The United Farmer

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United Farmers Farm Supply Centres:
Calgary 4635 - 1st Street S.E.
Edmonton 12243 Mount Lawn Rd.
Lethbridge 3131 - 2nd Avenue N.
Red Deer 5440 - 45th Street
and at

Cover Picture
Picnic Area No. 2
Alberta Government Photograph supplied through the courtesy of the Department of Industry and Tourism, Edmonton, Alberta.

Not Related — Not at all!

The United Farmer is published six times a year by the Information Service Division of United Farmers of Alberta Co-operative Limited. It is printed at the Calgary Head Office by UFA's Printing and Stationery Department.

The magazine is sent directly to Delegates, Directors, Delegate Advisory Committee members, Agents and Management and Staff at the Farm Supply Centres and the Head Office. In addition there is a complimentary mailing list of organizations or individuals that have requested The United Farmer.

In 1973 some of the features in The United Farmer were Agent of the Month, Women of Unifarm, Albertan of the Month, a million dollar cattle sale, REDA. elections of Delegates and Directors, the Annual Meeting, Petroleum Service Awards, openings of a new Farm Supply Centre, Delegates Advisory Committee meetings, the Canadian Western Farm and Ranch Show, staff promotions and appointments, seminars held for UFA personnel, the Customer Service Program, "You Make It Happen", profiles on the Directors and the Delegates, stories on various departments at Head Office, the opening of the new Farm Supply Equipment Department, new Agents and a truckload sale of metal.

In the Albertan of the Month series, family farmers featured were involved in beef, dairying and hog production.

Not related stories? Not at all. Every organization or person mentioned in The United Farmer is involved in this industry of agriculture and is also associated in some way with UFA.

The purpose of The United Farmer is to share information — to familiarize our readers with the many aspects of our Company and to recognize some of the people who have contributed to its growth and success.
Salute to Service

25 YEARS

HERB LEICHT
UFA Agent
Hay Lakes
July 26, 1948

20 YEARS

STANLEY SEGAR
UFA Agent
Elora
May 7, 1954

JACK BATEMAN
UFA Agent
Alliance
November 10, 1953

15 YEARS

KEN ALTHEIM
UFA Agent
Stony Plain
August 28, 1958

OSCAR LERSBERGHE
UFA Agent
Sandigo
September 11, 1958

MIKE WIDYNOWSKI
Customer Sales Representative
Edmonton Farm Supply Centre
October 16, 1958
Salute to Service

10 YEARS

RON MEDIN
Manager
Hanna Farm Supply Centre
February 18, 1963

GORDON BLADES
Customer Service Supervisor
Red Deer
December 2, 1963

OLIVER GAY
Manager
Equipment Department
May 16, 1963

L. CARL PERCY
UFA Agent
Drumheller
December 2, 1963

BILL CLARK
Petroleum Marketing Supervisor
Edmonton
April 15, 1963

DUNC FENTIE
UFA Agent
Fairview
August 12, 1963

KEITH CONQUERGOOD
Customer Service Supervisor
Lethbridge Farm Supply Centre
October 1, 1968

WALT BULVA
Customer Sales Representative
F.D.D. — Edmonton
February 18, 1963

KEITH CONQUERGOOD
Customer Service Supervisor
Lethbridge Farm Supply Centre
October 1, 1968

BERT DELANEY
Manager
Grande Prairie Farm Supply Centre
September 30, 1963

RAY BLACK
Customer Sales Representative
F.D.D. — Edmonton
February 18, 1968

RON RIMMER
Assistant Manager
Edmonton Farm Supply Centre
January 15, 1958
Petroleum
Member Associations

UFA has an effective petroleum partnership program with numerous co-ops in Alberta. This affiliation has enabled thousands of Albertans to purchase UFA Petroleum Products and participate in substantial savings through their own local associations. The Director & Delegates whose pictures and biographies appear on pages 5, 6 and 7 are the elected representatives from the following Affiliated Co-ops.

Arrowwood Co-op Ass'n.
Beaver Creek Co-op Ass'n. Ltd.
Blackie Co-op Ass'n. Ltd.
Carstairs Co-op Oil Ltd.
Eagle Hill Co-op Ass'n. Ltd.
Girouxville Gen. Co-op Ass'n.

High River Co-op Oils Ltd.
Iron Springs Oil Co-op
Medicine Hat Co-op Ltd.
Neerlandia Co-op Ass'n.
Pembina UFA Co-op Ass'n.
Pincher Creek Co-op Ass'n.
Ponoka Co-op Oils Ltd.
Ribstone Creek Pet. Co-op Ltd.
Rumsey Co-op Oils Ltd.
Spruce View Co-op Ass'n. Ltd.
Wetaskiwin Co-op Refineries Ltd.

He is a past provincial board member of the Alberta Branch of the Canadian Seed Growers Association; past chairman of the Barrhead Seed Cleaning plant, and now serves as a board member.

In 1970, Mr. Anderson was a member of the trade mission to the Caribbean for the Canada Grains Council. For 8 years he served on the Agriculture Economics Advisory Committee with the University of Alberta. He is a board member of the Pembina UFA Co-op and also belongs to Unifarm, the Alberta Wheat Pool, United Grain Growers, Co-op Implement, the Alberta Livestock Co-op and the Barrhead Co-op.

In 1972, Mr. Anderson was appointed to the Alberta Farm Products Marketing Council.

Together with his wife Hazel, Mr. Anderson has become an ardent ski enthusiast and they belong to the Thunder Lake and the Misty Ridge Ski Clubs. In addition Hazel and Clare each have a motor bike. Their son Ken, farms as a share holder in their corporate farm, Anderson Seed Growers; their daughter Judy is married and lives in B.C. and the younger son Mike attended the University of Alberta and is now employed with Federated Pipe Lines.

Clare Anderson, Director
Affiliated Co-ops

A prominent figure in the agricultural industry, Clare Anderson has distinguished himself in the many positions he has held in various organizations.

Elected a Delegate to UFA in 1964 and to the Board of Directors in 1965, Mr. Anderson is a native of Barrhead, Alberta, and his beef and grain enterprise is located in this area. He is a Robertson Association member, which is the highest recognition given to seed growers. In 1972, Mr. Anderson's seed oats won the Grand Champion Award at the Calgary Seed Fair.

For 5 years Mr. Anderson served as Vice-president of the Farmers Union of Alberta and then as an executive member of Unifarm.
Elected Representatives

Alphy Johnson
Delegate, Affiliated Co-ops #1

A veteran of co-operatives and agricultural and community associations, Alphy Johnson has also been instrumental in the planning and organization of numerous Alberta associations.

Born on the family farm at Schuler, this is where Mr. Johnson has his grain and beef enterprise. He was elected a Delegate to UFA in 1959.

Mr. Johnson attended the founding convention of both FUA and Unifarm and has held a continuous membership. He was on the board of his local FUA and served numerous terms as president or secretary.

Mr. Johnson has been a member of the Board of Directors of the Medicine Hat Co-op Association Ltd. since it became autonomous in 1952. He also has served as president and held various executive positions in this association.

In 1946 Mr. Johnson helped organize the Drowning Ford Grazing Association, has served on the board of directors since its inauguration and was chairman for several years.

Through the direct efforts of the former Premier of Alberta Harry Strom, and the Drowning Ford Grazing Association, the Alberta Grazing Association was formed and officially organized for Southern Alberta in 1964.

Mr. Johnson conducted three petroleum surveys in the Schuler and Hilda area, before a petroleum outlet became a reality, as a joint effort with the Medicine Hat Co-op Association.

From 1947 to 1965, Mr. Johnson served on the school board, was chairman of the road committee from 1946 to 1973, and the Telephone Mutual Association from 1961 to 1972. He was also the local R.E.A. Secretary for three years and a director, and at various times secretary or chairman on all committees of the Park Association.

Youth activities have not been neglected in Mr. Johnson's various affiliations and he was a 4H leader from 1956 to 1968.

For hobbies Mr. Johnson enjoys curling, fishing and travelling.

Jack Riddle
Delegate, Affiliated Co-ops #2

Elected to the Delegate body of UFA in 1968, Jack Riddle has been a conscientious Delegate.

His farm where he raises grain, hogs and beef, is located in the Carstairs area.

From 1960 to 1964, Mr. Riddle served on the Carstairs School Board and was a member of the Carstairs Rural Fire Association from 1961 to 1968. He also served on the Advisory Board to the District Agriculturist.

Mr. Riddle is a member of Unifarm, the Fish and Game Association and Carstairs Co-op Oils.

He and his wife Enid have three sons, Keith, Roy and Jay. For hobbies Mr. Riddle enjoys hiking in the mountains and photography.

Roy Vold, Jr.
Delegate, Affiliated Co-ops #3

A prominent rancher in the Ponoka area, Mr. Vold's family has always taken an active part in farm and community organizations.

Mr. Vold has a grain and beef enterprise and has shown registered Herefords at local shows and at the Toronto Royal.

He served as president of the Asker Unifarm local; was secretary and on the board of Directors of the Ponoka Co-op Association and President of the Climax Community Association.

At the present time, Mr. Vold is vice-president of the Ponoka Oils Co-op Association. He is a member of the Alberta Wheat Pool and the Ponoka Savings and Credit Union. A past treasurer, Mr. Vold is presently on the board of deacons of the Asker Lutheran Church and secretary of the Tri-Parrish Council.

He and his wife Enid have two sons, Vincent and Wesley. For a hobby Mr. Vold enjoys photography.
from the Affiliated Co-ops

**Gordon A. Jones**  
*Delegate, Affiliated Co-ops #5*

Mr. Jones is a native of Bangor, Saskatchewan. He has a mixed enterprise and raises beef and grain in the High River area.

Active in the Legion and the Rotary Clubs, Mr. Jones was president of his local UFA for three years and is now a member of Unifarm.

He and his wife Linora have 5 children, George, Barbara, David, Mary-Ellen and Darcy.

For hobbies Mr. Jones enjoys flying, curling and golf.

**Romeo Belanger**  
*Delegate, Affiliated Co-ops #4*

An active member of the Edgerton Community, Mr. Belanger was elected a Delegate to UFA in 1968.

On his farm located 10 miles north of Edgerton, Mr. Belanger raises grain and beef. His community activities have been numerous. From 1950 to 1955, he was a member of the Municipal District at Wainwright and served on the local school board from 1956 to 1962.

A member of the Ribstone Creek Co-op since it was formed, Mr. Belanger also holds a life membership in Unifarm. He belongs to the Roman Catholic Church.

For over 20 years Mr. Semenuk was secretary of school district #4113 and also served for 7 years as a trustee of the Westlock School Division. He was a director of the Pembina UFA Co-op Ltd. for a number of years and now is the president of this Member Association with UFA. Mr. Semenuk works for the Westlock School Division as supervisor of maintenance and janitors and Mrs. Semenuk also works for the Westlock School Division.

They have 2 sons who are married and one grandchild. For hobbies Mr. Semenuk enjoys fishing and hunting.

**Edward Dumont**  
*Delegate, Affiliated Co-ops #7*

A native of the Peace River country, Mr. Dumont was born in Falher, Alberta. He is primarily involved in raising grain.

As a youth, Mr. Dumont was an active 4H member and won an award for Sheave Grain.

A director of the Girouxville Co-op Association, Mr. Dumont is a past director of the Girouxville Credit Union. He is a member of the Alberta Wheat Pool and Unifarm.

He and his wife Edith have six children, Leonna, Eugene, Robert, Donald, Edna and Leonard.

A director of the Recreation Board for the M.D. of Smoky River, minor league hockey has been of particular interest to Mr. Dumont. He has worked extensively in promoting the sport and is a coordinator for minor hockey in this area.
Born in the Acme area, Bob Hannah's farming enterprise is located on the original family farm, homesteaded in 1924 by his father. His parents now live in Acme. His wife Dorothy whose maiden name was Fox, is from the Carstairs area and she also grew up on her family's farm.

Mr. Hannah is part of the Pig Improvement Canada organization. PIC is a company that produces and sells breeding stock for commercial hog producers. As part of their breeding and sales program, PIC has an extensive performance testing and disease preventative program.

Bob Hannah is a multiplier for this Organization. He is on contract to PIC to multiply their seed stock under a set management system.

To further intensify his disease prevention program, Bob is registered under the Swine Herd Health Program with the Veterinary Service Branch of the Alberta Department of Agriculture.

In order to enlarge his operation, Bob Hannah decided to build a new environmentally controlled barn. He compared lumber and metal prices and felt that for the small difference in price, the metal cladding would not only outlast the lumber, but its upkeep would be much less. He decided to go with metal.

Northwest view of the hog barn showing pit ventilation fan.

The 28-4 deep rib steel used on the roof.
the Month

Moving Indoors

Bob shopped around and found that UFA's Farmstead Development Department could give him the best price and service for what he wanted. A deciding factor, as far as Mr. Hannah was concerned was that F.D.D. would supply the materials and also erect the building, complete with ventilation. A total building and systems package was what F.D.D. offered and that's what Mr. Hannah wanted.

With his practical knowledge of the hog business and by looking at some other buildings, Bob formed some ideas about his barn. He discussed these with Jerry Ratke, Building Representative with F.D.D. Jerry also had some innovations and suggestions to make concerning the building and Mr. Hannah incorporated some of these ideas into his original plans. Designs were drawn up and the contract was signed.

BARN

The attractive barn is 36' by 100' and has 40 pens that are 5' by 16'. The only wood used in the building is in the studs and trusses.

The roof is cladded with a new product called 28-4 from Superior Components Ltd., a division of Atco Ltd. It has 2" deep ribs which give it more strength. The sheets are much more rigid and the installation of them is easier. The trusses were specially designed and placed at 4 feet on centre. The purlins were 2 x 4 and 28" OC.

The walls are covered with 32" V rib with the ribs horizontal. The sheets were fastened directly to the studs.

On the inside, 24 gauge nominal aluminum was used. There was a strip of plywood placed behind the aluminum on the bottom 4 feet of the wall to provide backing.

Instead of nails, ¾" screws were used. It was found that it took less time to apply the screws, they were stronger and cost very little more.

VENTILATION

At a multipliers' meeting, ventilation was discussed and it was felt that although Aerovent might cost more, it was definitely a better fan with many advantageous features. Bob Hannah has 6 Aerovent Fans in the barn. One fan on each side draws air from the pit in order to reduce the odour.

The Aerovent controls are all placed at eye level. Each fan has its own individual control panel. The variable speed controls have solid state circuitry. Each control panel also has a manual on-off switch, a complete shutdown thermostat and a fusetron. This is a special kind of fuse that takes a surge of power when the fan starts but will not take an overload for a long period of time.
Albertan of the Month . . . . cont’d.

The manure take-out pipes are 8” inside diameter PVC pipe, and are more durable and economical than steel pipes.

PIT VENTILATION

Manure is stored in 4’ wide gutters that are 4’ deep and are on both sides of the barn. There are fans drawing air from each pit and the manure is pumped through portholes on the outside of the barn into a honey wagon. The pits require cleaning about every two or three weeks.

PENS

The pens will hold about 20 smaller pigs until they reach 150 lbs., and then 10 pigs will be in each pen.

The floor is sloped 1/4” to one foot and is slatted at the back. In this way the pens do not require cleaning.

There is Asbestos board 24” high along the outside walls. Bob’s sons Wayne and Trevor had seen the Asbestos Board being used in England. It was also discussed at a PIC multipliers meeting and Bob Hannah decided to try it. The pigs don’t gnaw it as it can be itchy on the skin. It’s better than metal as the pigs can’t rip it and hurt themselves. Bob feels it has worked well and recommends the use of asbestos board in the pens although he feels the asbestos board should be at least 36” high.
The pens were welded by Bob. He used UFA hog wire for penning as it cost less than hog panelling. For strength, the wire was reinforced with old sucker rod out of oil wells and it is standing up extremely well.

Bob mixed his own concrete. He has two small tractors and hired a truck. His nephew Rick was his main helper. To have the redimix cement hauled to the farm would have cost about $30 a yard. By mixing it himself Bob feels it cost him about $15 a yard and as he used a considerable amount of cement (about 80 or 90 yards), he saved approximately $1,300.

**FEED**

The feed bin at Hannah's holds six tons. Bob hopes to get bigger feed bins for his expanded production. He has an auger and a grinder mixer, uses his own grain and buys concentrate. Bob has always sold some of his grain, but in the future feels he will be feeding it to his hogs.

Jerry Ratke worked closely with Mr. Hannah regarding the design of the barn and kept a close watch during construction. In fact, Jerry became good friends with the very fine Hannah family who invited him to their son's wedding dance.

**Lionel Paradis** was the subcontractor for the labor and although Mr. Hannah felt the job took a little longer than he would have liked, he found Mr. Paradis excellent to work with. For instance the odd item, Mr. Hannah wanted changed, Mr. Paradis never argued, just did it and the relationship was good throughout the job.

Bob Hannah uses only performance tested Camborough Hogs and takes every precaution against disease. There is no two ways about it, hog farming is moving indoors. Marketing meaty hogs at the greatest rate of gain, with the most economical feeding costs, is the name of the game. It's a fact that physical environment has a great influence on performance and profitability.

A key to successful hog finishing is housing. The more comfortable your hogs, the faster they will finish. At lower temperatures, hogs convert food into heat energy instead of growing energy. At temperatures about 90°F they stop eating and may lose weight. One research study has shown that pigs kept at 40°F will use almost twice as much feed per pound of gain than pigs kept at 65°F.

Pigs are very sensitive to heat and cold and that's why confinement building systems have become a major factor in production. Feed costs in confinement are cut down considerably and the rate of gain is greater.

Bob Hannah has a family operation. No hired help is used, and even though he has expanded his operation, he won't need any more labor. In fact, his work has been cut down considerably and it isn't the hard back-breaking work it previously was. By reducing labor requirements, Bob Hannah has released more of his time for management opportunities.

The United Farmer is proud to salute Bob Hannah, a progressive farmer in the Acme district, as Albertan of the Month.

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*Left to right: Bob, Wayne, Susan, Dorothy, Trevor and Betty Anne Hannah.*
Agent of the Month

A solid citizen of his community, UFA is proud to have Roy Warren as their representative in Delburne. Roy was born and raised in this area and his family still lives on nearby farms. Roy's wife June was also born and raised in Delburne. The Warrens have a married daughter Judy and two sons Chris and Kerry.

Roy has been a UFA Agent since January 1961. In 1968 he won the Petroleum Award for the Best Lube Oil Ratio in Petroleum Territory #4. In 1972, Roy showed an excellent increase in his sales of all UFA Petroleum Products and went over the 1/2 million gallon mark in his sales of light products. The 1973 figures now available show that Roy has again made excellent sales gains and is heading for another record year.

In 1907, Roy's father came to Alberta and farmed in the Delburne area for many years. Roy attended school in Delburne and went on to U.B.C. for one year where he took engineering. He then attended a technical school in Vancouver taking a machine shop and welding course. When he returned to Delburne, he operated a machine and welding shop for 19 years.

Roy and his family live on a 3/4 section of land where Roy raises Registered Herefords. They raise their own grain for the stock and last year had about 31 head of cattle they were breeding for purebred Herefords. Twenty-one calves were born last year at the Warrens. Roy's sons Chris and Kerry work with him on the ranch.

In addition to being the UFA Agent in Delburne, Roy is an agent for Co-op Insurance Services and also handles propane. He instructed in the Delburne School, County of Red Deer, in the evening classes where he taught machinery and welding.

Our thanks to that fine young artist Kerry Warren for again allowing us to run his cartoons in The United Farmer.
The Gal Behind the Gallons

Most of Roy's customers are located within a 20 mile radius. He has a 1972 Ford truck that holds 1,650 gallons. Roy makes every effort to give service to his customers and the excellent increase he has shown in his sales is certainly indicative that his customers do appreciate his being a very conscientious and reliable Agent.

Roy Warren’s business enterprises keep him busy, and he is a good worker in his community. A past member of the town council he also served as Mayor of Delburne.

One of the main reasons Roy is able to run a successful Agency, manage his ranch, teach and accept his community responsibilities is his wife June. She was formerly an accountant at the Royal Bank at Alix and works right alongside of Roy at the Agency.

Alert and attractive looking in her orange nylon UFA jacket, June serves customers at the station, takes phone calls, waits on anyone coming into the bulk plant and takes care of all the books. Her help has been invaluable and Roy certainly appreciates it.

Roy and June have made every effort to give their customers good service and are well liked and respected in the Delburne community.

The United Farmer is proud to salute Roy Warren as Agent of the Month and June Warren as the Gal Behind the Gallons.
Coming Soon to Your Town

A WALT DISNEY MOVIE

UFA Agents throughout Alberta will soon be saying THANK YOU to their customers with the showing of free, outstanding movies.

Watch your local newspaper for the time ... date ... place ... and name of the movie to be shown in your community.

You’re promised a solid evening of entertainment through the courtesy of your local UFA Agent.

February — Agents’ Appreciation Nights

<table>
<thead>
<tr>
<th>DATE</th>
<th>AGENT</th>
<th>PLACE</th>
<th>TIME</th>
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<tbody>
<tr>
<td>Feb. 1</td>
<td>Hap Lorencz</td>
<td>Agricultural Hall — Manning</td>
<td>7:30 p.m.</td>
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<td>Feb. 4</td>
<td>D. J. Kirby Selmer Syverson</td>
<td>Community Hall — Delia</td>
<td>7:30 p.m.</td>
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<td>Provost Community Hall</td>
<td>7:30 p.m.</td>
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<td>Feb. 5</td>
<td>C. J. Stoll S. Banack</td>
<td>Community Hall — Youngstown</td>
<td>7:30 p.m.</td>
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<td>Community Hall — Round Hill</td>
<td>7:30 p.m.</td>
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<td>Feb. 6</td>
<td>Leon Gall H. G. Mason</td>
<td>Community Hall — Cereal</td>
<td>7:30 p.m.</td>
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<td>Community Hall — New Norway</td>
<td>7:30 p.m.</td>
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<td>Feb. 7</td>
<td>Rumsey Co-op Oils H. G. Mason</td>
<td>Community Hall — Rumsey</td>
<td>7:30 p.m.</td>
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<td>Community Hall — Edberg</td>
<td>7:30 p.m.</td>
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<td>Feb. 8</td>
<td>High River Co-op</td>
<td>Memorial Hall — High River</td>
<td>7:30 p.m.</td>
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<td>Feb. 11</td>
<td>Eagle Hill Co-op</td>
<td>Co-op Memorial Hall — Eagle Hill</td>
<td>7:30 p.m.</td>
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<td>Feb. 13</td>
<td>Spruce View Co-op E. J. Heck</td>
<td>Community Hall — Spruce View</td>
<td>7:30 p.m.</td>
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<td>Community Hall — Bawlf</td>
<td>7:30 p.m.</td>
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<td>Feb. 14</td>
<td>Chester Davidson Palma Paulson</td>
<td>Community Memorial Centre — Three Hills</td>
<td>7:30 p.m.</td>
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<td>Curling Rink — Gladstone</td>
<td>7:30 p.m.</td>
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<td>Feb. 15</td>
<td>Frank Patterson Gustave Ricard</td>
<td>Community Hall — Rosebud</td>
<td>5:30 p.m.</td>
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<td>Recreation Centre — Morinville</td>
<td>7:30 p.m.</td>
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<td>Feb. 18</td>
<td>Eric Anderson</td>
<td>Community Hall — Acadia Valley</td>
<td>8:00 p.m.</td>
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<td>Feb. 19</td>
<td>Bill Martin Stuart Rude</td>
<td>Legion Hall — Oyen</td>
<td>7:30 p.m.</td>
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<td>Community Hall — Castor</td>
<td>7:30 p.m.</td>
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<td>Feb. 20</td>
<td>Maurice Anderson M. H. Walker</td>
<td>Community Hall — Bindloss</td>
<td>7:30 p.m.</td>
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<td>Legion Hall — Rimbey</td>
<td>7:30 p.m.</td>
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<td>Feb. 21</td>
<td>Harold Schnieder</td>
<td>Community Hall — Empress</td>
<td>7:30 p.m.</td>
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Scholarship Winner

Dave Short, Swift Current, and Elwood Main, Vermilion.

Dave Short of Swift Current was awarded the UFA Scholarship at the Color Night at Vermilion College.

Dave is in the third of a four semester program and has been an outstanding student. He has excelled academically and been very active in student affairs.

Elwood Main, Customer Sales Representative at UFA's Vermilion Farm Supply Centre made the presentation.

UFA is fully aware that the best intentioned Customer Service Program can end up being nothing more than that — good intentions.

That's why in 1973, UFA's Customer Service Program was sharply brought into focus. Nothing drastically different was offered but the program clearly re-defined and firmly re-emphasized our Customer Service Policies and alerted each and every employee to the importance of constantly improving services.

Our Customer Service Program is a practical and factual approach as to how we can do better by always striving for the optimum level in Customer Service. A lot of earnest effort has gone into making this a viable program — a program of action not just talk.

The results have been commendable and satisfying. This type of program however, is never finished. We must always continue to ask ourselves, "How can we better improve our services?".

Well, that's what UFA is doing and an energetic program to further emphasize our Customer Service policies will be continued in 1974. The success of the program depends not only on each employee adhering to the program but it is also necessary for our customers to familiarize themselves with UFA's Code of Ethics, Warranties and Guarantees, Returns and Refunds and Service and Parts Policies.

Staff training will continue to stress Customer Service in 1974. New staff members will be given specific training in good customer service and its importance. Local training sessions will take place in all areas of the province.
The Customer . . . .
He Makes It Happen

When you talk with a customer, you represent United Farmers of Alberta Co-operative Limited. The impression you make is the one he has of the Company. Help to create an image and working climate that will attract the public and make them want to deal with us.

1. A Customer is the most important person you serve and sell.
2. A Customer is the most important person in your store, whether his call is in person or by phone.
3. A Customer is not dependent on you, you are dependent on him.
4. A Customer is not an interruption in your work, he is the purpose of it. You are not doing him a favor by serving him . . . he is doing you a favor by giving you an opportunity to serve him.
5. A Customer is not an outsider to your business, he is the basis for it.
6. A Customer is not a cold statistic, a name on a filing card, mailing list or ledger sheet. He is a flesh and blood human being, with biases, prejudices, feelings and emotions — just like you.
7. A Customer is a person who brings you his wants. It’s your job to fill them.