

CHAPTER 5.

EVOLUTION OF THE NEWSLETTER AND THE MAJOR CHANGE TO OUR CLUBS CULTURE.

NEWSLETTER RECOMMENDATIONS

You will recall in our first Chapter that it was Bill Fleming who recommended a quarterly newsletter and that it should be implemented to close the gap between our members and the directors. This sounds simple enough but, obviously, this alone will not 'close the gap'. Reporters across Canada gather news on member activity, editors, photographers and several other club members together assist in getting the newsletter out to the members. Like most organizations some people wind up with more responsibilities for the newsletter, mostly driven by one's contributions and skill levels, and current needs or demands.

At the third meeting on October 18, 1982 Bill Fleming continued to stress the vital importance of a newsletter, and to determine the correct, economical mailing procedures. He went on to suggest that John Colby should draw up a letter outlining various things that will be implemented in the club and that the letter should be ready for the new members.

Norm Buckingham had not joined the group yet, but in the back of Bill's mind he obviously had a notion that Norm may be an ideal candidate as the newsletter editor. Time would tell.

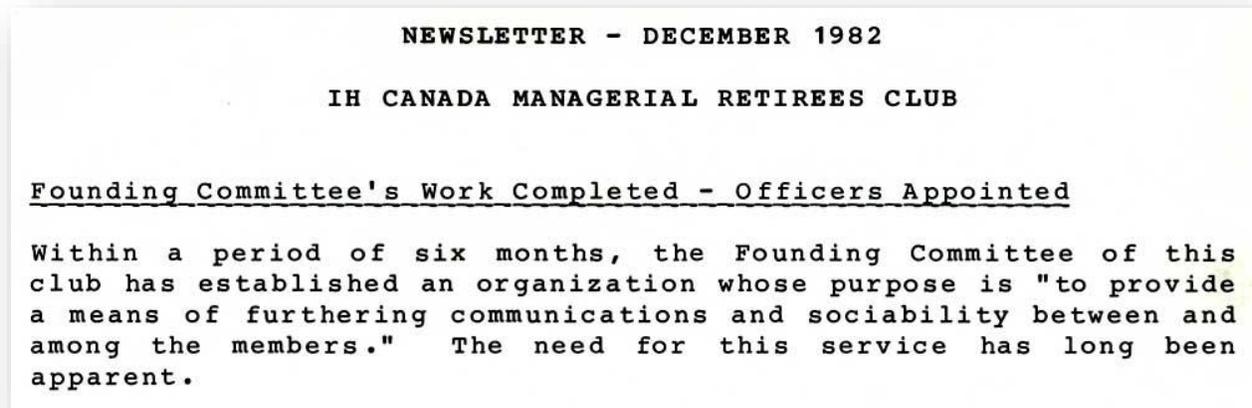
THE FIRST NEWSLETTER

The first newsletter may have been the collective efforts of both John Colby and Norm Buckingham, and others. The newsletter was possibly typed by Janette McDonald, stenographer at General Office, who I believe handled the stenographer duties for John Colby.

I would have thought that Bill Fleming's influence and Henry Kolendowics' talent as an artist would have developed a logo for the retirement club for the first newsletter and that it would have continued up until now, but something

happened, and we have not seen any evidence of such. In fact, the letterhead for the club printed back in 1983, and used today, is very simple in design and does not reflect any logo. Obviously, this was not that important back in 1982 – 1983.

In December 1982 the first newsletter was published. Pictured below is the top portion of page 1.



This first issue was four pages long, and while it did not have any sex appeal, it was loaded with information for the new members of the club. At the time this was what was needed and provided.

The contents included club services available, retirees living coast to coast, and a breakdown of retired members as follows: -

- Managerial retirees in Canada totalled - 425
- Of this total residing in British Columbia – 38
- Residing in Alberta – 24
- Residing in Saskatchewan – 11
- Residing in Manitoba – 11
- Ontario had 306 residents with 212 in Toronto to Hamilton area, 50 in Chatham, 18 in London and 26 in other Ontario cities or towns
- Residing in Quebec – 22
- Residing in New Brunswick – 1
- Residing in Nova Scotia – 1
- Residing in the USA – 4

Recent Retirees; between August 1, and December 1, 1982 totalled eleven managerial employees retired. They were: -

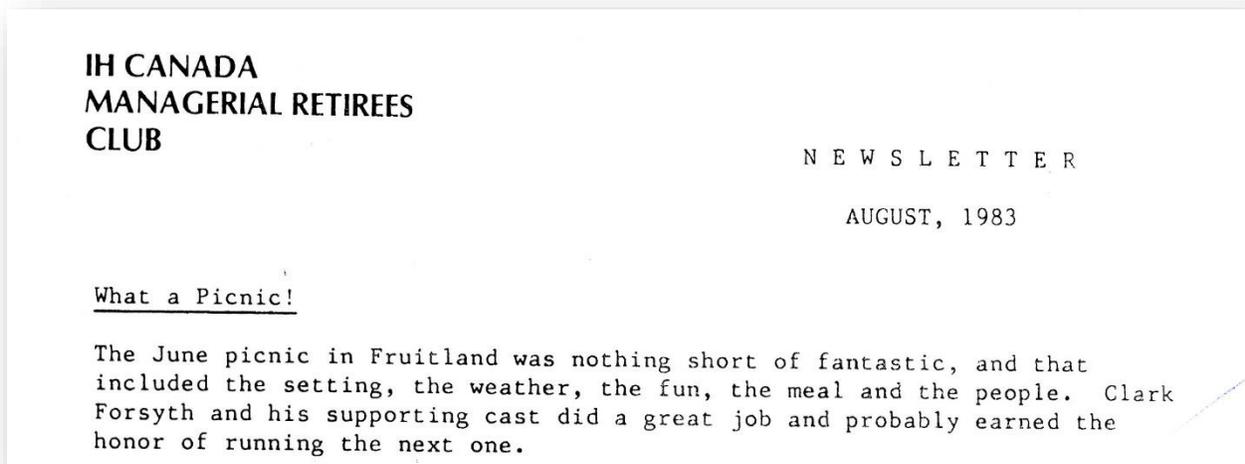
Clayton E. Teed	Edward R. Griffith	Robert F. Williamson
J. Kenneth McGleish	J. Marcel Morency	Alfred Melowsky
W. Lenard Senn	Rene A. St. Pierre	C. Bruce Harrop
Robert D. Musgjerd	Orvil J. Myers	

We recall all of them. How many of them can you recall or perhaps worked for?

Additional information was provided: - A listing of the current club officers and directors, recent Company news and a Membership Application.

This newsletter heading only lasted three issues and in August 1983 it was changed to the following.

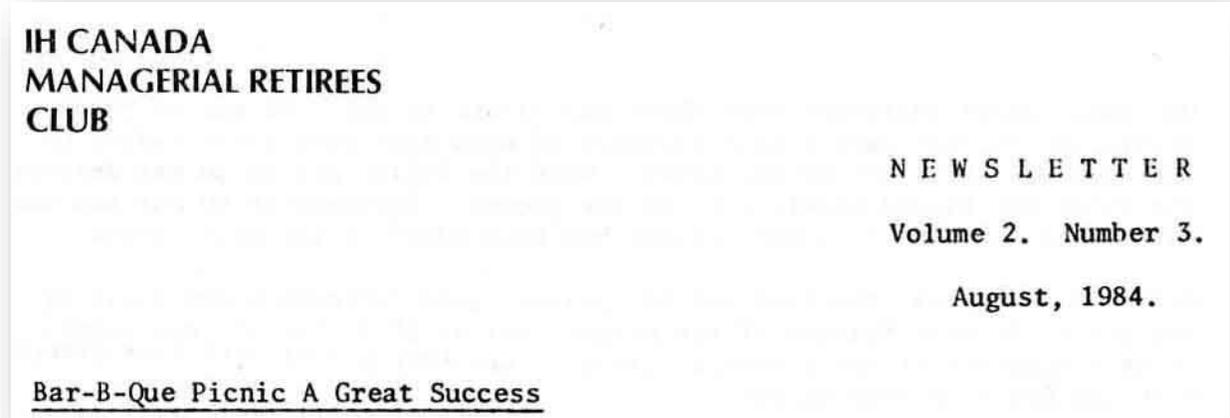
THE SECOND NEWSLETTER



This letterhead was developed for the club's formal stationery and in addition to the heading, our mailing address is printed on the bottom left-hand corner and we continue to use it today for any formal correspondence. We do use this stationery, but not often.

NEWSLETTER NUMBERING SYSTEM – The 3rd Change

The first newsletter to reflect the issue, volume number and issue number was in August 1984 with the 3rd issue of 1984. The volume number refers to the newsletter Club year, and the second number – to the number published in the year. This first-year issue was August 1984, (Volume 2, Number 3). Reflected below is this issue with header and volume and number added.

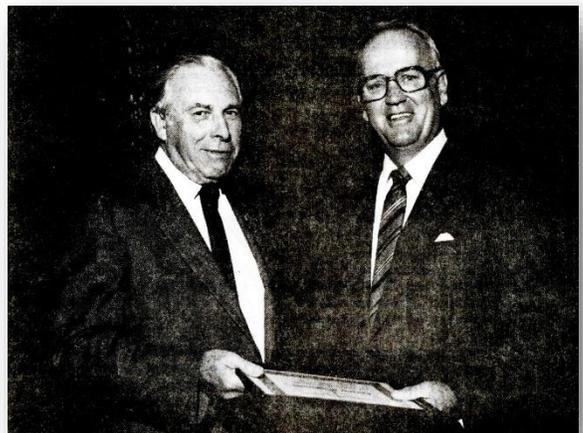


FIRST USE OF PHOTOGRAPHS

The first use of black and white photographs was in the November 1984 issue of the newsletter (Volume 2, Number 4). Following are a couple of photographs that were used in this issue.



In the background is Charlie Munro and Harold Dent. Harold Chivers and John Reble.



George Grummett receives a service award from John Colby

The photographs are a little ragged in terms of today's photographs, but they served well during the time they were used.

The inclusion of photographs continued with only four in 1985, five in 1986 and twenty-seven in 1987 when the 5th Anniversary of the club was celebrated. Unfortunately, no photographs were used in 1988 and 1989.

At the same time, John Colby created what he called THE WAY WE WERE in 1984 and this was included as part of the regular newsletter in the years 1985 to 1987. It then became a separate inclusion when the newsletter was mailed. This became very popular during the years that John wrote the article for each mailing of the newsletter. It was eagerly read by our members and they looked forward to the next issue.

During the years from 1983 to 1993 Norm Buckingham was recognized as the editor of the newsletter. However, Norm did explain at one time that John Colby would prepare the material available for the next issue of the newsletter and it was typed by Janette McDonald, Norm Larson and Ted Jarman. One time when Janette McDonald was on vacation Ted did the typing. Janette, it was reported, never typed another newsletter. Norm Buckingham was not very active as the editor of the newsletter in 1992 and unfortunately passed away in Feb. 1993.

COLBY AND JARMAN

In 1992 John Colby ask if I would photograph the 10th year activities at Larry Smith's farm so I accepted and had the opportunity to provide the club with photographs of their final 10th year celebration and presented the club with an album of photographs reflecting the day's activity. I used black and white film knowing that they may be used for the newsletter. In the November 1992 (Volume 10, Number 4) issue, some of the photos were used. They were used again in the following issue as well. After receiving my copy of the newsletter, I realized that it was not the photos that they had used, but the method of reproducing the newsletter for members that was poor. The photocopy machines back in 1992 did not photo copy that well. In 1993 the reproduction of the newsletter improved greatly.

John Colby does not assume the position of editor of the newsletter and Ted Jarman has the responsibility with the set-up and typing.

Ken Fitzwilliam continues to prompt the territory reporters gathered from club members.

Typing the newsletter soon became a problem because they did not have anybody in the club that was a typist. The only talent we had were the hunt and peck typists. On a couple of occasions in 1995 Tom Mathew's daughter Carolyn typed the newsletter. The club paid Carolyn a nominal fee for the typing.

Ted Jarman would cut and paste each page then spend a day or more at Navistar photo copying pages for mailing to club members. I must give Ted credit for what he did do with the new photocopiers, and the newsletters, including photos, improved with each edition.

Ted Jarman retired in 1994 but continued doing his thing but announced that his contact at Navistar is no longer available and photocopying the newsletter may come to an end, but this continues until 1999. The newsletter continues under the guidance of John Colby, Ted Jarman and Ken Fitzwilliam. The three of them are Directors of Communications. During this time, it appears that Joyce Field, well known by most of the club's executive, did the typing of both the newsletter and John Colby's "The Way We Were." Joyce is not a member of the club at the time, in fact she continues to work in a far different environment than the years she spent with International, and GE Capital.

In 2000 Joyce is typing the newsletter for Ted Jarman and, after retiring for the second time in her career, she joined the IH Canada Managerial Retirees Club as an Associate member as she was not in management while at International Harvester. This does not bother her at all, she continues typing the newsletter for Ted and the "Way We Were" for John Coby.

Ted Jarman is finally appointed editor of the newsletter in July 2004, but this only continues for a short time as he is having some health problems. Joyce continues with her typing both the newsletter and "The Way We Were." Ken Fitzwilliam continues to gather news from the reporters.

HEADING CHANGE IN 2003 the 4th Change

On her own initiative in 2003 Joyce changes the heading of the newsletter to a more stylish heading maintaining the same information but it gave the heading a more professional appearance, as reflected on the next page.

**IH CANADA
MANAGERIAL RETIREES
CLUB**

NEWSLETTER
Volume 21, Number 1
February, 2003

PRESIDENT'S MESSAGE

Now that our twentieth year as a retirees club is over, I thought it appropriate to let you know about two significant items from last year's club activities.

In addition, Joyce contacted each reporter that we had at the time (August 2003) for a suitable photograph of themselves that has been included with their article in each issue since then.

Ted Jarman has serious health problems, becomes non-active in club activities and Bill Hrycenko is appointed temporary editor of the newsletter. Joyce continues to do her thing. At the same time, costs for printing the newsletter by an outside printer have increased and the postage is accelerating almost every month. The directors start delivering the newsletter to the Burlington members and this continues for several months and an estimated cost saving is reported to be \$1,000.00. Bill Fleming presents a motion to reduce expenses by only publishing three newsletters in the year. Reluctantly the motion is passed, but never communicated to Joyce; or could it be that Joyce, on her own, decided now was not the time to miss a newsletter or was it Bill Hrycenko that made the decision to print the fourth and last issue for the year in 2004, Volume 22, Number 4 that had 10 pages, and 22 photographs? I do not think we will ever know. I did question Bill if he had anything to do with the newsletter, he paused a moment and said: "No, Joyce looks after everything."

At the Annual General Meeting dated November 5, 2003 Bill McConnachie President of the club announced they were searching for an editor for the newsletter. No one ever replied.

Joyce Field with her own computer, and additional software to format photographs, resize them, cropping and changing contrast, etc., carried on with typing the newsletter and "The Way We Were." She had excellent typing skills, and command of the English language.

THE MAJOR CHANGE TO OUR CLUB'S CULTURE

In March 2004, Joyce Field (the first woman), was appointed to the Executive as a Director, Communications and Editor of the newsletter. A first in the history of the club. A perfect choice. This has encouraged other woman to join the club accepting positions as Directors. Lila Walker as Secretary and Leslie Foster as Treasurer.

Ken Fitzwilliam has some health issues and gives up his communication responsibilities for the territory reporters.

Bill McConnachie announces Joyce's position and that all reports from the territory should be directed to her attention. So, the changes were completed smoothly.

I commented to Bill McConnachie recently about this change and he replied: "It was an old man's club and it's good to see some of the women taking an active part in the club."



As a tribute to Joyce we have included a coloured photograph of her in front of her computer. Not often we have this opportunity to give her credit for her continued efforts. Thanks Joyce.

HEADING CHANGE IN 2007 the 5th Change

 **CANADA
MANAGERIAL
RETIREES
CLUB**

NEWSLETTER
FOUNDED IN 1982
Volume 36 Number 1
FEBRUARY 2018

MAILING ADDRESS:
CANADA MANAGERIAL RETIREES CLUB
C/O Rotary Youth Centre
560 Guelph Line
Burlington, ON L7R 3M4

PRESIDENT'S REPORT

The final heading change was made by Joyce in February 2007. This current heading was designed in colour to capture the greatest reader attention at our web site.

Unfortunately, printing the newsletter in colour is too expensive and members receive black and white copies. The web site however, has the colour copy. Members with computers are encouraged to view the newsletter in colour and print it as well, saving the club postage expense. The newsletter has obviously been a significant factor in the success of the club. By reporting members' stories which are gathered and submitted by the reporters, and being published quarterly for thirty-eight years, is quite an accomplishment.

The newsletter is the magic link made from paper and ink.

Warren Brewer

Club Historian