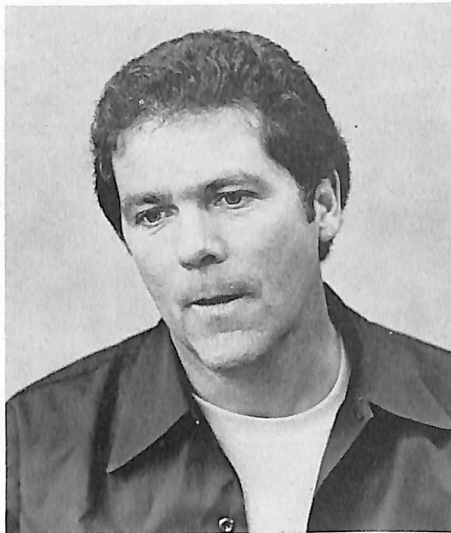


LEO DESLIPPE



TIM FINN

Seagram Jogging Club

Every Thursday evening at seven a group of runners sets out from the parking lot of our Amherstburg plant and

enjoys a nice six mile sprint. The five—Leo Deslippe, Tim Finn, Paul Pouget, Larry Amlin and Brian Sprague Jr.—are members of the plant's Seagram Jogging Club, formed in 1983.

Oldest member of the group is Deslippe. Now 58, he's been jogging for six years, ever since he enrolled for a winter

physical fitness course and was put in the restricted class for being in poor condition. Challenged, Deslippe took action and by the time winter was over he was in great shape. Today his racing credits include the 20 kilometer Michigan Blue Cross/Blue Shield Run in Detroit; 10 and 20 kilometer races in Windsor, Amherstburg and Leamington; Emily Gale events in Detroit. Although he claims he doesn't run as hard as he used to, Deslippe came in third and first in his age group in the Terry Fox Run in Windsor last September.

"Running gives you energy," he states. How's his health? "The first time the plant nurse took my pulse she asked me if I felt okay. My pulse was only 52. Then I told her I was a runner. That explained it."

Tim Finn, the fastest in the Jogging Club, has been running for almost two years. "Before that, I'd run maybe three or four months, then stop. Just enough to lose some weight. Now I've really become interested." Finn jogs home from the plant every day, about three and a half miles, sometimes continuing for another three miles. He estimates he does easily over 1,000 miles in a year. "I'm working at increasing my mileage so that I can finish a marathon in a decent amount of time and feel like I've merely run a 10 or 20 k. race. Then I'll know I've accomplished something."

The Seagram Jogging Club has big plans. They want more joiners and they'd like to test their skill. Now that they've entered 10 kilometer runs as a group, they're looking at 20 k. and even the Detroit/Windsor Marathon. Finn notes: "Before I was running, I'd bring my job problems home with me. Now I walk in relaxed, have my shower, talk to the kids and then I'm ready for supper. It's like a mental bath. You clean off your cares of the day."

Running at LaSalle

LaSalle probably has more runners than any one person knows. But because the plant is located so close to a large city, employees scatter in all directions come four o'clock. What LaSalle doesn't have at the moment is an organized jogging group. The genesis is there already, however, in the shape of three people: Cal Berry, Daniel Robert and Jean-Marc Beauchamp.

Cal Berry, case bond supervisor, has been running the longest, five years. The impetus to start was that old villain,



BOB BANYARD
manager Bottling Development

THE OLD COACH

Now they call him Old Coach, Old Master. But five years ago it was a different story. "I was in terrible shape, up to 210 pounds, down to one suit that fit, back problems, no stamina. I tried every diet conceivable, but nothing worked. That's when I turned to running.

"People you run with become a second family. You need each other for

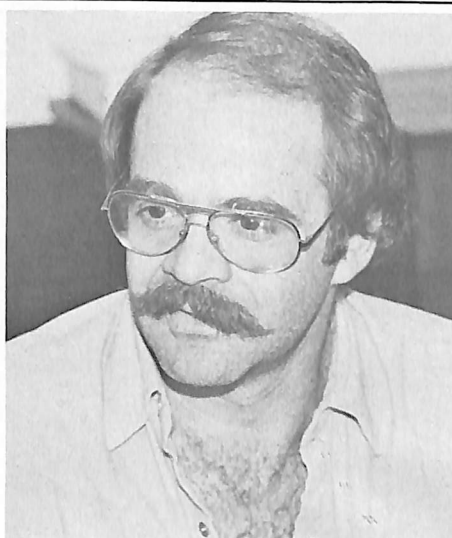
companionship and encouragement. It's not always easy to look after your job, your family and give so much time to your health, as well. I have no doubt that being physically strong makes you able to cope with anything. I can get through a tough day easily, even with only a few hours sleep the night before."

Beating Banyard's time used to be the big challenge in Waterloo. Now it's happening. "I'm not really competitive any more. I've reached my potential and unless I drop everything else and devote myself to running, I probably won't get faster. What I'm interested in now is just running regularly and sharing the experience of being fit with other people in the Company. I'll run, or even walk, with anyone who wants to start. And I have a 1.5 litre Magnum of champagne for anyone who quits smoking for a year.

"Just the way we have our employee assistance programs and our safety programs, maybe we'll see the day when there's a fitness program in every plant to give people the opportunity to cultivate the habit of regular exercise. To me it's as important as food or sleep."



CAL BERRY



DANIEL ROBERT



JEAN-MARC BEAUCHAMP

weight. At the moment he runs for distance, not speed. Speed, he says, will come later. To his credit are the Montreal and Ottawa Marathons, both of which he finished. Berry estimates he runs about 40 miles a week. Since he started entering events two years ago, he's run close to 70 races. He doesn't have to travel far. "All the towns around Montreal have them, short ones like 10 or 20 k. Every Sunday you can run somewhere."

Berry often runs with mechanic Daniel Robert. A jogger for three years, Robert began running to bring both his weight

and blood pressure down. He jogs five times a week, 10-12 kilometers a day. In '82 it took him over five hours to complete the Montreal Marathon; last year his time was down to 4:39. "It's a good feeling to finish, even if it's five hours," he says.

Jean-Marc Beauchamp, who used to be an off-and-on sort of runner, became permanently interested because of all the recent publicity surrounding the larger marathons and Terry Fox Runs. At one time he'd run for half an hour or 45 minutes, just enjoying the activity but never bothering to time himself. But runners

sooner or later get the urge to better their personal best. This spring and summer Beauchamp intends entering 10 and 20 kilometer runs and, depending how prepared he is, the Montreal Marathon next summer.

It's Berry's feeling that LaSalle is becoming more fitness-minded. "A lot of people know I run now. Since the Terry Fox Run it's all I seem to be talking about. It would be great to have a group here so we could compete against other plants." Berry and Robert have discussed it, but they don't quite know how to get started.

THE PLAYERS

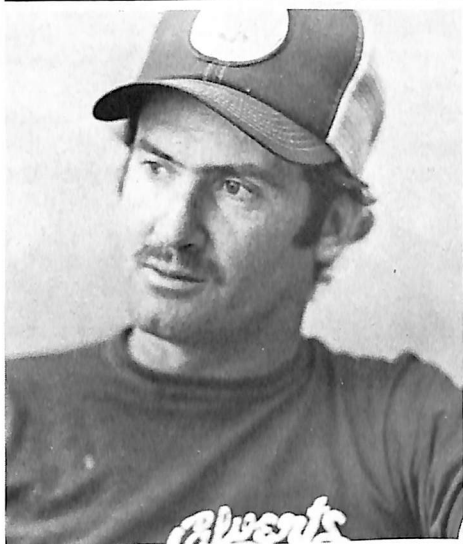
Work consists of whatever a body is obliged to do, and Play consists of whatever a body is not obliged to do.

Mark Twain

But what of people who can't get interested in running? Are they destined for sloth and shapelessness? Not a bit. Gimli employees keep active via local hockey and baseball teams. In-plant teams are thriving elsewhere. Players say they play for the fun of it, but the fact that they're giving the ol' bod a helping hand makes any game an extra-rewarding experience. Everyone agrees, if you clobber the competition, it's worth a few stiff muscles the day after.



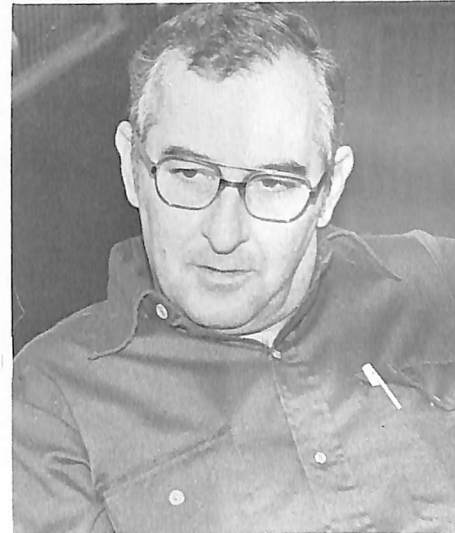
LaSalle vs LaSalle: a tradition that goes back for years.



MIKE PURDIE



FRANK KOSSUTH



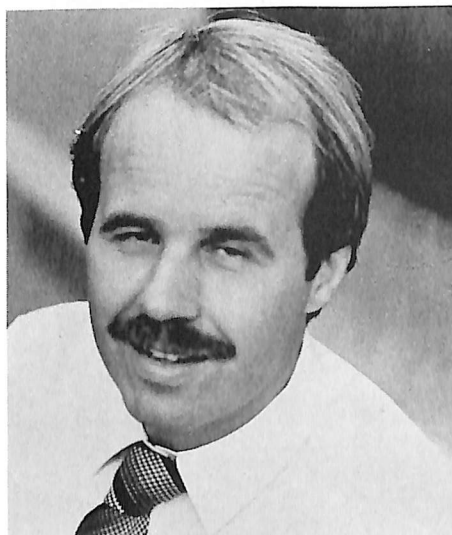
CLAUDE CARRIER

Baseball

"Fanatics" is how Mike Purdie describes the men's fastball team at Amherstburg. Started seven years ago by union president Joe Beneteau and Don Dalpé, the team is made up of plant employees as well as players from the town. They've won their league four times, although, much to Purdie's dismay, they tend to choke up when they shouldn't. Last year they finished second, being beaten out in the playoff finals. With a record of 19 and 2 for 1983, the women's slow-pitch team at Amherstburg is becoming the terror of Ontario. Last year alone, Betty Lou Beaudoin recounted, they won their league championship, won four tournaments, placed second in the playoffs and third in the Ontario Baseball Tournament at Niagara Falls. "We're actually starting to get blackballed," Linda Temesy added. "Other teams have tried to keep us out of tournaments because we're getting too tough. Of course, that just makes us all the more determined."

Waterloo has a men's slow-pitch team that belongs to what Frank Kossuth describes as a recreational league. "One night a week we get out and enjoy ourselves, maybe get a little exercise. There are eight teams in the league. We play against the other local industries." The team was originally organized more for fitness than for fun. Nowadays they have 14 games to get into shape. If they reach the playoffs, then the action heats up.

At LaSalle, there are so many people interested in softball the plant now has four teams that play against each other twice a week. It's like a regular in-house



RANDY HEAD

league. There's also a new interest in softball among the women. "We all play for fun and fitness," says local union president Claude Carrier. "But sports also help you mentally. If you're active you'll feel better and work better."

Hockey

According to Carrier, there has been hockey at LaSalle "almost forever." The plant puts together four teams and every Friday evening, 9:30 to midnight, it's face-off time. In addition to the funding they receive from the plant, both the hockey and the baseball groups raise most of their own money by organizing well-attended social events during the year.

Hockey is growing at Amherstburg. The plant team finished first in its league

PEEL ST. SPORTS

Inside the well-tailored suits of our Company executives, athletes' hearts are beating. Most management-level people at Peel St. have seen the physical-fitness light and do something to counteract work schedules that may be long on mental stimulation, but are invariably just as short on fitness benefits. Here's an abbreviated version of how Peel St. flexes its muscles outside of office hours.

For Mr. Charles it's tennis and golf. J.E.S. President Gabor Jellinek favors tennis, swimming and skiing; he also walks to and from work, weather permitting.

Claude Brochu, executive v.p. marketing, can be found on the squash court practically every day.

Leo Bik, v.p. marketing administration and a former star water polo player, keeps in shape by swimming.

Dan Haggerty, v.p. marketing services, skis for fitness.

Controller Fred Fozo plays tennis twice a week all year.

Doug Pashleigh, production v.p., skis and curls in winter, plays tennis and cycles when warmer weather arrives.

Peter Abbott, personnel and industrial relations v.p., skis, hikes, rides horseback, plays tennis.

Bob Brinkman, v.p. packaging administration, golfs, swims, skis, plays squash and tennis.

So if you suddenly hear the call to shape up, make the effort. Management's not asking for something they wouldn't do themselves.



LINDA TEMESY and BETTY LOU BEAUDOIN

in 1983, losing only three games out of 15. It was the team's first year. As well, many employees play in the over-30 league in town. "Participating in an activity regularly makes all the difference," supervisor Randy Head commented. "Being committed to going out every week and playing hockey, I felt a lot better and I'm sure the other fellows did, too."

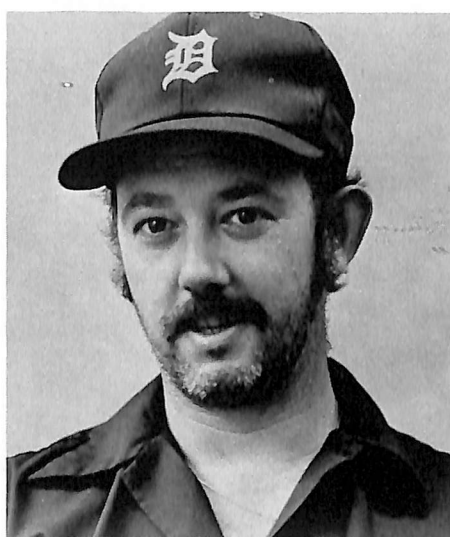
Bowling

Waterloo is big on bowling. About 40 employees, including spouses, bowl Wednesday nights in a Seagram Mixed League. A Merchants B League and a Businessmen's League meet Monday and Thursday nights. Guiding light is Frank Kossuth, touted to be the best bowler in the plant. "I'd like to see more involvement in all sports, but it can be tough getting people out. I think watching professional athletes on TV can discourage you about your own performance. But even the pros had to start somewhere."

"It's a fun league," says Dave Pouget of the Seagram's Mixed Bowling League at Amherstburg. They meet Friday nights and give their all for teams with such tantalizing names as the Rob Roys, the Margaritas and the Screwdrivers. "I'm a believer," says Shirley Paquette, one of the team captains. "In winter I not only bowl, I take an exercise course. This year I'll be taking weight lifting, it's good for muscle toning. More people should do something. In our business it's so easy to get out of shape."



SHIRLEY PAQUETTE



DAVE POUGET

