



AMHERSTBURG NEWSLETTER

Summer 1995.

The 3 H's (**HOT, HAZY, HUMID!**) have arrived and so has the **SUMMER SHUTDOWN!**

We have started our third year of 4 day work weeks, or put into a more optimistic view, our third year of 3 day weekends throughout the summer. Our unique summer shutdown has become the envy of many in our community as I hear numerous comments from the people I meet. Just mention you work for Seagram and most of the responses are compliments on our "summer hours" and "What a great idea!"

The first half of 1995 has flashed by so quickly that it is difficult to imagine all that has been accomplished. The numerous projects and events which you have seen completed or are still in progress, required a great deal of preparation in administration, engineering, and planning. We have been involved in "**CHANGE**" for the past few years, and now it has become an everyday occurrence. Our ability to quickly respond to the needs of our customers with regard to package quality, meeting delivery dates, making correct shipments, and giving our customers good value for their money, is the only direct influence we have on our customers. New equipment and computer systems keep us up-to-date with technology, but they are just tools for us to use, for it is our **efforts** that make the difference and determine our success and our future!

THANK YOU for those efforts during the first half of 1995 and for your continued support in the future.

Have a great summer and enjoy your vacation time!

Dan

Dan Gibb

WHAT A DEAL!

CROWN ROYAL 750ml selling for: \$3.45 plus TAX

Makes you want to rush down to your friendly Ontario Liquor Store and stock up. So what's the problem you ask?

TAX OF : \$16.50 !!!!

WHAT ARE YOU GOING TO DO ABOUT IT?

Dan Gibb has joined a committee, comprised of employee representatives from all distilleries currently operating in Ontario, whose sole purpose is to save our jobs. An initial meeting was held at Hiram Walkers in Windsor and further planning meetings are scheduled for July 6 at Corby Distilleries in Toronto and August 18 at Canadian Mist in Collingwood. As you can see this is an industry effort to seek fair and equal treatment for our industry by the Ontario government and the federal government.

Canadian spirits are taxed at 83%

Canadian beers are taxed at 55%

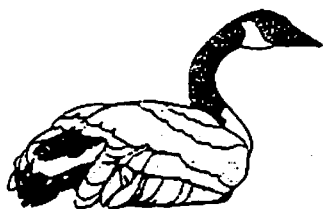
Canadian wines are taxed at 65%

The growth of the underground economy, caused by the high taxes on our products, has resulted in 1 out of 3 bottles sold illegally in Ontario. In Canada, 19 plants and 6,000 jobs have been lost.

Our message to government is to treat us fairly and put our industry on an equal taxation playing field with beer and wine. To a breathalyzer - beer, wine, and our products are all the same. Just recently the Federal Court has ruled that distillers were being discriminated against because television stations were prohibited from broadcasting advertisements for our products while allowing beer and wine to advertise. Now we see that government recognizes that a drink, is a drink, is a drink and we feel that they should treat our industry in the same manner as the beer and wine industries.

A videotape titled "WHAT ARE YOU GOING TO DO ABOUT IT?" will be available for viewing in the lobby and I urge you to take the time to view it during your breaks or lunch. The subject matter makes it very clear that, if the committee is to succeed in our endeavours, participation and input from each and everyone of us is essential. Regular updates will be made available to employees regarding progress, if any, that is being made.

You will find in the back of this paper a one page insertion on how taxation is applied to our products.



TEAMWORK:

Lessons from the Geese

Here's a not-so-trivial question to consider the next time you see geese migrating. Did you ever wonder why they use the "V" formation? Scientists have discovered the answer, and it has some powerful implications for both employers and employees...

As each bird flaps its wings, it creates an uplift for the bird immediately following. By flying in a "V" formation, the whole flock adds at least 71 percent greater flying range than if each bird flew on its own. **Teamwork lesson: People who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust of one another.**

Whenever a goose falls out of formation, it suddenly feels a drag and resistance because it no longer benefits from the lifting power of the bird immediately in front. **Teamwork lesson: Every member's effort is important.**

When the lead goose gets tired, he rotates back in the wing and another goose flies point. **Teamwork lesson: It pays to take turns doing the hard tasks and sharing leadership.**

The geese honk from behind to encourage those up front to keep up their speed. **Teamwork lesson: An encouraging word goes a long way.**

Finally, when a goose gets sick, or is wounded and falls out, two geese fall out of formation and follow him down to help and protect him. They will stay with him until he is either able to fly or dies; then they launch out on their own or with another formation to catch up with the group. **Teamwork lesson: Loyalty helps individuals and strengthens the group.**

* * * * *

A NOTE FROM THE SOCIAL WORKER.....

Shutdown time is here again!!

It has been a very busy year for us here in the E.A.P. group in general and for me, specifically. Over the past 12 months, I have had the privilege of assisting even more of you over some of the "rough roads" of your individual life journeys. It has been tough going sometimes, but we have made it - as always; persistent hard work has paid off. Now it is time to rest a bit, have lots of fun, and get rejuvenated.

So, to all of you, have a safe, relaxing, enjoyable vacation and we will see you in a few weeks' time.

FREIDA MCAVOY

SEAGRAM FISHING DERBY

Fishing Derby Chairman, Tim Finn, with assistance from Paul Pouget held the 20th Annual Seagram Fishing Derby on June 30th.

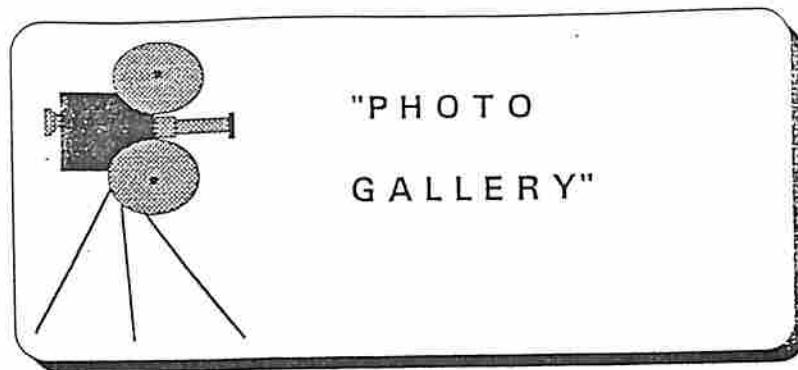
The weather cooperated again this year with the rain holding off until late afternoon, allowing everyone to boat back to shore. The weigh-in was held on the White Sands Island (thanks to the Save White Sands Committee) with over 60 people (employees and their families and friends) participating.

Some of the winners were:

- | | | |
|----------------------|-------------|--|
| 1 - LARGEST PICKEREL | - 4lb. 7oz. | - BILL BECKETT (Guest of D. Hunt) |
| 2 - MOST FISH | - (lots!) | - CHARLIE GOODCHILD (and son Gerald) |
| 3 - LARGEST BASS | - 2lb. 4oz. | - JO-ANNE (2nd year in a row) SHEPLEY |
| 4 - LARGEST PERCH | - 6 oz. | - DAN GIBB (Thanks Bill and Sandy Finlay!) |

This year was the 20th year of the Seagram Fishing Derby and each year has been chaired by Tim Finn. To mark this anniversary, an engraved clock was presented to Tim.

Thanks Tim!!



Back again for the **Summer of '95** issue of the **Amherstburg News** is the ever popular "Photo Gallery". As in the past, the editor's comments which follow are numbered to correspond with the photos.

1. Howard Skidmore presenting gift to John Den Hartogh (39 years) on his retirement day.
2. Rick Eagen presenting the traditional retirement gift of Crown Royal to Cecil Jubenville (39 years).
3. Helen Dupuis and her daughter Margie, during Helen's last day after 26 years of service.
4. Dan Keltika and Dan Kirby with Muriel Coligan on Muriel's retirement day (30 years).
5. Dan Gibb presenting Bill Farmer his retirement gift after 38 years of service.
6. Dan Kirby congratulating Stella Luciw during presentations for Stella's retirement (30 years).
7. Jeanie Renaud and Dan Gibb during presentation marking Jeanie's retirement (36 years).
8. Dan Gibb presenting Merv Dependleton with his 25 year Long Service Award gift.
9. Dan Gibb presenting Larry Delmore with his 30 year Long Service Award gift.
10. Laurence Bridgen receiving his 10 year Long Service Award gift from Dan Keltika.
11. Bill Baker presenting Brian Quimby with his 20 year Long Service Award gift.
12. Dan Gibb and Dan Kirby presenting Larry Amlin with a Crown Royal golf bag for Larry's 25 year's of service.
13. Freida "the Balloon Lady" McAvoy, our plant Social Worker, with her cake honouring "Social Worker Week".
14. I think it was something funny Pat Robinson said.....Frank Arcela, Vice President Sales for the House of Seagram, during his visit to Amherstburg.
15. The Detroit Lions fans never learn! Bill Comeau is seen here paying up his wagering in Dan Gibb's "deposit box". Bill made his money back in hockey with New Jersey (damn Red Wings!)

PHOTO GALLERY..... cont'd:

16. From left, Dan Kirby, Bill Baker, Don Nickless (V.P. Manufacturing Seagram North America), Kevin Smith (President Seagram Canada), Bob Brinkman (V.P. Operations, Seagram North America), and Frank Arcela (V.P. Sales H.O.S.) during their visit to Amherstburg.
17. Pat Hanley and Randy Head, our "runway boys" modelling the new "casual look" for our Friday dress-down days (or dress-up day depending upon your point of view).
18. Bill Baker, Frank Arcela, Don Nickless, and Kevin Smith with our very own Louise Gosselin.
19. Dan Gibb and Joe Beneteau making a presentation to the March of Dimes president, W. Ferguson in the amount of \$1, 000 from the CAW and matched by Seagram.
20. Now you see it.... Lynn "Pip" brush saying good bye to his friend "Phin".
21. Now you don't! "Pip" installing new bottle conveyor replacing the Phin strip stamp machine!
22. Phin Operator Larry Harris during the last days of operation for the phin strip stamp machine.
23. Truck Driver Vic Deneau and mechanics Paul Harrison and Bill Finlay.
24. "Pip" Brush and Bill Baker are all smiles now that the last Phin strip stamp machine in the plant is gone.
25. A few members of the Plant Fire Brigade during one of their drills. Pictured are Greg Vermette, Dave Renaud, and Brian Ferguson.
26. Gary Goulin and Doug Owen rolling out the last barrel from our multi-story rack warehouse "G".
27. The "crew" (John McCauley, Kathy Deslippe, Lyall Grierson, Joanne Shepley and Jim Vance) after withdrawing the last barrel from "G" warehouse.
28. Chris Smith loading barrels during the evacuation of "F" warehouse.
29. Glen Murray behind the wheel of our new shunt truck.
30. Vic Deneau behind the wheel of our yard forklift truck.
31. Jim Holmes and his 18 wheeler! 10-4 good buddy!
32. Brian Ferguson and Rob Sinasac discussing the "Save Our Sands" project.
33. Ron Brooks in his "office" with Richard McCaffrey and Tom Shaw.
34. Our receptionist Joan Browning at our new phone system.

PHOTO GALLERY..... cont'd:

35. At the packing station on line 2 Crown Royal 375 ml, Betty Lou Beaudoin, Charlene Bernier, and Wendy Lewis.
36. At the uncasing station on line 3 - C.R. 750 ml is Pam Bondy-Holmes learning a new dance from Gord "Saturday Night Fever" Marshall.
37. At the MS Feeder station on line 3 is Carlos Morujo trying to get a "5 high" from Lynn Shaw. "Why the dark glasses Lynn?"
38. Forklift truck driver Wayne Brush.
39. The 1995 "Summer Students": Jeff Paquette, Cindy Pouget, Jennifer Head, Kathy Bezaire and Chris Gobbo.
40. Starting up the V.O. Christmas package line and getting the case packer operating are Gerry Lucier, Brian Quimby and Tom Delmore.
41. Earl Maisonville cleaning up around line 5 at the start-up of the Christmas package line.
- 42 to 44. The "Legs Contest". Please cast your vote with Gerry Meloche to determine the "Best Legs".
42. Mike Purdie, Ass't Leadhand in Case Bond II, recently acclaimed President of Local 2098.
43. Joe Beneteau, retiring President of Local 2098, and Leadhand in Case Bond II with "his" truck.
44. Clerk Pat Coyle (recovering from knee surgery), Leadhand Gene Chikaz, and Ass't Leadhand Porky Pillon.
45. Larry Harris, at line 5 case packer, and on line 4, Gerry Lucier and Dave Renaud installing our new Hartness case packer.
46. Fire Hose, I mean Fire Chief Casey Overgaauw conducting his inspection in Case Bond I.
47. Richard Bezaire demonstrating one of our stretch wrappers at the palletizers in Case Bond I.
48. During the start-up of the Christmas package line, Mary Jane Gomes (turned her back), Kent Wigle, and Betty Purdie.
- 49 to 50. I always wondered why I didn't get my mail, now I know.....
49. Tim Finn trying to catch up to the mail blowing across the yard.
50. Tim Finn, "I didn't drop anything!"



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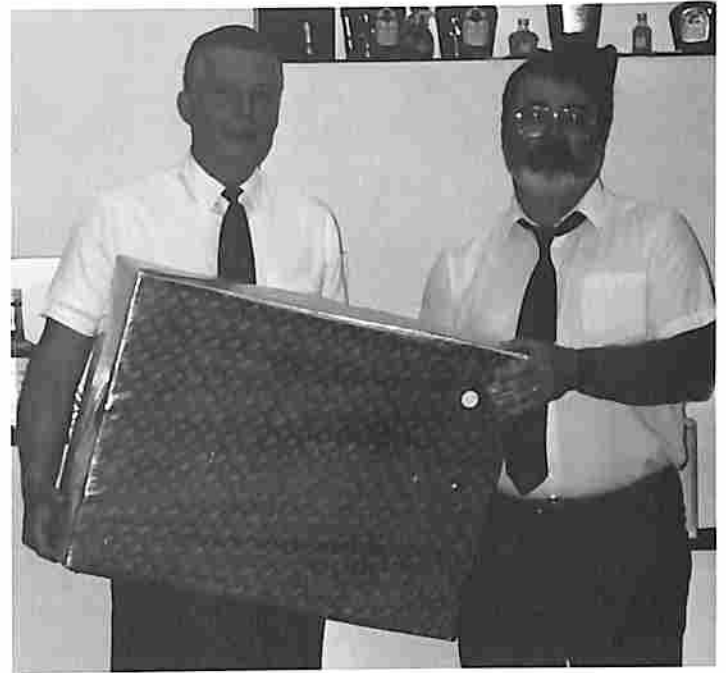
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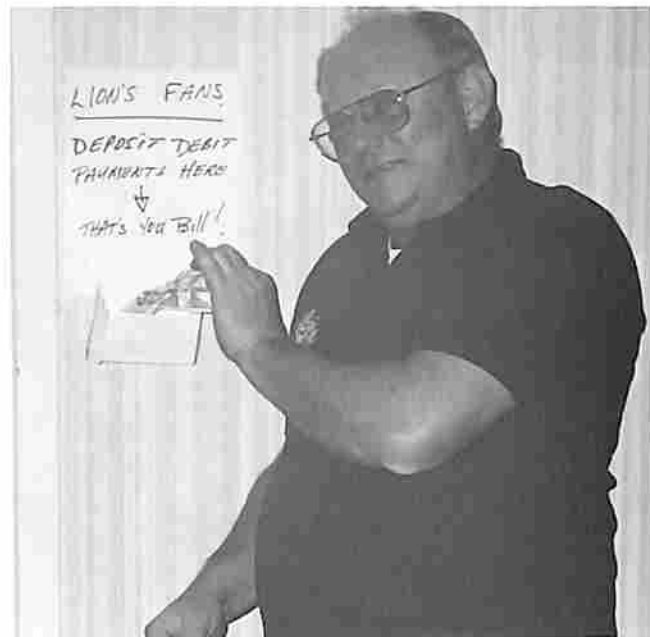


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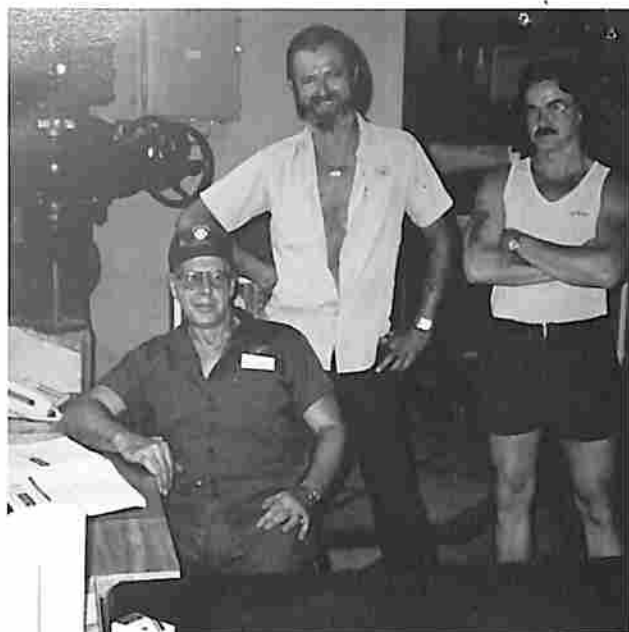
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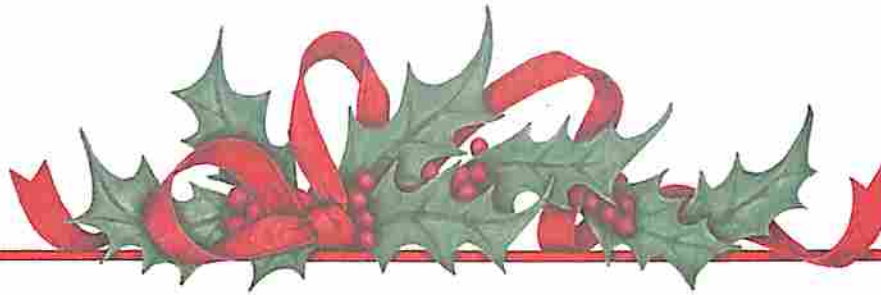
A TYPICAL 750 ML BOTTLE OF STANDARD CANADIAN SPIRITS

ONTARIO



EFFECTIVE MARCH 1994

* includes \$0.03 freight



SEASON'S GREETINGS

DECEMBER

1995



*To all the Seagram people of the Amherstburg Plant
and their families, I wish you a very*

MERRY CHRISTMAS

and a

HAPPY NEW YEAR!

*1995 was one of those years that passed by
very quickly because of the many changes and
the fast pace which we experienced.
THANKS for your efforts throughout 1995!*

Dan

UNITED WAY 1995

At the kick-off of our 1995 United Way Campaign, I realized that Sue's message was most important. (Sue was our volunteer from Hospice.) At that time, I did not want to interfere with your break, so consequently I waited until now to address everyone.

This is one of the times that organized labour and management have joined together to help those less fortunate. I hope your rewards are great. Organized labour is a major factor in the United Way campaign, and Essex County has proven that for the last 25 years by being the highest per capita givers.

Being Pace Setters for this campaign, we completed our canvassing early with 80.4% participation and employees' contributions totalling \$27,000, which was matched by Seagram.

I'd like to thank all the donors and canvassers.

***EVA CASTELLAN,
1995 UNITED WAY CO-CHAIR***

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1996 RETIREES MEETING SCHEDULE:

THE RETIREES MEETINGS TAKE PLACE THE 2ND WEDNESDAY OF THE MONTH AT 12:00 NOON AT THE SR. CITIZENS CULTURAL CENTRE.

JANUARY 10TH

FEBRUARY 14TH

MARCH 13TH

APRIL 10TH

MAY 8TH

JUNE 12TH

RETIREE CHAPTER 2098 EXECUTIVE

MANAGER'S MESSAGE

1995 is drawing to a close and only four more years to a new century and a new millennium (1000th anniversary)! How time flies by and leaves us with just a few memories representing an entire year of our lives.

Our work lives at Seagram continue to be fast paced, and always changing to meet the expectations of our customers and the demands of our industry. Our customers are shopping for a good product with value which includes low cost, good quality, and great service. These requirements are what drives us to be competitive - to look for opportunities in cost, quality, and service. Crown Royal is that product and has become a very important brand not only to the Amherstburg Plant but also to the profitability of Seagram. Crown Royal is the premium Canadian whisky and is a growing brand in a declining spirits market. We must ensure that with every bottle, every case, and every shipment we make, our customers see a premium product and great value. This is how we continue to be!

Our business (and industry) in Canada continues to struggle. We have a competitor who is very difficult to compete against. They do not pay taxes, wages, or benefits. They do not support schools, hospitals, or charities. I'm talking about smugglers! There are two types of smugglers: organized crime (commonly known as "scum") and the opportunist who believes that avoiding the high cost for our products in Canada is OK because they are avoiding taxes and are sticking it to a greedy government tax grab.

The "SAVE OUR JOBS COMMITTEE" has been very busy and has met many times throughout the summer and fall to determine ways of getting the message to government that our industry is in serious trouble and requires action now. We need a level playing field with the beer and wine industries and our message to government is a revenue neutral (no loss of tax income) approach to achieve fairness. This will lower the cost of our products in Canada and at the same time stop the smuggling of the presently lower cost spirits from the USA. Can you imagine selling another 4 million cases in Canada?!! That creates jobs and generates more taxes for the government. Simple stuff!

Early in the new year, I will ask for your help again to ensure your member of parliament asks Paul Martin (Minister of Finance) to include the principle of fair and equitable taxation for all beverage alcohol products in the government's current review of the Excise Tax.

Remember, A DRINK IS A DRINK IS A DRINK!

1995 results for productivity and cost have shown an improvement over 1994. We have made significant changes in the way we do business in Amherstburg. (Most of them for the better!) I am confident that we will continue to respond to demands and continue to become a world class producer of the finest products for our customers!

Dan

"THE PHOTO GALLERY"

The photo gallery now has become a "regular feature" of the Amherstburg News. (Makes for easy reading!) It continues to get bigger and better.....well bigger! As in past issues, the comments which follow are numbered to correspond with the photos.

Pictures #1 - #18: Memories of the 20th Annual Seagram Fishing Derby which was reported in the summer edition of the Amherstburg News.

1. The weigh-in at the White Sands.
2. Brian Hay accepting a prize from chairman Tim Finn. (Trusted son Owen Finn in background.)
3. Another picture of the weigh-in at the White Sands.
4. Retiree Howard Parker still looking for the big one that got away!
5. More pictures of the awards presentation at the White Sands.
6. Charlie Goodchild with his prize.
7. Photo of the "fishing fleet" and more participants of the fishing derby.
8. The "young and the old", Jim Turner and granddaughter. (Well not that old Jim.)
9. Tim Finn doing the honours as trusted son Owen cools off during presentation to a guest.
10. Bill (Mr.) Finlay filling his fish with sinkers prior to the weigh-in, under the watchfull eye of the judge, Tim Finn.
11. More photos of the activities at the awards presentation.
12. Jeff Beetham and Brian Quimby watching the weigh-in while Cameron Jones combs the beach.
13. Jo-Anne Shepley with her "largest bass" trying to catch Tim's attention. Hit him with it Jo-Anne!
14. Tom (Tip-Up) Delmore and Bill Bailey watching Shirley Paquette pay up her debit! Thanks Shirley - easy money!
15. Another photo of the "fishing fleet".
16. Dave (Ducky) Hunt with his prize.
17. More shots of the contestants.
18. Dan Gibb presenting a clock to Tim Finn, acknowledging Tim's 20th year as chairman.

Pictures #19 - #34: Recollections of Mr. Fernando Kfourì (President Seagram Americas), Mr. Don Nickless (Vice President Manufacturing, Seagram Americas), and Mr. Bob Brinkman (Vice President Seagram North America) during their visit to Amherstburg in October.

19. Don Nickless, Fernando Kfourì, and Bob Brinkman listening to Dan's story about trailer security. "No one can get into here!"
20. Lois Johnson being introduced to our guests.
21. Dan Kirby and Bill Baker trying to explain "why" to our guests.
22. Rick Eagen, Maturing Supervisor, meets our guests.
23. Mr. Kfourì meets Paul Marontate, Domenic Stella, Marva Hurst, Pauline Bump, and Dave Forget.
24. Betty Lou Beaudoin meeting Mr. Kfourì.
25. Mr. Kfourì meets the MRP wizards, Shirley Paquette and Pat Coyle.
26. Eva Castellan and Mr. Kfourì.
27. Howard Skidmore and Stationery Engineer, Doug Baron with Mr. Kfourì.
28. Shipping Supervisor, Larry Amlin with Don Nickless and Fernando Kfourì.
29. Bob Brinkman listening to Don Ridsdale. Wait a minute, Don is listening to Bob!
30. Now everyone is listening to Don, something about a ring I bet!
31. Bob Brinkman, F. Kfourì, Howard Skidmore, D. Gibb, and Don Nickless in the Dump House.
32. Mr. Kfourì meets Greta Ruston.
33. Ben Schinkel and Fernando Kfourì.
34. Janice Robinson gets a "BOO" from Mr. Kfourì.
35. Kathy Deslippe with her bonnet on "Hat Day".
36. Cindy Court on the hand line in Case Bond 2.
37. Bill Finlay "on patrol". Nice smile Bill!

Pictures #38 - #65: Long Service Awards.

38. Pat Finn (40 years) receiving her gift from Tony Lepore, Vice President Human Resources.
39. Les Brush (30 years), Bill Baker (Maintenance Dept. Head), and Lynwood Brush (40 years).

40. Connie Allard receiving her "Wise Owl Award" for wearing her safety glasses, which prevented a possible injury.
41. Wayne Brush, 30 years.
42. Jeannine Shaw, 20 years and winner of The President's Challenge Award.
43. Jo-Anne Jones, 20 years.
44. Dorothy Ferriss, 20 years.
45. Claire Beaudry, 20 years.
46. Margaret Drouillard, 20 years.
47. Linda Temesy, 20 years.
48. Connie Allard, 25 years.
49. Fred Conte, 30 years.
50. Dave Pouget, 30 years.
51. John McCauley, 25 years.
52. Edna Deschamps, 25 years.
53. Doug Owen, 25 years.
54. Debbie Wilson, 20 years.
55. Severino DiPierdomenico, 30 years.
56. Olinka Ozvat, 20 years.
57. Jo-Anne Shepley, 25 years.
58. Lyall Grierson, 25 years.
59. Marg McCloskey, 20 years.
60. Kathy Neumiller, 20 years.
61. Larry Harris, 25 years.
62. Leona Matte, 25 years.
63. Josephine Adams, 20 years.
64. Kathy Deslippe, 20 years.
65. Christine Boufford, 25 years.

66. Dan Kirby and Bill Baker presenting Les Brush with his retirement gift.
67. "Arm-in arm" they are leaving us! Les Brush and Norm Renaud on their retirement day.
68. Dan Kirby, Norm Renaud, and Bill Baker. Norm is saying. "Bill your ... is open". Norm has the last word even going out the door!
69. The Seagram Joggers, at the Trent Michigan, Down River Run: Tim Finn, Kent Wigle, Paul Pouget, and Pat Hanley. Kent is limbering up to tie his shoes. I hope you don't think he was running!
70. Diane Freeman demonstrating to Diane Caderette how to get retiree husband Gord to do the laundry.
71. Roger Trombley, lift truck driver in Case Bond, with his "scanner" and onboard computer.
72. Bill Baker demonstrating our new copier.
73. Lida Mehenka, our Bottling clerk is another one of our MRP graduates.
74. Photo of the last barrel removed from Whse. "F": Doug Owen, Lyall Grierson, John Deslippe, Greg Vermette, Minus Sprague, Gerard Laing, Chris Smith, and Gary Goulin, July 4/95.
75. Jeannine Shaw and Diane Caderette. Diane is still looking for advice!
76. Retirees Pat Duffy and Bob Sinasac. Who left the front door open?
77. A view on the other side (smoke room). Eric "Superman" Bridgen and Gerry Shaw.
78. Bill "knows football" Comeau, bragging after another Lion's win (and more of Dan G's money).
79. Virginia Dufour, labeller operator and fundraiser for efforts in Kenya.
80. Elso Pontini, QC Dept. Head. I've got to say something nice this time. Nice suit!
81. Peggy Arbuckle, handling the final details of 10 things all at once at this time of the year, including our Christmas Concert.
82. Ron Brooks, being at the wrong place at the wrong time - Dan's office!
83. Dave Hunt can't look at Rick Deneau's dog bite. I can see it Rick!
84. The organizers of this year's successful Christmas Social which was attended by 150 employees and guests. From the left, Pam Bondy-Holmes, Greta Ruston, and Jo-Anne Jones receiving thank-you gifts.
85. Bottling rep. Nikki Bondy and our cafeteria Christmas tree.
86. And finally, Kent Wigle, Tom Delmore, Tim Finn, Paul Pouget, and Pat Hanley having a Christmas drink and dinner at Tip-Up's. It's great to be living in the "Banana Belt" of Canada!



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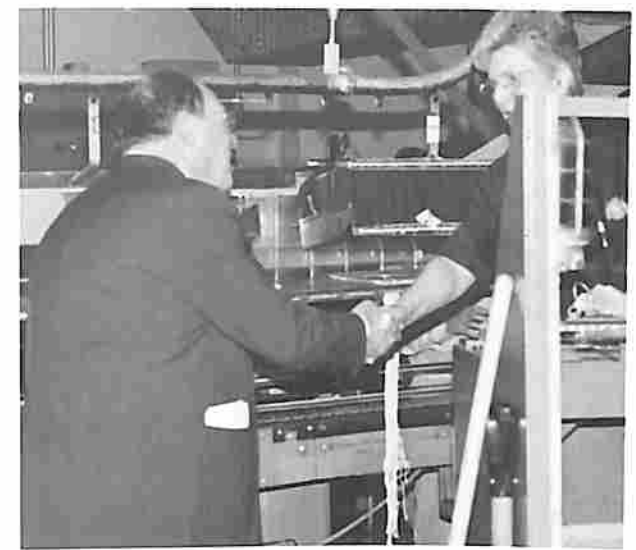
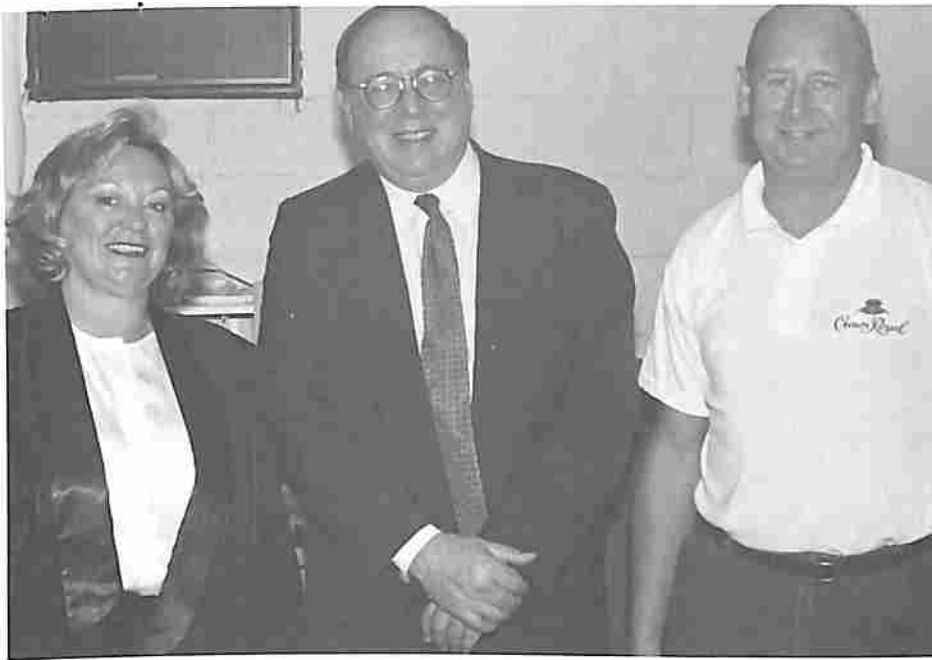
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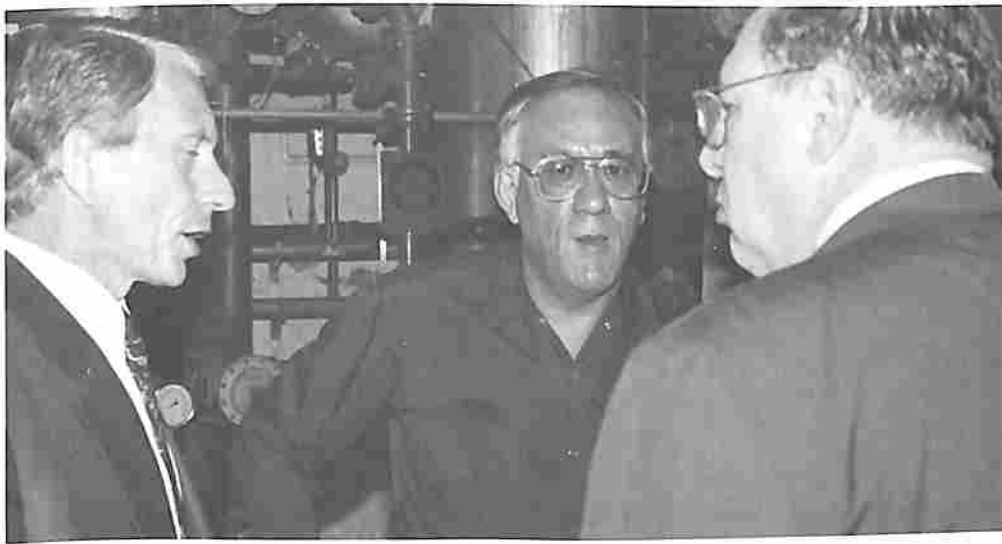


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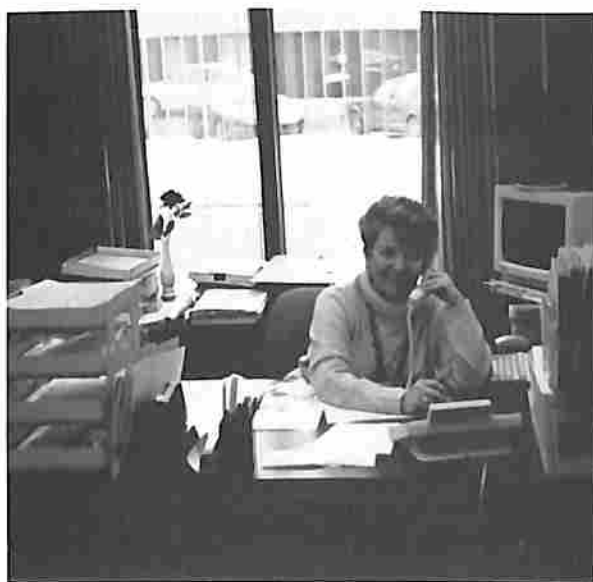
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Enjoy your Summer Shutdown!

It's finally arrived - the Summer Shutdown. We are into our fourth year of the three day weekend throughout the summer and have already experienced "the good times" starting on June 14th with our first Friday of the Summer Shutdown.

The first half of 1996 has been a time of dramatic change at the Amherstburg Plant. I thought that 1995 was "the year of change" for this decade but our "1996 stub year" has surpassed last year's accomplishments. Even the landscape of the town of Amherstburg has changed with the demolition of our multi storey rack warehouse (see photos).

During the month of June, reengineering teams have been formed to study, recommend, and implement systems for North American Manufacturing (which includes Amherstburg). The basic premise of reengineering is to accelerate how an organization creates value for customers, employees, and investors. Because of this effort, we could eventually see changes in the way Amherstburg operates. After the Summer Shutdown, visits are planned by the various teams which are stationed in New York City. Dan Kirby has been appointed to this team and he will be in New York for the next four to six months.

Save Our Jobs Committee

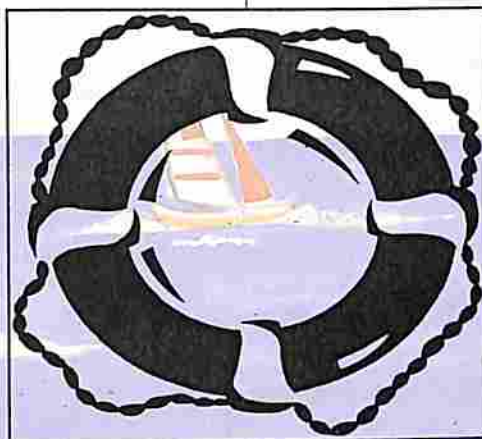
Congratulations to the following employees: Jeannine Shaw, who was the recipient of a President's Challenge Award, which included two days in Montreal and \$500; Virginia Dufour who at the same time received \$500 (for a sewing machine) in recognition of her charitable work; Pat Coyle, Pat Hanley & Shirley Paquette, who were recipients of a Mel Griffin Award, which included two days in New York City and \$1,000.

The **SAVE OUR JOBS** Committee has been very busy and has met many times during winter and spring. Our "coaster program" was a success in the Windsor area and will be rolled out to the rest of the province. Also, we are planning to meet in September in Cornwall (known as "Smuggler's Alley") to bring media attention to the main pipeline of smuggled spirits from the

U.S.A. through an Indian Reservation. If we can bring this smuggling activity to a halt by lowering taxes on our products, we will effectively take money from organized crime and create jobs required to produce 4 million more cases in Canada.

The first half of 1996 has been fast paced with many changes, including new package changes for Crown Royal (symmetrical bottles).

I am confident that we will continue to improve upon the ways we operate our business in Amherstburg so that we deliver the service and quality our customers expect.



Practice boating safety this summer.

*HAVE A GREAT
SUMMER AND ENJOY
YOUR VACATION.*

Seagram Americas
Canada

See everyone on Monday, July 22nd after the Summer Shutdown.

"Photo Gallery"

Here we go again! The 1996 Summer issue of the "Amherstburg News" is back and it is "B & B" - bigger and better. We were able to include the 1996 Fishing Derby photos in this issue due to advances in photo technology (actually having the derby on June 28th helped). As in the past, the editor's comments which follow are numbered to correspond with the photos.

1. We had a large group of employees retire on February 1, 1996. Left to right: Ron Bondy (39.5 years), Ted Kuzniar (40 years), Angie Dinunzio (29 years), Severino DiPierdomenico (30 years), Don Ridsdale (43 years).
2. A group picture of retirees and their spouses.
3. Another group photo of retirees on January 31, 1996.
4. Dan Gibb presenting Don Ridsdale the traditional bottle of Crown Royal on Don's retirement day.
5. Retiree, Don Ridsdale, giving Pat Finn a few tips on what it takes to be "top dog" on the seniority list.
6. Bottling Supervisor, Joe Hobson, with Angie Dinunzio on her retirement day.
7. Dan Gibb presenting retiree Ron Bondy with the traditional Crown Royal. We also sadly announce that Ron passed away on February 20, 1996 shortly after his retirement.
8. Mr. & Mrs. Ron Bondy enjoying Ron's last day as an active Seagram employee. We will surely miss Ron.
9. Mr. & Mrs. Severino DiPierdomenico during retirement ceremonies on January 31, 1996.
10. Mr. & Mrs. Don Ridsdale on Don's last day. Helen, our loss is your gain! (Yea, right!)
11. Mr. & Mrs. Joe Dinunzio during Angie's last day as an active Seagram employee.
12. Bill Baker, Bottling Project Department Head, presenting Ted Kuzniar with his retirement gift.
13. Joe Hobson and Severino DiPierdomenico during Severino's retirement day.
14. Bottling Department Head, Dan Kirby, turning over the "bucks" to Bert Beneteau on Bert's retirement day. Bert preferred his "special pants" gift which he received during ceremonies at the Anderdon Tavern.
15. Finished Goods Manager, Larry Pickerin, presenting Dale Iler with his 30 Year Service Award.
16. Dan Kirby presenting Paul Levack with his 30 Year Service Award.
17. Dan Gibb presenting Rick "Advertising Agent" Deneau with his 30 Year Service Award.
18. Bottling Maintenance Supervisor, Brian Quimby, presenting Paul Harrison with his 25 Year Service Award.

19. Bottling Project Department Head, Bill Baker, presenting Don Menard with his 40 Year Service Award.
20. Personnel Manager, Dan Keltika, presenting Guard Orion Snyder with his 10 Year Service Award.
21. Administrative Assistant, Peggy Arbuckle, receiving her 10 Year Service Award from Dan Gibb.
22. Bottling Maintenance Supervisor, Brian Quimby, presenting Tom Harvey with his 25 Year Service Award.
23. Tim Finn, Golf Tournament Chairman, demonstrating the "one foot shot" to Paul Pouget.
24. The 1996 Summer Students!! Left to right: Jeff Paquette (son of Jim & Shirley), Hilary Wigle (daughter of Kent Wigle), Stephanie Arbuckle (daughter of Peggy), Katie Keltika (daughter of Dan), and Derek Gibb (son of Dan).
25. Wayne "Silver Fox" Wilson caught by our roving photographer.
26. Diane Golden and Leadhand Dave Pouget. Diane just can't decide!
27. Leadhand, Pat Robinson, hard at work with "office stuff".
28. Diane Cadarette and Jeanine Shaw demonstrating the "easy open" Crown Royal reshippers!
29. The Case Bond crew at a luncheon for Don Ridsdale's last days prior to retirement.
30. Gerry Meloche and Kathy Belanger during a Long Service Award presentation.
31. Don Ridsdale, under the eye of Cindy Court, as Don tries to cut his retirement cake.
32. Spare Receptionist, Diane Freeman, doing her Lillie Tomlin impersonation.
33. Another photo of the rest of the Case Bond crew at Don Ridsdale's retirement luncheon.
34. Rose Ann Laramie just couldn't wait. She started to open the retirement presents!
35. Connie Allard on the move. Look out!!
36. Connie Pajot at the Quality Station for line #3.
37. Gerard Laing at the M.S. feeder table on line #2 doing his Michael Jackson impersonation ... white glove, dark glasses, and look at that smile.
38. Bottling Steward, Nikkie Bondy, and Bill Baker reviewing safety issues at line #5 case packer.
39. Cameron Jones staying on top of things the only way he can.
40. Bottling Mechanic, Larry Renaud, helping out at the new case packer installation on line #5. (Get your hands out of your pockets!)

41. Dawn Menard, Joyce Simone & Anne Chauvin.
42. Janice Robinson doing it all at line #5 glass unloading and she wants me to help ... are you crazy?
43. Bottling Mechanic, Charlie Robinson, demonstrating to Larry Renaud where to put your hands!
- 44 - 53. Photos of Warehouses F & G demolition, which began December 21, 1995. Still an ongoing project with only the rubble remaining to be crushed and removed.
54. What is left of Warehouse F.
55. Gerry Meloche and Peggy Arbuckle attended Woman of the Year ceremonies in Windsor as guests of Isabelle Bastien (past recipient).
56. Retiree, Norma Hamilton, getting bingo tips from Tim Finn. (We see more of her now than when she worked!)
57. And some people think it doesn't get cold here in southern Ontario! We know what it takes to stay warm. Who is this?
58. Nice smile Cindy! Getting ready to spray paint the interior walls of the new label storage room.
59. Gathering around line #1 uncaser, Lorna Beaudoin, Ron Brooks, Lynwood Brush and Dean Ware.
60. Team Captain Morgan! Left to right, Peggy Arbuckle, Joan Browning, Kathy Belanger and Gerry Meloche.
61. Our Merry Christmas sign and attempts to promote Crown Royal for the holidays.
62. A photo at line #2 Crown Royal 375 ml bagging area. Some of the faces are Cathy Bailey, Olinka Ozvat, Nancy Champagne, and Mary McCloskey.
63. The hand packing area, line #2. Some of the people are: Kent Wigle, Carmen DiPasquale, Debbie Wilson and Tracy Adam.
64. Line #2 - What are you looking at Lynn?
65. The 3 Marshall boys Gord, Bill and Wayne. Actually that is Bill Comeau getting some betting tips on the Red Wings - and they worked.
66. Line #2 bagging area. Some of the people are: Betty-Lou Beaudoin, Debbie (I can do this with my eyes closed) Martin, Linda (or is it Janice?) Temesy, Claire Beaudry, Debbie Wilson, and Diane Golden.
67. Nancy Champagne applying stickers on line #1. Nice glasses dude!

68 - 83. THE 1996 FISHING DERBY

68. The 1996 winner, JUSTIN DENEAU, with his 4 lb. 6 oz. pickerel. Justin is the grandson of Vic Deneau and retiree Ron Nedin.
69. Looks like Janice Robinson is pointing the direction, but that is not her finger - it is her catch of the day!
70. Our Derby organizer Tim Finn and Kevin Matte. Tim informs me that not only does Kevin need fishing lessons, he also golfs just like he fishes (can't beat Tim).
71. Glen Murray waiting to weigh-in his catch while Cheryl Fox holds up her 2 fish for the camera.
72. Retiree Bill Maitre with his derby prize, a lunch pail (Bill's size). I didn't think I could fit this picture into the space!
73. Shirley and Jim Paquette with their catch. I-O-U \$1.00 Shirley!
74. Grandpa Vic Deneau holding up his prize.
75. Gary Goulin, Sandy and Bill Finlay, with their catch. After the weigh-in, Bill demonstrated feeding the multitudes with seven loaves of bread and seven fish. Great meal Bill!
76. Paul Marontette and step son, Ryan Connel, with their catch.
77. Retiree, Howard Parker, walking away with his derby prize.
78. Retiree Doug Goodwin weighing the fish of Emma Loop, granddaughter of Tom Delmore. Also in the picture is Tom's daughter Sherry, and in the foreground is John McKinley.
79. Karen Goulin can't look at Jim Holmes' catch (he won the ugliest fish prize), as retiree Doug Goodwin weighs Jim's cat fish.
80. Assistant Organizer, Paul Pouget, and Doug Goodwin, Gary Goulin & Tim Finn distributing the prizes.
81. Retiree, Bud Plant, demonstrates how a sailor carries his fish.
82. Glen Murray weighing in his catch, as retiree Norm Renaud waits his turn.
83. Gerard Shaw showing off his catch - lots of fish! But guess what? The wrong fish!

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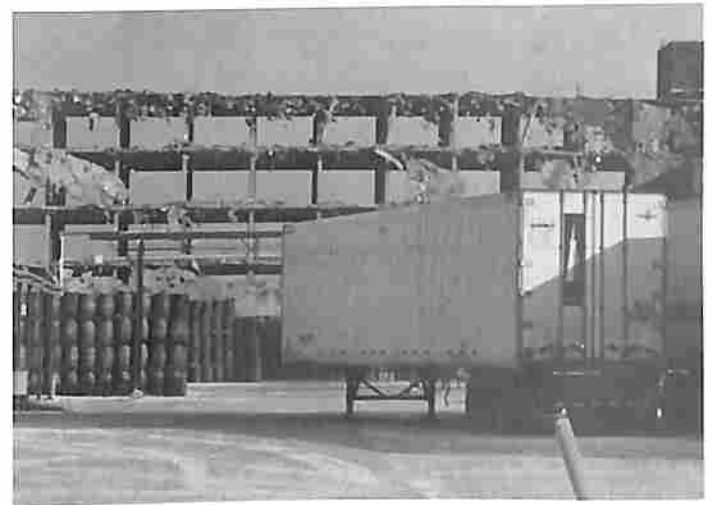
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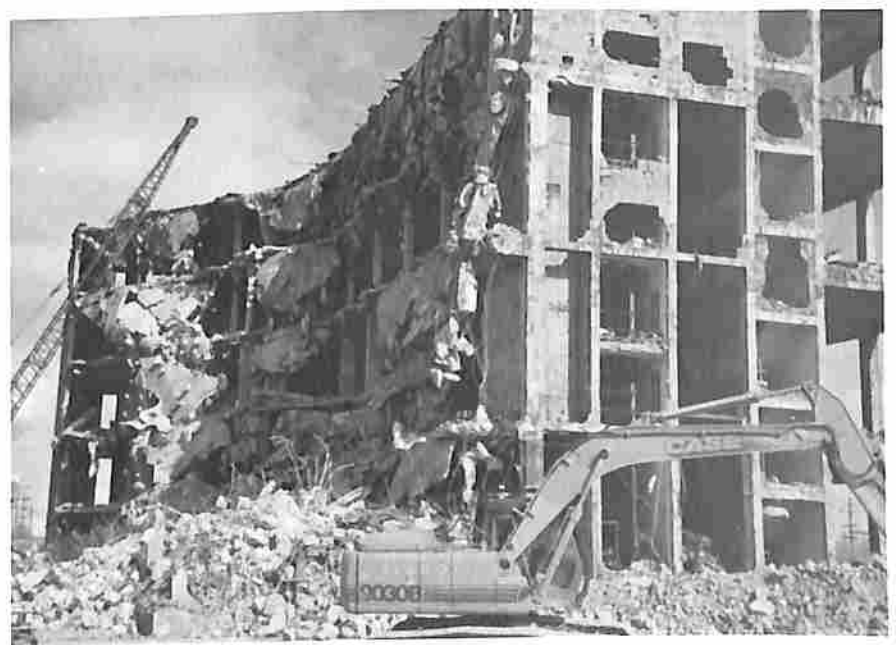
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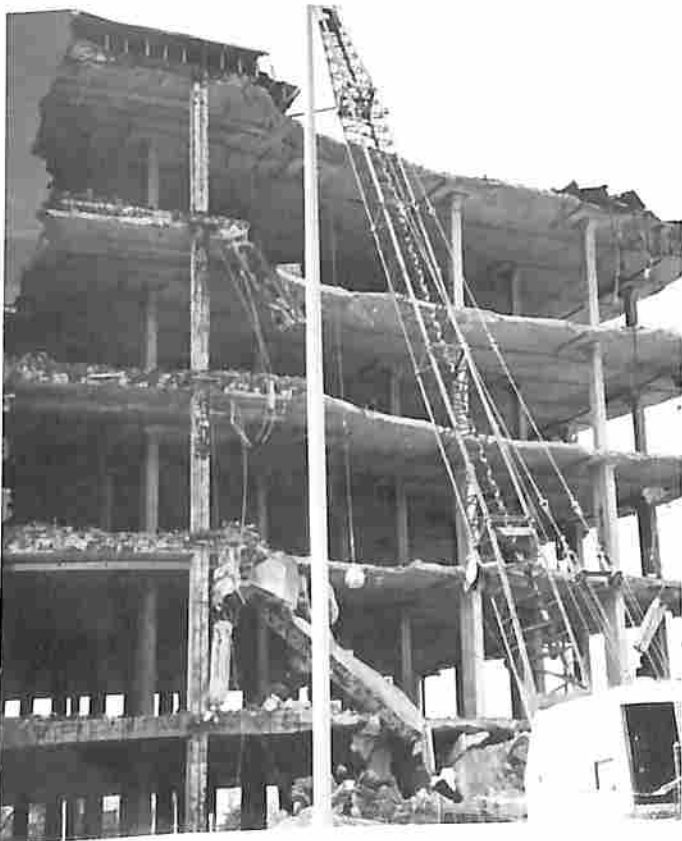
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