



NEWSLETTER

PROBUS CLUB VANCOUVER

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Clubs for retired and semi-retired professional and business persons, former executives and others

...to find more about Probus go to www.probus.org

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Next Meeting: Tuesday June 8, 2004

JUNE 2004

Time: 9:30am

Location: H. R. MacMillan Planetarium and Space Centre - Lower Level

Speaker: Frank A. Anfield

Topic: Advertising - Comments and Reflections

Minutes of Wednesday May 12, 2004

Attendance: Members 125 and Guests 4

President gave a brief report on the B.C. Probud Clubs AGM in the Comox Valley. **Pidge McBride** and **Fred Cotton** attended with **Tom. Bill Kennedy** thanked for the golf tournament. Registration for Rendezvous in Muskoka is May 15, 2005.

Members were reminded that **Michael Kluckener's** latest book is available through Members' Services for \$15.00 and **John Hoyle** gave notice and a nod to our neighbour, Bard On The Beach, that he (John) would, yet again, be asking that question: "Is this a CAP (as in number of members). I see before me?" at the June meeting. And finally, after **Bill Manson** replied that "no, it's O.K.," in response to the President's question about the status of the Club's finances, talk was revived of the appointment of an Audit Committee.

Don Hudson introduced our guest speaker, **Dr. Michael Goldberg**, who began by saying "when I flew down from Terrace yesterday afternoon..." and continued in the same clear pleasant way by giving the members a talk on economics by weaving back and forth (but always using plain English) from Northern B.C. to the lower mainland, U.S.A., and Asia/Pacific with comments interalia, on NAFTA, B.C. wine, tomatoes, Skeena Pulp ("B.C.'s largest public toilet"), "branding" and Ikea.

B.C. enjoyed a 13 year economic growth above the national average but forestry, mining and fishing "aren't taking us into the next decade" - coping in rapidly changing global economics. The massive restructuring from natural resources to human resources - tangible to ephemeral assets. Produce nothing we can see.

Demographics - aging population - lots of immigration to B.C. from '97 -'03 sustained negative interprovincial immigration. Poor infrastructure (Trans Canada highway). Global competition (Sweden can produce better 2 x 4's). Aboriginal land claims (affect mining, forestry). Fires, floods, pine beetle (softwood). The problem of NIMBY and NIMTO (not in my term of office). Outmoded Federal Transport policy.

To repeat - forests, mines and fish are NOT the future. If Alcan doubled capacity of Kitimat, it would result in 10% **less** people in mill.

Our natural resource model is dysfunctional - too little strategic thinking (labor, capital and government still too good about fighting over not creating new). Whining and bitching (we're all still good at).

After Expo with Asia/Pacific - 1987 privatization of YVR. Self imposed. We have to change. See the world the way it is (take stock).

Engineering economy - where we set price (innovation and creating). Manage what you measure. Differentiation. Monopolistic, branding, quality insurance. Move to green (as in environment) lumber. Power Smart (B.C. Hydro). In 1989 B.C. wine industry against NAFTA. Now some 160 wineries with competition driving the change. Branding our wine (VQA - estate, year etc.). Agriculture (low tech industry) has B.C. hot house tomatoes a leader in N.A. - thinking out of box. The potential of Prince George - growing reputation in global health (aboriginal and rural - the centre of Province - rail and highway hub). Prince Rupert (apart from the toilet!) a Pacific port - 3 to 4 days closer to Asia than L.A. Work with railways etc. A digression here. The building's fire alarm went off (with flashing exit signs) and continued, as did the speaker with all members remaining seated until an employee threw open a door and allowed as how we should leave NOW - which we did, and after milling about in the sunshine for about 25 minutes

(with the alarm ringing) we returned, along with Dr. Goldberg (the alarm having ceased) to be told that the focus is on the customer - value added to the customer. (Gucci - branding, Banning log sales, Ikea - putting scraps together). Innovation has to drive economy ("a hanging in the morning focuses the mind at night"). Stop Skeena - not subsidize the bad.

Governance. GVRD not regional. Each Director represents a member municipality. International joint Commission (IJC - Canada - U.S.) requires that each director bear a fiduciary responsibility to the IJC, not Canada or U.S. The GVRD Board should have fiduciary responsibility to the region i.e. be appointed by Provincial Government or elected at large - empower people to think strategically.

In the question period Dr. Goldberg indicated that the set up of the GVRD should be overridden by Premier Campbell but he has lost his political capital (because of the recent health worker labour problems). Dr. Goldberg was the Club's second speaker in as many months that confirmed that China was the economic engine but that its banking system and state owned enterprises were huge problems requiring massive restructuring and displaced workers. High praise was given to the Federal Department of Finance ("highly skilled professional staff") and to the Governor of the Bank of Canada, David Dodge, followed by the comment, "Canada holds its debt - the U.S. does not."

On the pending election - nobody is voting for the future.

A final comment from the Doctor. "Bob Milton has done one good thing. He's given us someone else to hate besides Toronto."

Tom McCusker thanked our speaker.

Denis W.H. Creighton, Secretary

PRESIDENT'S MESSAGE



Registration for the Probus Muskoka Rendezvous is due by May 1st 2005. They expect 500 people and it will be capped at that

number. After May 15 they will re-allocate the remaining balance of registrations. By doing this they are ensuring a good cross section of Probus members from across Canada. If you have any question phone the office at 604-261-6818

Tom McCusker

NOTICES

Member Services Desk: Bill Weatherall
Cash Desk: Jack Croll, Jim McPherson
Greeters: Geoff Walsh, Charlie Sale
Terry Miller

It is with regret we announce the passing of Al Freeman on March 28th, 2004. Our condolences to his family. A donation will be made in his name by Probus to the Heart and Stroke Foundation.

DIAMOND MINE TRIP LOSES ITS SPARKLE

Our planned trip to see the Diavik Diamond Mine on July 14 has fallen by the wayside. We had got tentative approval from the Yellowknife office for the trip, subject to approval



from the mine, which would base its approval on how busy things were at the mine site in summer.

On May 7, we received an e-mail saying the mine would not approved our trip. They advised us they have received many similar requests to view the site, some from large groups and have decided to cut back on all requests. We then inquired of the Ekati Mine, the other diamond mine in the area. They told us they accept no visiting groups to the mine site.

Seventeen of our members had expressed interest in making the visit and we apologize to them for not being able to go.

Please refer any question to Don Codville 604-929-3650 or Doug Lambert.

8th Annual Probus Golf Tournament University Golf Club April 26/2004

Winners:

#3 Closest to the pin - John Banfield
#11 Closest to the pin - John Hopkins
#16 Closest to the pin - Bud Fredrickson
#7 Closest to the pin - John Milroy
#10 Straight Drive - B. Robertson
Hidden Hole - George Adams
Callaway Winner - Nick Thorton

2005 tournament will be held on April 25, 2005



Frank A. Anfield

Frank Anfield retired as Vice Chairman of Young & Rubicam Inc. in New York on June 30, 1998, concluding a 36 year career in the marketing and advertising business. He was a member of the Y&R Inc. Executive Committee (1992 - 1997), the Y&R Inc. Partnership Board, and a member of the President's Client Council.

Anfield started his career in packaged goods marketing, with Procter & Gamble Canada and with Nabob Foods. Agency experience was gained over twenty years with McKim Advertising where as manager, owner, and Executive Committee member he also directed client assignments in virtually every product and service category.

Following a period as Chief Operating Officer at McKim, Frank joined Young & Rubicam in early 1990 as President & CEO of Y&R Canada. He was appointed President & CEO of Y&R New York in January, 1992.

Frank Anfield was born and educated on the West Coast of Canada and holds a Bachelor of Commerce degree from the University of British Columbia and an MBA from Simon Fraser University.

Frank and his wife Marilyn now spend most of their time between Vancouver and Scottsdale, although they enjoy frequent return visits to Toronto and New York City.

LAW AND ORDER

A defense attorney was cross-examining a police officer during a felony trial - it went like this:

Q. Officer, did you see my client fleeing the scene?

A. No sir, but I subsequently observed a person matching the description of the offender running several blocks away.

Q. Officer, who provided this description?

A. The officer who responded to the scene.

Q. A fellow officer provided the description of this so-called offender. Do you trust your fellow officers?

A. Yes sir, with my life.

Q. With your life? Let me ask you this then officer - do you have a locker room in the police station - a room where you change your clothes in preparation for your daily duties?

A. Yes sir, we do.

Q. And so you have a locker in that room?

A. Yes sir, I do.

Q. And do you have a lock on your locker?

A. Yes Sir.

Q. Now why is it, officer, if you trust your fellow officers with your life, that you find it necessary to lock your locker in a room you share with those same officers?

A. You see sir, we share the building with a court

complex, and sometimes lawyers have been known to walk through that room. With that, the courtroom erupted in laughter, and a prompt recess was called. The officer on the stand has been nominated for this year's "Best come-back" line and we think he'll win.

