

FORMING IDEAS

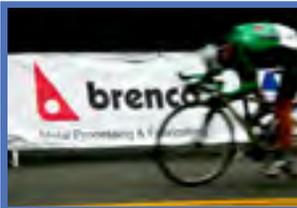
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WAIT FOR ME, DADDY!

The story behind this iconic photograph and Brenco's role in preserving an important piece of Canadian History

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**Brenco
Criterium
Saturday
July 11**

In this issue, We explore...

BRAIN FARTS

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A Waste-o-Saurus Story



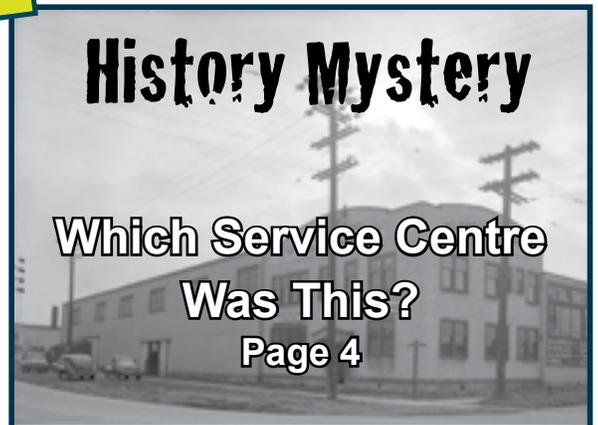
Wäs-tö-sau-rús, n. [Waste, and Gr. sauros. a lizard.] A cute but troublesome creature that wastes time and material. The Waste-O-saurus is elusive but commonly identified through reduced profit and productivity.

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History Mystery

**Which Service Centre
Was This?**
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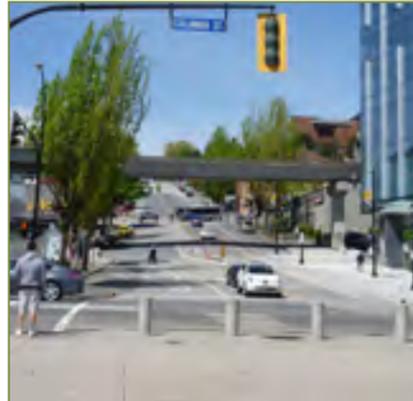


WAIT FOR ME, DADDY!

Warren "Whitey" Bernard holding the hand of the bronze image of himself at the age of five

Brenco supplied the plaque and steel ring around the brick base of the "Wait For Me, Daddy!" monument at the intersection of Columbia and Eighth Street in New Westminster

Eighth Street in New Westminster today is barely recognizable compared to the photo taken in 1940



WASTE-O-SAURUS SIGHTINGS

Brain Farts

Let's face it, as good as any of us are, we all make mistakes. Sometimes they are major blunders, but more often, they are silly little mistakes that we cannot explain and leave us doubting our sanity. They're called Brain Farts and they drive us all mad.

Issues such as Brain Farts become topics for discussion at Brenco staff meetings. We make a point of exploring solutions for various problems in an effort to continually improve our service. A little while ago, we asked the question, "Why do they happen?"

A simple error can lead to a costly mistake. In other words, a Waste-o-saurus. Brain Farts can cause a person to transpose numbers, add them wrong and miss details. It's when ".1875" becomes 13/16", 5 plus 7 adds up to 13 and assuming a customer ordered formed angles and not channels.

We know what they are but why do they happen? The obvious answer is that we are all human and subject to making errors, but we drilled down further to identify when Brain Farts are most likely to occur in our workplace. We determined that a person is more likely to make a simple, avoidable mistake under the following conditions:

- Frequent Distractions**
- Feeling Rushed**
- Under The Weather**

This list is not definitive but we believe these are the most common situations that our staff encounter. They are encouraged to request a closer inspection of their work if they are



being interrupted frequently, getting pressured to meet deadlines or not feeling well. There is no judgement passed and no shame attached. The objective is for us to catch our own Brain Farts before our customers do.

The Waste-o-saurus is intended to provide value to our readers by presenting issues relating to efficiency and quality in an effort to encourage and promote improvement. We value your comments and ideas.
Email us at: thebest@brenco.com

WAIT FOR ME, DADDY!

October 1st, 1940. The British Columbia Regiment (BCR) marched down Eighth Street in New Westminster to board a ship, the SS Princess Joan. Their destination was a closely held secret. Family members of the soldiers lined the street, waiting for, what could be their final moment with their loved ones.

Canada had declared war on Germany on September 10th, 1939 but the BCR had already been called up on August 26th, the day Germany invaded Poland. Soldiers were posted across the city to guard vulnerable locations.

While other regiments were sent overseas, the BCR was held behind to secure the west coast. After months of guard duty and drills, they were finally ordered out on October 1st, 1940. With rifles in hand, the Regiment marched through New Westminster toward the waiting ship. They were told that they were headed overseas. Overseas, as it turned out, was the city of Nanaimo where they underwent additional training before being transferred to Niagara On The Lake, Ontario and then Debert, Nova Scotia. They sailed to England for yet more training as the division was converted from infantry to armour. Surprisingly, the BCR did not see action until July, 1944.

The iconic photo was taken from the intersection of Eighth and Columbia by Province newspaper photographer, Claude Dettloff. He had positioned himself to get a photo of

the entire column as it paraded down the hill. As he was getting ready to take the shot, a young Warren "Whitey" Bernard broke from his mother's grasp and ran to his uniformed father. Photographer Dettloff captured the moment perfectly and his photograph appeared on the front page of The Province newspaper the next day along with the headline, "NAZIS SPUR DUCE'S ATTACK ON EGYPT." The photo, entitled, "Wait For Me, Daddy" was later featured on the cover of Life magazine and quickly became famous throughout the world.

On October 4th, 2014, the City of New Westminster immortalized the moment with the unveiling of a bronze monument at the foot of Eighth Street, beside the old railway station. On hand for the unveiling, along with many dignitaries, was 79 year old, Warren "Whitey" Bernard. He told the crowd of two thousand that he didn't have recollection of the day the photo was taken but remembered the following day after his image appeared on the front page of The Province newspaper. He became an instant celebrity and was recruited to promote the sale of war bonds.

The bronze monument was commissioned by the City of New Westminster. The artists are husband and wife team, Veronica and Edwin Dam de Nogales. Brenco played a small part in the creation of the monument by providing the "Wait For Me, Daddy" plaque and steel ring at the base of the monument.



History Mystery



Wilkinson Steel was founded in 1910 by Frank Wilkinson as the exclusive distributor of US Steel products in British Columbia. The original location for the office and warehouse was on Beach Avenue in Vancouver which is now occupied by residential towers and parkland. This photo of the Wilkinson Steel warehouse was taken on October 8th, 1946. The address is 190 West 2nd Street (at Columbia) in Vancouver.



Catch The Excitement! Brenco Criterium

North America's Top Riders
Beer Gardens and Outdoor Restaurants
Saturday, July 11, 2015
Racing starts at 5 pm
Downtown Ladner

Brenco has been publishing
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Time flies, doesn't it? Our lead story follows the 70th anniversary of the end of World War II in Europe. The 2010 Olympics took place 5 years ago. 29 years ago, Expo 86 was in full swing and the year before that, the BC Lions won the Grey Cup and the Canucks won the... never mind. Brenco Industries is celebrating 32 years in business this year. Same ownership and the same commitment to service and quality. What has changed is the technology we use that allows us to create parts that were once either impossible or cost prohibitive to make. If you can dream it, we can make it for you. So, dream on.

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