

## Meet the 2000/2001 ABCRC Board

The ABCRC Board of Directors contributes expertise from an extensive background in the industry. Chairman George Bowman is from Edmonton. Now retired, George's years in business culminated as Controller for Gray Beverage Inc. During his 22 years with Gray, George was responsible for financial, administrative and M.I.S. departments. He served on executive and management committees dealing with safety training and employee grievances.

Alain Maisonneuve is Vice-Chairman of the ABCRC Board. Alain began his career with the Alberta Liquor Control Board after attaining his Bachelor of Commerce degree from the University of Alberta in 1987. Most of his career has been within the Finance Division at Alberta Gaming and Liquor Commission where he has held positions as Planning and Financial Analyst, Senior Financial Analyst, Manager of Special Projects, Manager of Administration, and Manager of Revenue and Administration. This summer Alain was appointed Director of Licensing and Charitable Gaming.

Secretary Treasurer Ken White has worked in the Soft Drink Industry for 25 years. He started with Canada Dry and moved to Coca-Cola Bottling Company in 1993 with the acquisition of Canada Dry. He was Assistant Sales Manager in Edmonton for two years prior to moving to Calgary. In 1995, Ken joined the Key Account Group as a Manager handling the business partnerships with

four major customers for Western Canada. A year later he was promoted to Sales Centre Manager for the Calgary Operations overseeing the complete operation and staff of 300 in Calgary. He became Area Manager for Alberta in 1999 and is now Area Vice President for the Prairies Region which includes the Sales Centres in Calgary, Lethbridge, Medicine Hat, Cranbrook, Castlegar, Regina, Swift Current, Saskatoon, Winnipeg, Brandon and Thunder Bay.

Steve Clark is the Public Affairs Manager for Western Canada at the Coca-Cola Bottling Company and is located in Coquitlam, B.C. Steve has worked with Coke for four years and joined the ABCRC Board in early 2001.

Blair Patterson graduated from the University of Saskatchewan with a Bachelor of Commerce degree. He was with Proctor and Gamble for 8 years and joined Pepsi in January 1992. He has had many roles in his ten years in the beverage industry that have included the Winnipeg, Calgary, Saskatoon and Vancouver markets.



Photo: K. Harman

The 2000/2001 ABCRC Board of Directors at the September 6<sup>th</sup> Strategic Planning Meeting held in Kananaskis Country. From left to right: Eric Lalonde, Ken White, George Bowman, Steve Clark, Alain Maisonneuve, Michael Watt and Blair Patterson.

Michael Watt is from Toronto and worked at Johnson and Johnson for 7 years in the consumer division. He started at Campbell Soup in 1997 as team leader for Growth Channels before moving to Director Sales, Western Canada where he has spent the last two and a half years in Calgary leading the Western Team. ♻️

### MISSION STATEMENT:

**To collect and recycle regulated beverage containers in the Province of Alberta.**

# Ken's Corner



It has been a very busy summer and I'm pleased to report, a very successful one. The beverage industry was rewarded with the achievement of

record sales over the past 12 months, in excess of 1 billion containers - a number that has never before been reached.

Our advertising campaign has also proven to be very successful. The program was designed to build container recycling awareness and the return rates indicate that growth in awareness has increased from 26% to 50%. These results were obtained by testing the market both before and after the campaign appeared on buses and

transit shelters and through extensive television advertising in various Alberta locations.

The Stampede was celebrated in style at our breakfast in the ABCRC parking lot. The spread included pancakes, ham, bacon, eggs, orange juice and coffee and was enjoyed by both staff and guests.

The ABCRC Board met in Kananaskis in early September. The main objective was to develop a strategy for operations in the coming years that can be sustained as market conditions and the economy change. The meeting was facilitated by Brian Follet from Vancouver. Brian's expertise in keeping the group on track helped to cover a lot of ground in a single day.

We are preparing for the increase in volume of containers to be processed in the fall as the exemption on beer cans is lifted on November 15th.

I hope the warm and beautiful days of fall continue as you browse through this issue of Round and Round. ♻️

Ken Teare  
President and General Manager

**For the first time  
in the history of the system sales  
for the twelve months ending  
August 31, 2001  
exceeded 1 billion containers  
at 1,007,068,125**

## Charting the Course

### ABCRC BOARD MEETING

On September 6th the group of energetic and experienced men and women who form the ABCRC Board convened in the beautiful setting of Kananaskis Country for a meeting designed to establish a strategy for the future of the beverage container recycling business.

The group discussed a variety of important issues including the impact of the upcoming exemption for beer containers, changes affecting baling, and the importance of containers that are not returned to the system.

Other industry specialists joined the Board for the meeting to contribute their expertise in the law, politics, and the market. Many participants

came from competing organizations and some from across Canada to participate, bringing with them a spirit of cooperation and interest in the success of the beverage industry's common collection system.

The meeting agenda focused on strategic planning and began with a fundamental question. Where does ABCRC want to be in 10 years and what needs to happen in the next 3 to 5 years in order to get there? Since the group had only one day to find some answers to this and a number of other questions, a strategic planning expert from Vancouver, Brian Follett, facilitated the discussions and brought direction to the planning.



Photo: K. Harman

Brian Follett guides the Strategic planning process at the recent Board meeting

The process necessary to achieve the objectives of such a meeting is important. Discussions that take the meeting off course, although often of interest to the group, will prevent them from reaching a plan of action by the end of the meeting. Brian Follet's leadership helped the group to avoid becoming bogged down in operational detail. Key concerns were identified as handling of multi-materials, rising expectations and costs, technology, changing demographics and economic cycles, operations and fee structure, and overall sustainability of the common collection system.



Photo: K. Harman

Vern Albus is a senior consultant with GPC International in Edmonton, a worldwide public and government affairs consulting firm. Vern has over 15 years experience in environmental matters and his background has had a specific focus on waste management, including recycling, and natural resource development. Vern joined the meeting in Kananaskis to assist the Board in their discussions in relation to the political context of Alberta. He advises the Board regarding how to best manage the political risks associated with their decisions.

The question of stewardship was introduced. How can the industry encourage more people to participate? How does convenience and credibility factor in public



Photo: K. Harman

Mark McKenney is president of MGM Management in Toronto. His role at the meeting in Kananaskis was to inform the Board regarding market conditions and economic influences. Mark also keeps ABCRC up to date regarding technological change and happenings in other jurisdictions.



Photo: K. Harman

Robert Turner is the ABCRC legal advisor and his practice is with Fraser Milner Casgrain in Edmonton. Robert joined the Strategic Planning meeting to bring his expertise to discussions concerning governance. His interest is in all aspects of the business as it expands in scope.

participation? The group considered the strength and weaknesses of the system, the core competencies that could be identified now and what would be needed for the future.

At the end of the day certain members were assigned to specific areas of research and will return to the next meeting on November 8<sup>th</sup> with information and proposals for action.



Photo: K. Harman

John Nixon is the Canadian Soft Drink Association's regional vice president for western Canada, based in Vancouver. He has served the soft drink industry in Alberta for over ten years. He participated in the government/industry consultations that led to the regulatory changes in 1993. At that time he chaired the Alberta Beverage Container Recycling Committee that planned the beverage industry's response to the requirement to create a common collection system. He has been an advisor to the Board of Directors of ABCRC ever since. John currently represents the soft drink sector on Alberta's Beverage Container Management Board.

The current mandate of ABCRC is to collect and recycle regulated beverage containers within the Province of Alberta. It may be that in considering the costs of providing the system, the mandate will need to focus more and more on operating a sustainable recovery system for the benefit of Albertans. ♻️

# Personality Profile

## Frank Gee - All things mechanical



Margaret and Frank Gee enjoy a holiday in Cuba with their children.

Some might call it "tinkering" but Frank Gee's interest in knowing how things work began in his teens and continued to become his career. Even today he might be found at home working on the restoration of his 1969 Mustang or 1986 Cobra Mustang after a day as Maintenance Supervisor at the ABCRC plant in Calgary.

Frank was hired by ABCRC in 1994 to work with the Plant Manager to oversee facility management. His job is to ensure the safe and efficient operation of all equipment in the shop.

From the time Frank got his first car when he was in high school he began learning about mechanics. Following high school he apprenticed as a mechanic with a neighbourhood Texaco station. From 1982 to 1985 Frank took a job with a seismic company working as a hydraulics technician at the Rainbow Lake oil field. In 1991 Frank went to live and work in Kananaskis for Alberta Forest Service. He worked with a team of fire fighters on the Initial

Attack Crew where he was the equipment operator. However, in 1994 the government cut funding and reduced the organization to a skeleton crew, using only a helicopter with no ground support. The position of equipment operator was abolished and Frank came back to Calgary where he responded to an ABCRC ad for work at the plant.

Over the years during winter layoffs Frank looked for new opportunities. He worked as a courier for awhile and in 1988 and '89 he spent some time managing a bar for a community centre. It was during one of the community centre events that he met Margaret, who was to become his wife.

Luckily for Frank, Margaret endured his 3 years in the mountains so in 1995 they decided to marry. Margaret is from a family of 8 children, grew up in Lethbridge and had been working in Saskatoon prior to moving to Calgary in 1988. She had been managing restaurants for a company with operations in both Alberta and Saskatchewan. Margaret currently works as a manager's assistant with Atco Gas.

Frank and Margaret enjoy family life. They have two children; 4 year old daughter Kali and 3 year old son Connor. A lot of time is spent these days getting children to swimming and gymnastic classes. However, they still find time to share the task of restoring the old Mustang (that Margaret found).

They also undertook a huge landscaping and gardening plan for their home in Silver Springs. Using handpicked Rundle Rock, they have built a retaining wall, fish pond and waterfall to enhance the garden. Frank spends some time helping his sister with installations for her stain glass business, and once or twice a year assists her at trade shows. This interest in stain glass lead Margaret to create a beautiful glass inlay for their new patio.

On weekends the Gee's often head for the mountains to camp, or to spend time at some of the Alberta lake areas. Some years they like to go further afield, as they did in January 2000 when the whole family spent two weeks in Cuba. Other trips have taken them to Mexico and the Dominican Republic. Frank thinks their retirement dream of finding a home near a warm beach is worth planning for. With hard work and some good investing, Frank and Margaret hope to make that dream come true while they are young enough to really enjoy it. ♻️

### Round & Round

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**Round & Round** welcomes any comments.

Please direct them to:

Ken Teare, President and  
General Manager, ABCRC  
3617 Ogden Road S.E., Calgary, AB T2G 4N6,  
Tel: 403.264.0170, fax: 403.264.0179

Newsletter produced by  
Creative Intelligence Agency,  
1219 - 11th Ave. S.W., Calgary, AB  
Tel: 403.209.1166, Fax: 403.209.1330

Written by Sandra Millar, Envision  
1938 29 Street S.W., Calgary, AB T3E 2J8  
Tel: 403.243.6674

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