

SEASON'S GREETINGS



To all the Seagram people of the Amherstburg Plant

and their families, I wish you a very

MERRY CHRISTMAS

and a

HAPPY NEW YEAR!

1996 was a very busy year at Amherstburg, and we even changed the landscape of the town! This year will be seen as a transition year as we enter into 1997 with reengineering initiatives being introduced and implemented. THANKS for your efforts throughout 1996.

Dan

December 1996

MANAGER'S MESSAGE:

1996 is just about history and I wish to reflect on the events of the past year at the Amherstburg Plant.

As we have all experienced, *change* is here to stay! We constantly strive to meet the quality and value requirements of our customers and consumers. To become world class producers, we have taken steps to improve the quality of our products and deliver value to our customers by reducing costs. The installation of our three Hartness case packers and the two Pneumatic Scale cappers are examples of new equipment used to meet our quality standards; the new V.O. packages (without ribbons) reduced our costs but also eliminated a few jobs. The requirements of our customers drive us to be competitive and continue to look for opportunities in cost, quality, and service.

The past six months have been very demanding in the Bottling Department with the absence of *Dan Kirby*, who should be returning early in the new year (I hope!) from the North American Reengineering Team. We have been disappointed by our glass suppliers in the past three months due to deliveries of defective glassware. Many people are working very hard with our suppliers to develop procedures to eliminate the cause of defective glassware arriving at our door.

Roxana Lepore joined our Bottling Management from our head office Bottling Services in September, and is a welcome addition to our Bottling Department team.

The *Save Our Jobs Committee* was very active during 1996. I attended many planning and reporting meetings, which included requesting the Minister of Finance, Paul Martin, to help our industry by taking action to stop the *smuggling of spirits* from the Akwesasne reservation at Cornwall. I also had an opportunity to discuss the smuggling problem with Andy Brant, CEO of the L.C.B.O. Although each of these men are fully aware of the illegal activities through Cornwall, they are not (as yet) willing to *lower taxes on spirits* which would be the single most effective method to eliminate smuggling. Just a few weeks ago, I received a phone call from people in Michigan and New York requesting Seagram to be a supplier of spirits (in 1.75 L plastic jugs - no name labels!!) to the Indian Nation in New York state. They were requesting almost 600,000 cases! As we are aware, this liquor is exempt from state taxes and these low cost spirits end up smuggled from the reservation at the U.S./Canada border through Cornwall and into the black market in Canada.

1996 results for productivity in the Bottling Department have been disappointing and our glass suppliers have played a significant part in our poor performance, along with the slow start-up of the many new equipment installations. I am confident that *1997* will bring with it improved performance and continue us on the road to becoming a *world class* producer of the finest products for our customers. ♦

Seagram Christmas Concert

Tickets are still available throughout Amherstburg for the Christmas Concert with the Windsor Symphony at St. John the Baptist Church in Amherstburg on Sunday, December 22nd. Seagram is the sponsor of the event which includes a post concert wine and cheese reception at the House of Shalom.



1997 RETIREES MEETING SCHEDULE

The Retirees' meetings take place the 2nd Wednesday of the month at 12:00 noon at the Senior Citizens Cultural Centre.

January 8th
February 12th
March 12th
April 9th
May 14th
June 11th

Retiree Chapter 2098 Executive

"THE PHOTO GALLERY"

This year's Christmas edition has our largest ever photo spread (155 photos!) thanks to our dedicated team of photographers. As usual, the following numbers and narrative refer to the number under the photos.

1. And starting off with *Art Hatch* receiving his retirement gift.
- 2-3. *Lynn Shaw* and *Krystina Pare* receiving their 5 Year Service Awards.
- 4-7. *Angie Dinunzio* and *Eva Castellan*, *Joe Hobson* and *Virginia Dufour*, our Social Worker, *Freida McAvoy* and *Eva Castellan*, *Margaret Drouillard*, *Diane Freeman* and *Gwen Tytgat*.
- 8-10. *Seagram Retirees* during their cocktail hour after a plant tour.
- 11-56. Long Service Award Presentations:

<i>Joan Browning (30)</i>	<i>Dominic Stella (5)</i>
<i>Henriette Bezaire (30)</i>	<i>Claudette Smith (5)</i>
<i>Casey Overgauw (4)</i>	<i>Shelly Gignac (5)</i>
<i>Gene Chikaz (40)</i>	<i>Sue Meunier (5)</i>
<i>Benny Schinkel (40)</i>	<i>Cameron Jones (30)</i>
<i>Joe Beneteau (40)</i>	<i>Maria D'Alessandro (5)</i>
<i>Richard McCaffrey (30)</i>	<i>Janice Robinson (5)</i>
<i>Chico Sprague (30)</i>	<i>Kathy Kuenzig (5)</i>
<i>Glen Murray (30)</i>	<i>Tracy Adam (5)</i>
<i>Dean Maure (5)</i>	<i>Pauline Bump (5)</i>
<i>Diane Matisz (5)</i>	<i>Charlene Bernier (5)</i>
<i>Paul Imeson (5)</i>	<i>Nancy Champagne (5)</i>
<i>Carmen DiPasquale (5)</i>	<i>Carlos Morujo (5)</i>
<i>Cathy Bailey (5)</i>	<i>Debbie Favot (5)</i>
<i>Mike Krzeminski (5)</i>	<i>Cheryl Fox (5)</i>
<i>Cheryl Cousineau (5)</i>	<i>Kevin Matte (5)</i>
<i>Paul Marontate (5)</i>	<i>Wendy Lewis (5)</i>

57-61. Why is everyone kissing *Eva* ? Must be the legs!!

62-66. "Bring your child to work day" -
Marva Hurst & daughter, Barb Fryer & daughter, Diane Golden & son,
Lois Johnson & daughter, Brian Quimby & "the twins".

More photos.....



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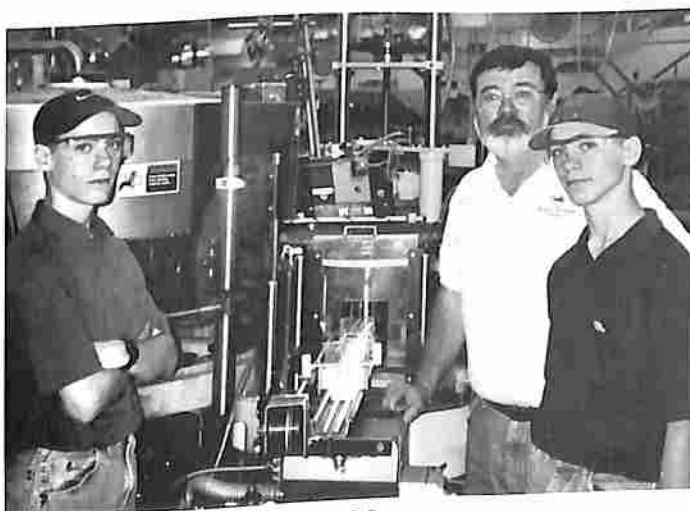
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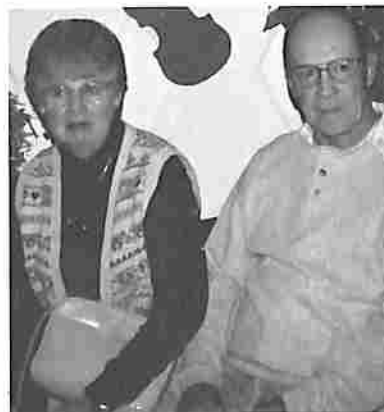
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