I just have to continue being a pest for you. The students just really appreciate the opportunity to tour your operation and come back just raving about what they've seen. I cannot help thinking that you're creating a whole bunch of future satisfied customers.

I would also appreciate

your passing on our special thanks to the guides and the people who handled the question and answer sessions. It is exactly these extra touches that these people put into our visit that make it such an outstanding one.

Thank you very much for your super organization again.

Your sincerely,  
Michiel R. Leenders,  
Professor,  
School of Business  
Administration, University of  
Western Ontario. ■

# JMS float wins Exceptional Merit award in K-W Oktoberfest Parade

The JMS entry in this year's Kitchener-Waterloo Oktoberfest Parade won the award for Exceptional Merit for the third time in as many years. The 65-foot long, completely animated float — a farmer pulling a reluctant donkey, a blinking owl, a bicycle rider as well as a working waterwheel — also had stuffed animals and large colourful flowers and a boy fishing from a bridge connecting the front and back portions of the massive float.

Entitled "Country Canada", five girls, outfitted in long dresses also rode the float, which was constructed entirely by members of the JMS Art Department. The riders were: Nellie Webb, Joanne Lobsinger, Jan

Bradich, Pam Schneider and Wanda Siebert. Driving the float from below was Doug Bowlby and hidden away in the mill was Brian Shushack, who kept an eye on the controls which made the animated movements.

The spectacular float also won the Grand Award when it was entered in the Grey Cup Parade held in Toronto late in November. ■





# Winter is exciting time to visit Vacation Kingdom and Epcot Center

The winter months have always been the ideal time to visit Walt Disney World Vacation Kingdom in Florida or Disneyland in California. The weather is perfect for enjoying the Magic Kingdom. And in Florida, you can step into the 21st century with a visit to the newly-opened Epcot Center and enjoy the many recreational activities available at the several resort complexes.

While the vast Disney showplace for discovery, information and world travel — Epcot Center — will be in the spotlight this year, the Magic Kingdom continues as the world's most popular tourist destination. Mickey Mouse himself will lead the way in a new march of Disney characters and greeting ceremonies at

Cinderella Castle each day in the Magic Kingdom. And the evening torchlight parade during the holiday season is a sight you won't forget.

The Magic Kingdom will be open daily through the winter months from 9:00 am to 7:00 pm. Epcot Center operating hours are 9:00 am until 10:00 pm. Both areas have extended hours during holiday periods.

Magic Kingdom Club members may combine a visit to the Magic Kingdom and Epcot Center with the value and convenience of a three- or four-day Passport which includes admission to the attractions of both parks. The two are three miles apart and linked by monorail. Single day tickets are available for either entertain-

ment center.

One of the membership benefits of the Magic Kingdom Club is that members may purchase ticket media at a reduced rate. Membership in the Club is free by asking at the Personnel Office for a card and a Membership Guide, outlining all the other benefits, Vacation Kingdom packages and travel plans. Or contact the Editor for your membership card. Cards are only good for two years, so watch the expiry date on your card if you are presently a member. Old membership cards will not be honoured at Walt Disney World or Disneyland Park. Ask for a new card before you travel to the Magic Kingdom!

Club members will be

pleased with the return of another exciting benefit during December this year. Members will receive a 10% discount on merchandise (minimum \$10 purchase) in the Walt Disney World Village at Lake Buena Vista, a waterside cluster of more than 25 international shops and restaurants reflecting the casual and fashionable side of "the World". This offer excludes food items, periodicals, tobacco and alcohol products.

Make certain you have a valid Magic Kingdom Club membership card to take advantage of all the special benefits this year. ■

## EPCOT Center: The newest Wonder of the World

A few miles from the Magic Kingdom — and beyond the boundaries of Imagination — Walt Disney's greatest dream is becoming reality. EPCOT Center opens October 1, 1982. A showplace more than twice the size of the Magic Kingdom, EPCOT Center represents the ultimate in Disney-imagined entertainment. An entertainment experience that will thrill your most "thrillable" sense of all — imagination. Come... imagine yourself the EPCOT traveler, exploring the corners of time and the countries of the world today. Discovering exhilarating new visions of the future and the family of man.



Epcot Center, a showplace for discovery, information and world travel opened in Florida recently.



# Quality Control: The shared responsibility

by: Pat Dodsworth,  
Quality Control Supervisor.

Quality Control is a measuring tool used to assure consistency in the flavour, colour and texture of finished products from batch to batch. The philosophy of quality control states that a product enjoyed by the consumer upon being repurchased will be the SAME product as before. To this end, I will describe one of the 42 Quality Control Analytical Programs in place at J.M. Schneider Inc.

Our main product is sausage. Sausage can be defined as a particular combination of proteins, fats, salts, carbohydrates and water; held together in a specific configuration, through cooking, to be pleasing to the palate. Our job is a shared responsibility with production to manipulate all the various cuts of meats to achieve the same combination of ingredients. The Q.C. Department, initiates this manipulation through the formulator. All cuts of red meats have varying contents for lean, fat and water. These are pre-analyzed and the values placed on file in the computer. On a weekly basis, the Accounting Department supplies the formulator with the cost and availability of each trim. The optimization function of the computer will digest all this data and manipulate it so that not only will the formula be on spec for percent ingredients, but also each formulation maximizes the cost utilization of each cut of meat.

The formulae are then issued to production who weigh out each cut into a grinder and then transfer the meat to a blender. At this point, production exercises a quality function by

obtaining a random, composite, representative sample from the initial pre-blend. They then emulsify this meat to achieve a homogenous sample for the Laboratory to analyze. The analysis is only as good as the sample supplied by production.

Since meats are never the same from animal to animal, and we wish to achieve consistent fat to lean to water ratios in our products, the formulae always generates a block of meat leaner than desired so that it can be corrected with fat and water. Production will also take the average temperature of the meat block and supply this data to the Laboratory.

The laboratory chemist will analyze the sample for fat, salt and moisture percentages. This analysis is done on the latest equipment to automatically generate results free of technician error. We know what target values we are required to obtain for each type of meat blend. This information is fed into the computer which calculates how much fat, water and salt to add to the pre-blend to reach the proper desired target values.

If the available correction meat trim is 75% fat and 25% lean, for every pound of fat added to bring the pre-blend fat level to the higher value, you are also adding one third pound of lean meat. This automatically changes the ratio of fat to lean in the meat. Also, meat itself is 70% water in its natural state, so for every pound of correction meat added, water is also being added. In correcting the moisture content of the meat block, we also will be correcting the

temperature of the meat block. At times, the meat is too warm; other times it will be too cold. The computer correction data states that we can only add a particular amount of water.

Therefore, a specific amount of cold water is blended with a specific amount of hot water to achieve a particular total water addition which will not only keep the meat block consistent for moisture content, but also adjust the temperature of the meat block to the target temperature. This massive mathematical juggling act can only be done by computer. For this reason, the Laboratory has its own computer and uses the JMS computer as a backup in case of breakdowns.

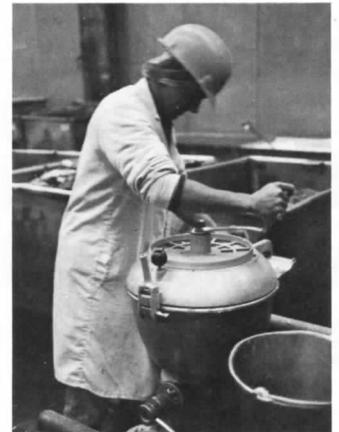
The computer data is rechecked by the laboratory chemist and the information for correction additions is given to the blender operators. This Q.C. program takes 10 minutes to complete.

The operators again share the responsibility of Quality Control. Each correction material has to be selected properly, weighed out accurately and added to the pre-blend uniformly. This then produces the consistent meat block required to generate quality controlled finished products. The Q.C. Department staffs the blend correction program during both shifts on a daily basis, including any overtime scheduled by production.

The Q.C. Department has the necessary technical and analytical skills to determine and monitor the quality of the product. However, the actual quality of the product is built in by the operators on the floor carrying out their

day-to-day duties accurately to procedure.

Therefore, Quality Control is the ultimate shared responsibility: as the Analytical Laboratory serves production through accurate measurement, so production serves the Laboratory through accurate operations. Together Quality Control is achieved! ■



**Bob Theis, of the Sausage Manufacturing Department prepares product sample for the Lab.**



**Mary Ellen Peace-Hall of the Laboratory conducts tests on plant sample.**



# We've got the ideas!

## OCTOBER SUGGESTOR OF THE MONTH

**Marg Diermair**, Luncheon Slicing #2. She suggested that broken Bologna slices be packaged under the Kent label.

Other suggestion awards presented during October included:

**Ross Bowman**, Luncheon Slicing #2. He suggested that a bar with rollers be installed to keep the slices straight.

**Dave Schneider**, Maintenance. He suggested that Frankamatic stuffing horns be manufactured.

Employees' Market Vouchers or Suggestion Plan Playing Cards were also awarded to:

Brian Petrie, CM302; Michael Holden, Freezer Storage. ■



**Marg Diermair**, of the Luncheon Slicing Department (right) accepts her S.O.M. cheque from Foreman Russ MacIntosh.

## NOVEMBER SUGGESTOR OF THE MONTH

**Steven Weber**, Pork Cutting. He suggested that the ham bones go first to M.S.M. and then Rendering for Blood Meal.

Other Suggestion Plan awards presented during November included:

**Madelaine Soikie**, Luncheon Slicing #2. She suggested changing the labels on the Ham Steak packages.

**Elwood Weber**, Sausage Manufacturing. He suggested installing sides on the vat dumper.

**Doug Bergman**, Hog Kill. **Donald Brenneman**, Maintenance. He suggested using lower cost bearings.

**Gloria Hartman**, CM302. **Wayne Martin**, Sausage Stuffing. He suggested changing the hanging on the

West Block product. **Willi Noecker**, Maintenance.

**Susan Neuhof**, Administrative Services.

Suggestion Plan Mugs or Employees' Market Vouchers were also awarded to:

Larry Pachereva, Order Fill; Steven Weber, Pork Cutting (2); Vic Judar, Smokehouse; John Bruckman, CM302; Terry Ross, Sanitation. ■



**Steven Weber**, of the Pork Cutting Department accepts his S.O.M. cheque from Department Foreman, Larry Davenport, (left).

# Pork Cutting worker retires after 39½ years

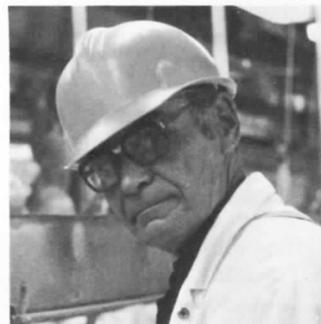
An informal meeting in the Board Room at the Kitchener location was held in late-October to honour Louis Mueller as he began his retirement. He retired exactly on his 65th birthday.

Louis, who joined the company in March 1943, worked his entire JMS career in the Pork Cutting Department.

Prior to presenting a retirement cheque from JMS to Louis, Herb Schneider, of The Heritage Group Inc., noted that "the company has appreciated your steady influence over the years."

Pork Cutting Foreman, John Burnett added that Louis "was very quiet, an efficient worker and never needing much supervision."

In his retirement, Louis plans to do a little travelling, with a trip to Arizona planned for February next year and possibly to Edmonton next summer. He is also going to continue to keep up his solo playing, fishing ("but if you don't catch 'em, you don't have to clean 'em," he quipped) and his activity in the JMS Ex Servicemen's Club. ■



**Louis Mueller**

# Steve Schnarr retires after 37 years of service

"I've thoroughly enjoyed my work here," stated Steve Schnarr, of the Employees' Market during an informal meeting in the Board Room at the Kitchener location to honour him last month as he began his retirement.

Steve, who started with the company in October 1945 in the Sausage Cook Department, continued there until he transferred into the Employees' Market in February 1977.

"You've been steady, hardworking, cooperative and most of all a gentleman on the job," stated Herb Schneider, of The Heritage Group Inc. prior to presenting a retirement cheque to Steve from the company. S.E.A. President, John Christensen also presented him with a wallet containing money and a life membership in the union.

Foreman Bob Mathis added that Steve "has been a pleasure to work with" and he "will be missed from the department".

The Chatsworth, Ontario resident quipped that he is "looking forward to cutting grass in the summer and wood in the winter" on his 30-acre property near Owen Sound during his retirement. ■



**Steve Schnarr**



# Wally Dorscht, 35 year veteran of Sales Department, retires from London Kings

"Mr. Truckload Sale' has retired! An informal meeting in the Board Room at the Kitchener location early last month was held for Wally Dorscht as he began his retirement. Wally was aptly nicknamed because of his numerous JMS Truckload Sale promotions in his

district. Described by Eastern Region Sales Manager, Harold Clements as "a legend at JMS", Wally joined the company in December, 1947, as a Salesman, later promoted to Sales Supervisor and then to London District Manager, a position he has held for

several years.

"Wally was always aggressive and charged up," commented Harold to the group of people collected around the Board Room table for the meeting.

The driving force behind the "London Kings", Wally led the members of his district to District of the Year three times in four years!

A presentation of a retirement cheque was made to Wally from the company by Herb Schneider of The Heritage Group Inc.

In his retirement, the 35-year veteran of the Sales Department will be spending a lot of time working on his newly-purchased home and property in southwestern Ontario. ■



Wally Dorscht

# B.C. 'sausage-maker' Ed Kasmer retires after 30 years service

Ed Kasmer, with 30 years of devoted service to the company, was recently honoured by his fellow workers as he began retirement.

On his final working day, the 'sausage-maker' was presented with a retirement cheque from the company by Plant Superintendent, Bernie Deslauriers, a wallet containing money from the union and a clock radio from his fellow workers.

During his retirement, Ed will likely be found more now on the golf course improving his game! ■



Ed Kasmer (right) of the B.C. Plant receives his retirement cheque from Plant Superintendent, Bernie Deslauriers during a brief presentation on Ed's last day.

# People on the move

## J.M. Schneider Inc. Appointments

**Randy Smith** was appointed Maintenance Supervisory Trainee in the Kills & Rendering shop, effective October 18.

**Wolfgang Fruhner** was appointed Foreman in the Machine Maintenance Department, located on the 3rd floor, WBX building, effective October 18.

**Bruce Hawkings** was appointed Assistant Foreman in the Machine Maintenance Department, effective October 18.

**Harold Kliks** was appointed Foreman in the Building Maintenance Department, located on the 1st floor, effective October 18.

**Rich Crichton** was appointed Assistant Foreman in the Building Maintenance Department, effective October 18.

**Barry Randall** was appointed Assistant Foreman in the Electrical Maintenance Department, effective October 18.

**Jack Schultz** was appointed Maintenance Co-

ordinator, effective October 18.

**Nicole Quesnel** was promoted to Toronto Branch Office Supervisor, effective November 8.

**Chris Sheppard** was appointed Packaging Materials Purchasing Supervisor, effective November 15.

**Ray Voll** was appointed Mechanical Purchasing Supervisor, effective November 15.

**Gary Martin**, Trainee in Pork Cutting, was promoted to Assistant Foreman in the same department, effective November 22.

**Richard Zehr** moved from the computer operations area to become Office Services Supervisor, effective November 22.

## Link Services Inc. Appointments

**Don Andrews**, Assistant Foreman in Assembly & Loading, transferred in the same capacity to Order Fill Department, effective November 14.

**Howard Brown**, Assistant Foreman in Order Fill, transferred in the same capacity to Local Delivery and



Borden Storage departments, effective November 15.

**John Steinberg**, Assistant Foreman in Order Fill, transferred in the same capacity to Assembly & Loading Department, effective November 15.

**Gary Collins**, Assistant

Foreman in Borden Storage, transferred in the same capacity to Order Fill, effective November 15.

**Siegfried Frey**, Assistant Foreman in Assembly & Loading, transferred in the same capacity to Local Delivery, effective November 22.

**Frank Meier**, Assistant Foreman in Borden Storage, transferred in the same capacity to Assembly & Loading Department, effective December 6.

**Paul Lang** was appointed Eastern Region Sales Manager, effective November 29. He will be respon-

sible for the achievement of sales targets and general direction of the Eastern Region sales force, which includes Kitchener, London, Toronto East, Ottawa, Quebec, Maritimes and the Ontario Foodservice sales districts. ■

## Anniversaries

### 10 Years

Peter Elliott, B.C., Link Services Inc., November 1.

Donald Krafchek, Receivers, Kitchener, November 6.

William Nickle, Packaging #2, Kitchener, November 6.

Richard Bryant, Order Fill, Kitchener, November 20.

Walaidum Sawh, Casings, Kitchener, November 20.

Dorvalino Lima, Bacon Slicing, Kitchener, November 27.

Sandra Lorentz, Administrative Secretarial, Kitchener, December 18.

### 25 Years

## Quality of products remains same

"The number of buildings have increased, production on the line is faster and there have been many changes in supervision" mentioned Joseph Lafleur about changes during the past 25 years at JMS. "But through all these changes, one thing hasn't changed — the quality of our products we produce is still as high as it was."

Born 52 years ago in Malone, New York, Joe worked in construction as a carpenter and an electrician for 10 years and later in the Albany Felt Company in Quebec before joining JMS.

For his first five months with the company, Joe worked in the shipping department and has remained in the Bacon Slicing Department for the remainder of his quarter century. Although he has done various jobs in the department including work-

ing in the cooler, a grader and a machine operator, he is presently a serviceman in his department.

Married to his wife, Dora for 26 years, the Kitchener resident is the father of one son, Richard, who works in the Pork Cutting Department in the Kitchener plant.

Joe enjoys working in his flower garden when not at JMS and also making wood cabinets as well as redecorating the interior of his old house.

"It doesn't seem like 25 years have gone by," he noted. "I wish I had another 25 years to go!" ■



Joe Lafleur

### 15 Years

Bernard Prince, Sausage Stuffing, Kitchener, November 13.

Mathias Schwarz, Beef Kill, Kitchener, November 13.

Joseph Walder, Assembly & Loading, Kitchener, November 21.



Bernard Prince



Mathias Schwarz

### 30 Years

Newton Schmitt, Maintenance, Kitchener, November 5.

Jack Schiedel, Relief Sales, Kitchener, November 17.

Michael Roga, Assembly & Loading, Kitchener, December 14.



Newton Schmitt



Jack Schiedel



Michael Roga

### 35 Years

Earl Wilson, Roast & Jellied Meats, Kitchener, November 10.

Barney Guckenberger, Smoked Meats Prep, Kitchener, November 11.

Donald Raines, Link Services Inc., Kitchener, November 18.

Milton Reist, Pork Cutting, Kitchener, December 11. ■



Earl Wilson



Donald Raines



Milton Reist



## Likes the 'good old days'

William Curd, of the Traffic Department, feels that the 'old days' were better because there was more feeling of being a family operation than what there appears to be now." He added, "There have been a great number of changes in personnel over the years too."

Born in London, England, Bill drove a bus for 13 years before coming to Canada in 1957. After doing a variety of jobs, at other companies, he became a stock taker in the shipping department and remained for four years. During the past 21 years, he has been driving a truck, making the run into Niagara

Falls.

Married to his wife, Florence for 35 years, Bill is the father of two children — Maureen, 33 and Chris, 25 and grandfather to four.

The 55-year old Kitchener resident has two major hobbies. He loves photography and even develops his own black and white photos. "I enter contests rarely only to see how my photos match up," he said.

He also enjoys woodworking and making cabinets for his family. ■



William Curd

## PHOTO ALBUM

# Raises largest amount of money during summer Walk-a-Thon

Gerry Hergott, of the Bacon Slicing Department in the Kitchener plant, raised the largest amount of money out of 18 people in a March of Dimes Walk-a-Thon held this summer. Total amount of money raised for the "Helping Disabled Campers" program was \$1,465.00, of

which Gerry himself, due to his large number of sponsors, raised \$249.00.

The Walk-a-Thon, the first ever for the March of Dimes in Ontario, covered 10 miles from the Fisherman's Cove Tent and Trailer Park in Kinloss, (near Kincardine, Ontario) to Lucknow. Gerry,

who was taking part in his first walk-a-thon, covered the distance in three hours and fifteen minutes.

For his efforts, the 49-year old Gerry received a trophy from the Camp in recognition of his fine effort.

The funds received will help to subsidize disabled campers' fees, expenses and purchase specialized equipment for Ontario March of Dimes Camps in order for disabled campers to enjoy an outdoor experience of their own.

Following the walk during the day, Gerry, who had no ill effects, attended a dance at the Camp that evening! ■



Gerry Hergott displays the trophy he received after raising the largest amount of money during a March of Dimes Walk-a-Thon in the summer.

# JMS team tops in league eleven years ago

The J.M. Schneider Hockey team was at the top of their league eleven years ago! The team won the K-W Industrial League trophy in February 1961 and then gathered for a team photo, shown here. Back row (left to right): Wally Becker, Henry Hess, Bill Perry, Bob Orth, Frank Hess (Captain), John Freund, Larry Kaminska, Vern Heldman and Whitey Recoskie. Front row (left to

right): Leo Lavigne (Manager & Coach), Greg David, Joe Rodina, John Reinhart, Russ Hartwick, Henry Holdemeyer, Benny Pastway. ■

