

the united farmer

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# THE UNITED FARMER

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**Editor: Alice Switzer**



MEMBER OF THE CANADIAN  
INDUSTRIAL EDITORS' ASSOCIATION  
AND THE ALBERTA FARM WRITERS  
ASSOCIATION

## **United Farmers Farm Supply Centres:**

Calgary 4720 - 1st Street S.E.

Edmonton 12243 Mount Lawn Rd.

Red Deer 5440 - 45th Street

Lethbridge 3131 - 2nd Avenue N.

Grimshaw    Camrose    Hanna

Stettler    Westlock    Provost

Vulcan    Vermillion    Falher

Grande Prairie

## **COVER PICTURE**

Skiing at Sunshine Village, Banff  
Alberta - Government Photograph

# Index-1970

The United Farmer is published ten 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 United Farmers' Printing and Stationery Department.

The magazine is sent directly to our delegates, directors, delegates' advisory committee members, oil 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 who have requested the United Farmers. Some of the names on this list are: Manitoba Pool Elevators, Co-operative Insurance Services, Alberta Livestock Co-op., The Calgary Albertan. The Calgary Herald, Unifarm, United Grain Growers, Alberta Wheat Pool, United Feeds, Western Co-op College, Saskatchewan Wheat Pool, The Universities of Calgary and Alberta.

In 1970, stories featured delegates, directors, the annual meeting, the mini-year operating report, farm supply lumber seminar, farm supply centres, promotions, appointments and service awards, the Canadian Ranch Show in Edmonton, a modern dairy and a large hog installation, equipment rentals, co-operative oil associations, petroleum awards, agents' sales meetings, little league baseball teams, a sports day at Peace River, farm calls, Unifarm, The Alberta Agricultural and Vocational Schools, F.U. & C.D.A., the Canadian Rodeo Cowboys Association, The F.W.U.A. - "Milk is Marvellous" - "Beef is Beautiful" etc., etc., etc.

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

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.

On pages 4 and 5 there is an index of the people mentioned in The United Farmer during 1970.

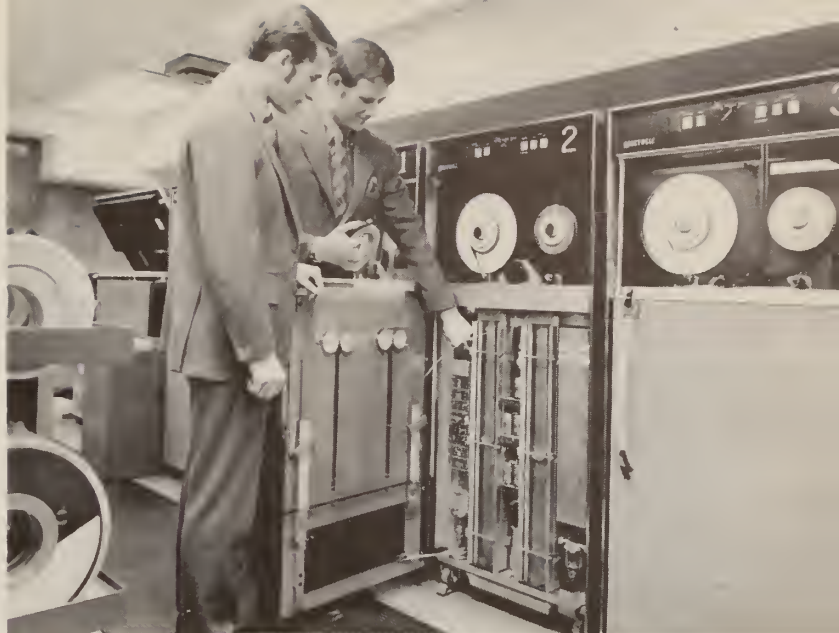
# Data Processing

Data is information. It can be facts — figures — an account number — a sales amount — a customer's name — invoice numbers — customer's numbers, etc.

In order for data to be useful it must be compiled, organized, interpreted and displayed.

The data processing operation has three main steps.

1. **Input** — collection, recording and scrutinizing of information.
2. **Processing** — arranging data in the required format and sequence.
3. **Output** — the printing of reports, analyses and storage of historical data.



*On guard Ray Laprairie and Ken Kaiser*

## Data Processing And You

You have just made a purchase from United Farmers' local oil agent. Let us follow what happens to the petroleum sales slip before you receive your dividend cheque.

Our agent sends it into head office — the petroleum accounting department codes it — sends it to the key tape operators who key in and verify on tape the information given on the sales slip, (date of purchase, member's number, amount of sales, etc.)

The tape is then sent to operations where the computer operator puts it on the daily petroleum run for error reporting. After correcting the errors, the data is run until the daily data is fully acceptable to the system. Then the slip is returned to petroleum accounting.

This is only one of the many ways that Data Processing is utilized at United Farmers.

To mention just a few of the many other uses:

—in the Farm Supply Accounting Department — the accounts

payable are on the computer. —in the Petroleum Accounting Department — sales and customers' dividends, accounts receivable and payable are processed on the computer.

—in the Credit Department — statements, aging of accounts and letters concerning the accounts are sent out through the computer.

As you read this, our data processing department is extremely busy computing the total yearly sales and the total year's purchases of each individual customer. At the annual meeting the dividend rate is established by our delegate body and then after some rapid calculations, your dividend statement and cheque will be on its way to you.

Some of our older members may remember how long it took to calculate each dividend cheque. Now on the computers it is merely a matter of 10 hours until 40,000 dividend cheques and farm supply rebates can be sent to all our members.



*Robert B. Litani  
Manager*

Before joining United Farmers, Bob Litani was Systems Analyst and Programmer Analyst with major firms both in Canada and in England.

With his extensive and knowledgeable background, Bob has been instrumental in improving the procedures, standards and documentation in his department. His expertise has also been invaluable in the selection of the new computer. At this time, over 200 programs are being converted to the new computer.

Bob and his wife Janet enjoy reading, the theatre, travel and classical music. A special hobby of Bob's is assembling and building his stereo system.

# Who's Who In The Data Processing Department



*Ray Laprairie*  
*Operations Supervisor*

Ray is in charge of the personnel who operate the computer, key tapes and auxiliary equipment.

His main responsibilities are:  
—scheduling of the work load in the computer room and the key tape section.

—training of operators and maintaining quality control.

Ray joined United Farmers in 1969. He was recently married to the former Linda Gunderson.

Restoring antique automobiles is an ardent past time of Ray's. He is tour chairman of the Alberta Pioneer Auto Club and is also a very active member of REACT — which is a public service organization for communications.



*Taz Sawada*  
*Program Analyst*

Taz is the veteran in the department and has been with United Farmers since 1956. She and her husband, Harry, who is a machinist are league curlers. Harry is also an avid golfer. Both Taz and Harry like to read. Harry enjoys sociological books and Taz reads manuals on data processing.



*Rodney Anderson*  
*Programmer*

Rod is a member of the Head Office Bachelor Quintet. He is naturally interested in girls and parties.

Rod is a real sports enthusiast. Hockey is his favorite game and he plays every chance he gets.



*Glen Barton*  
*Programmer*

Although a member of the available five, Glen has a steady girl friend who takes up most of his spare time. She is studying data processing and Glen is very happy to help her with any problems.



*Glen Swan*  
*Programmer*

All five of our eligible bachelors at Head Office are in the Data Processing Department. Glen Swan is one of the availables, girls!!

His hobby is photography and Glen has taken some outstanding pictures.

## Our Programmers

Their main responsibilities are to:

- draw a logic flow chart that shows the sequence of steps required to solve a given processing problem.
- write and test computer programs based on the flow charts.
- instruct personnel in other departments in the proper usage of these programs.

This work requires a high degree of concentration and analytical ability.



*Donna Rose*  
*Key Tape Operator*

Donna has been with United Farmers since 1963. She is married and her husband George is a diesel mechanic.

For hobbies, Donna plays the piano and accordion and sews.



*Carol DeLisle*  
*Senior Key Tape Operator*

Carol has been with United Farmers since 1963. She and her husband, Don, who is a book binder, love trailering and have travelled extensively throughout Alberta and British Columbia. Carol is also an accomplished knitter.



*Dorothy Robertson*  
*Key Tape Operator*

Dorothy's husband, Malcolm is a member of the Canadian Armed Forces. They have a daughter Kim.

Dorothy enjoys horseback riding, swimming and reading.

## **Our Operators**

### **Key Tape**

Their main responsibilities are to:

- operate the alpha numeric key tape and verify recorded data
- record information from the farm supply centres, petroleum agents and head office.

The key tape operators' work requires a high degree of attentiveness and accuracy.

### **Computer**

The computer operators run the computer and auxiliary equipment. Their main responsibilities are to:

- set up the computer runs by providing all the necessary files and stationery specified in the operating instructions.
- monitor the runs for malfunctions or irregularities.

This work requires alertness and the ability to react quickly.



*Ken Kaiser*  
*Computer Operator*

Another handsome bachelor, girls! Ken enjoys water skiing and swimming. He suggests Devers Lake as the spot for this sport.

Ken is learning to play the guitar. He is an enthusiast concerning parties — where hopefully there are lots of girls.



*Alan Kaluta*  
*Trainee Computer Operator*

Al recently moved to Calgary from Montreal. He is interested in painting in oils and is experimenting with painting on velvet.

Although new to Calgary, Al who is active in most sports, is helping to supervise gymnastics at the Teen Club.

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# Western Co-operative College

Through assessment and reorganization, Western Co-operative College has progressed with outstanding distinction.



*A typical classroom session at Western Co-operative College with John A. Collier, B.A., Instructor.*

## **Emphasis on People**

One of the basics at Western Co-operative College is the belief that people perform more effectively if given the opportunity to learn about the relative aspects of each role they are expected to play. This applies whether the role relates to the job, to membership and leadership roles, or to society generally.

The College provides education and training requested by Co-operative organizations for members, elected officials and their employees.

The approach used by the College is to help organizations analyse their training needs and to determine the services required from the College.

## **How It Began**

During the 1940's a number of Co-operatives in Western Canada were developing their own education and training programs. By the mid 1950's, it was becoming increasingly evident that a centralized co-operative educational institute was desirable. In 1955, representatives of Co-operatives in Western Canada agreed to establish the Co-operative Institute as a means of developing the more comprehensive training and educational programs required by co-operatives and credit unions.

In the initial stages of growth, ground work for the development of Western Co-operative College began after J. J. Siemens from

Altona, Manitoba visited the Finnish and Scandinavian Co-operative College and Folk Schools. An organizing committee was formed in 1951 with J. A. Fehr as Chairman.

The first annual meeting of the International Co-operative Institute, as it was then called, was held on March 17, 1954.

Harold E. Chapman was named Director of the Institute. His first classes were in October, 1955. In a few years the young college acquired three instructors and outgrew its rented premises in downtown Saskatoon.

## **A New College is Built**

In 1959, the Co-operative Institute was incorporated and the name changed to Western Co-operative College.



The total cost of the College, over half a million dollars, was donated by individuals, local organizations such as consumer co-operatives, credit unions, women's guilds, wheat pool committees and by provincial and regional co-operatives.

A reorganization of the college structure was completed in 1961. Kenneth G. Howard was engaged as the college's chief officer with the title of secretary-manager.

Through assessment and reorganization, Western Co-operative College continues to fill its role with meaningful progressiveness and distinction.

### Control

Western Co-operative College is owned, controlled and financed by co-operatives in Canada. Its membership primarily consists of central co-operative organizations. Thirty two member co-operatives appoint delegates, who in turn elect a nine member board of directors.

### Organization Structure

Member Organizations

↓  
Appoint Delegate

↓  
Elect Board of Directors

↓  
Appoint Secretary-Manager

↓  
Hire Staff

### The College

Since 1962, the College has operated as a residential adult education and training centre on the Eastern perimeter of Saskatoon. Built at a cost of approximately \$550,000, facilities include three classrooms, a cafeteria, gymnasium/auditorium, library and residence facilities for 84 students.

### Basic Aim

The basic aim of the College is to be an institution of learning, jointly owned and controlled by its member co-operative organizations; providing education, training and consultation through which individuals and co-operative enterprises can become more effective.



*The excellent library at the College — Miss Hilde Weinmeyer, Librarian.*

### DIRECTORATE

**Mr. Baldur R. Johnson**, Co-operative Insurance Services — Chairman.

**Mr. Chris P. Hansen**, Saskatchewan Wheat Pool — Vice-Chairman.

**Mr. Arne P. Olson**, United Farmers of Alberta Co-operative — Executive Member.

**Mr. Gordon Campbell**, Alberta Wheat Pool.

**Mr. Jim Doull**, Manitoba Pool Elevators.

**Mr. Richard H. Hatlelid**, Saskatchewan Co-operative Credit Society.

**Mr. Ernie E. Henschel**, Co-operative Credit Society of Manitoba Limited.

**Mr. Benton F. Murphy**, Federated Co-operatives Limited.

**Mr. Denny Thomas**, Federated Co-operative Limited.

### COLLEGE PERSONNEL

**Kenneth G. Howard**, M.A., Secretary-Manager.

**Harold E. Chapman**, B.S.A. Head of International Services.

**Fred C. Clark**, Youth Program Co-ordinator.

**John A. Collier**, B.A., Instructor.

**Martha Friend**, Accounting.

**Lou Gossen**, Instructor and Accountant.

**Nadine Hryniuk**, Registrar.

**Barney Loehr**, Facilities Supervisor.

**Bertha Loehr**, Cafeteria Supervisor.

**Don M. Milne**, Liaison Officer.

**H. Bruno Neufeldt**, Instructor.

**A. Eric Rasmussen**, Controller.

**Olaf A. Turnbull**, B.S.A. (Ec.) M.C. Ed., Research and Development Co-ordinator.

**Hilde Weinmeyer**, Librarian.



*An informal group discussion with Olaf A. Turnbull, B.S.A. (Ec.), M.C. Ed., Research and Development Co-ordinator at the College.*

# W.C.C. and United Farmers



Arne Olson  
Personnel Manager  
United Farmers

In our organization's over all training program, our personnel manager, Mr. Arne Olson is instrumental in investigating and instigating new training programs.

When a program is selected, he acts as co-ordinator. His prime areas of concern are:

1. determining people for training
2. determining areas to be covered by the training
3. evaluating effectiveness of the employee and development programs

Mr. Olson recently stated, "Among today's demands on our Organization, is the vital need to develop able and competent staff. At the present time, personnel development is high on the list of our priorities. We have greatly expanded the number of training courses offered to all levels of staff members.

'One program in particular that was considered most worthwhile by the participants was the widely acclaimed American Management Association Supervisory Management Training Program.

'November was the month and Olds College was the location for this program attended by 31

marketing, farmstead development, office supervisors and farm supply managers. Due to the large number of people involved, two one-week sessions were held. Instruction was ably provided by Mr. Ken Howard, Secretary-Manager, Western Co-operative College.

'In our business, we find the need for development of present and future managers is caused by the simple fact that in today's complex, competitive operations, jobs grow bigger first — ahead of people. Getting people to grow to keep pace with their enlarged duties is a prime responsibility of management.

'To develop our people, United Farmers of Alberta Co-operative, believes these three things are necessary.

1. Provide training
2. Give broadening experiences
3. Establish the climate for growth

'Our present day society calls

for continuous education. This is the first generation in which our earlier training is no longer sufficient to carry us through life. A formal education received years ago is no guarantee that we can meet successfully the demands of modern living. New skills, ideas, facts and attitudes are required to cope with the rapid and continuous changes now going on.

'The course held at Olds provided a well developed, effective training program that gave the participants an insight into the skills needed to become proficient in the art of management.

'Employees who seriously pursue training opportunities, benefit both themselves and our Organization. By effectively developing their career potential, they are able to benefit from advancement opportunities and become more valuable to our Organization by improved performance on the job."



Petroleum Marketing Supervisors in Meditation — Bill LeBlanc, Bill McNab, Harold Lee, Bill Clark and Dave MacNeill.

# In Orbit in Olds

## Presentations

Bill McNab, on behalf of his classmates, presented a barometer to Ken Howard of Western Co-operative College. In his presentation, Bill noted, "We have had a 'dynamic' week!! We will all remember and be ever grateful for your wisdom and understanding help."



It's no gag, Ken — that barometer really baroms or barooms in bar rooms.



John Dueck, Lethbridge Farm Supply Manager, really projecting.

## 'Entertainer? Of The Week

Bill made another presentation that, to put it mildly, was rather unique. Upon making this presentation Bill said, "This may come as a bit of a surprise. Actually, we as managers made some plans — we set our objectives and outlined the procedures — did considerable organizing — tried desperately to control ourselves — even set up some standards that no one would divulge."



Bill couldn't wait to make this fragrant presentation to Dave MacNeill — one of the best sports we know.



Brian Taylor — Supervisor Financial Accounting, tells all.

"We watched you continuously communicate to us — believe me, you needed little motivation. Finally it was an unanimous decision that we nominate you the individual that brought us the most laughs, "The Entertainer of the Week", and I take great pleasure in presenting you this (a package of 'real' pipe tobacco) . . . you seem a little vague and I am not getting any feed back.

"One of our tobacco experts did some blending and ran an experiment. He took 40% Old Chum and 60% of another ingredient commonly found in the barnyard and came up with a new brand, "Old Dobbin". You have proved to us Dave, that a pipe smoker doesn't know the difference. You actually smoked the entire amount and evidently enjoyed it."

A Study In?? Supervisors Ivor Baldwin, Farmstead Development Department; Gordon Gimbel, Petroleum Division; Jack Sukeroff, Manager, Grimshaw Farm Supply Centre.



Sincere thanks to Frank Snyder and 'How Did He Know My Size?' Ed Evans for the pictures.

Some of our masterly managers — Kaichi Nishimura, Provost; Ron Fernley, Vermilion; Jim Davis, Stettler; Terry Semeniuk, Westlock; John Dueck, Lethbridge; Bert Delaney, Grande Prairie; Ron Medin, Hanna.

# In The Spotlight



Gilbert O. Jacobson  
High Prairie

Go west, young man — is still a very applicable phrase. Gilbert Jacobson was born in Saskatchewan and went to school there. Like thousands of other Saskatchewanites, he eventually moved to Alberta.

For 22 years, Gil has been with Bishop Equipment in High Prairie. He also looked after the B.A. Bulk Plant for four years, and for 18 years was involved with I.H.C. Parts and Sales. Since 1957, Gil has farmed his own half section.

He has always been active in

his community and is a member of the local B.P.O.E., the Masonic Lodge and the Chamber of Commerce. When he can find the time, he likes to hunt and fish.

Gil and his wife Stella have a daughter, Sharon, and two sons, Alan and Karl.

On September 8, 1970, Gilbert was appointed United Farmers Oil Agent at High Prairie.

A hearty welcome Gil, and best wishes for every success in your new undertaking.

## More Optical Illusions from Olds



"A Study in Supervisors" — Ed Hutchison, Petroleum Accounting; Joe Miller, Farm Supply Accounting; Jim Walker, Farmstead Development Department; Frank Snyder, Printing and Stationery.

'Waiting for the Punch Line' — Ralph Imbery, Calgary Farm Supply Centre Manager; Petroleum Marketing Supervisors Gerry McKay, Bob Howlett and Al Carder.



Three of our Farm Supply Centre Managers all alone with their Supervisory Management Training Program —

In attendance at A.M.A. Supervisory Management Course and not shown in the pictures were: Ray Laprairie, Operations Supervisor, Data Processing Department; Dave Latam, Camrose Farm Supply Manager; Gordon Wenzel, Edmonton Farm Supply Manager and Fred Parsons, Assistant Credit Manager.



Paul Labrecque, Falher



Ed Evans, Red Deer



Jack McDonald, Vulcan