



# CLEEVE CONNECTION

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Please SIR

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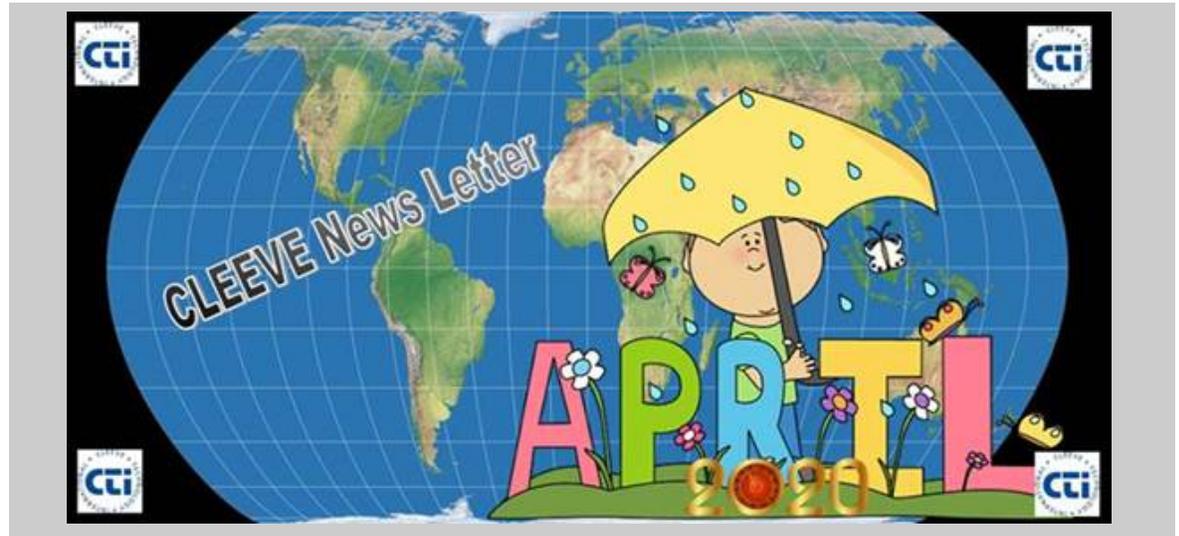
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To all our customers  
suppliers, employees, friends and family.

STAY SAFE  
In these difficult and challenging times.

Our prayers and condolences go out to the family, friends and loved ones of the worst mass shooting in Canada's modern history.

The gunman, a 51-year-old man, who we will not name was killed in a confrontation with police after leaving 16 separate crime scenes across north and central Nova Scotia, Canada.

During the attack he wore an authentic RCMP police uniform and drove a "look-alike" police vehicle.

What a sad and crazy world we live in.

## Coronavirus AKA COVID 19

I have been working from home more than ever before.

I do go to the office a couple of days a week, but have not been to visit customers or suppliers (or pub lunches) for several weeks and life as I knew it has radically changed.

First thing every morning I put the TV on and get a "data dump" of COVID 19 related facts and numbers. How many new cases, and how many have died. Who is doing what and saying what.

Then I flip open my lap top and streams of emails download to inform me of what each sender is doing to make my life better.

In Canada we seem to have taken steps early to help "flatten the curve" whereas many other countries seemed slow to take the needed actions and have all taken a toll.

As labs around the world work on a treatment and vaccine one of the most challenging issues has been availability of PPE (PPE stands for personal protective equipment used for protection against health and safety hazards).

Companies around the world looked to do whatever they could to help out and in Canada many companies whose core competence was related to automotive, electronics or industrial products havemade huge changes in order to help out. Even thousands of small companies started to help out by making masks or protective clothing.

Many major aerospace and defence companies such as CAE took measures to protect its financial position in response to the COVID-19 crisis. The measures include temporarily laying off thousands of employees with others on a reduced work week.

At the same time many of these same companies are looking-to-manufacture ventilators, as well as other medical and test equipment and are then looking to source components in order to begin production.

In the UK a new consortium called *VentilatorChallengeUK* was formed with large and small companies all working together to complement each other's skills and capabilities so as to quickly manufacture things like ventilator systems.

With thousands of ventilators required urgently, it made sense for companies that already had strong experience in producing ventilators to lead the effort, with others bringing expertise in high value precision manufacturing and engineering to support them.

We would like to give a shout out to companies like BAE for providing integrated, tested sub-systems and components, which makes best use of their strong project management and engineering skills, while saving significant time during final assembly of the ventilators.

Many of the suppliers we work with that machines parts such as connectors and backshells are now manufacturing parts for ventilators and other medical needs.

This is a fantastic reflection on how companies and their employees can respond very quickly when required.



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## C r u i s e E- m e r g e n c y

A 68 year old gentleman is on a cruise out of Miami and heading to islands in the western Caribbean. He has already had a week of fun (and a couple of drinks each evening) and got off the ship each day to visit a new island.

One day when he is having a little too much fun he falls overboard and into the ocean. A number of other passengers scream out for help and one looks to throw the life ring buoy, (donut, life preserver fastened to the side of the ship)  
When the Captain calls out:

"What nationality is the guy over board? If he is not the same nationality as me do NOT throw the ring over the side as we need to save them in case one of our own should fall over"



When the Captain was told that saving the man would not affect his re-election hopes he agreed to throw it in.

## Doctor-Doctor

A 72 year old retired Canadian doctor and his wife (who is 68, was also a doctor, is also Canadian and also retired) return from the beach front home where they winter in Florida, 10 weeks earlier than usual due to COVID 19.

They immediately offer to help out at the Toronto hospital where they both used to work and one evening, after another 16 hour shift, they got a phone call from their financial advisor.

"Hello Neil, (says Frank the financial advisor)  
"I see you and Mary are both making a little money again and maybe you would like to invest?"

"WHAT!?" Says Neil. "You managed to decrease our life's savings by over a million dollars in the last few weeks!"  
"Now come on Neil" says Frank, "that was not ME plus you have not cashed in your investments so you have only lost money "on paper""

"That "money on paper" is paying you \$100,000 a year and I note you take that even when we are down a million bucks."

"Come on Neil. That will be down to \$90,000 next year now that you have a smaller portfolio."



## Songs as Related to COVID 19

This month I was going to share with you where Rod Stewart got the inspiration for most of his songs. But with COVID 19 being such a big part of our everyday lives I have made a change and listed songs related to COVID-19.

Once news of the Virus was announced it was "Homeward Bound," (Simon and Garfunkel) and as I did not have a car I asked UBER to "Take Me Home, Country Roads," (John Denver).

Then as I sat "All by Myself" (Eric Carmen) and started to think "Money for Nothing" (Dire Straits) I realized that even from home I still needed to work "9 to 5" (Dolly Parton). Because as Donna Summer one said "She Works Hard For The Money".

Then I remembered a debut single by the Knack that sounded a lot like "My Corona". Until I got a "Night Fever" (Bee Gees) and worried about "Stayin' Alive" (also the Bee Gees).

Then it was a case of "Are You Lonesome Tonight" (Elvis Presley).

But hopefully soon it will be "Heigh Ho, Heigh Ho" (The Seven Dwarfs).

And finally "Come together" (The Beatles).



## What is in a Name?

Coronaviruses were first discovered in the 1930s when an acute respiratory infection of domesticated chickens was shown to be caused by an infectious bronchitis virus.

In the 1940s two more animal coronaviruses were isolated.

Human coronaviruses were discovered in the 1960s.

The earliest ones studied were from human patients with the common cold,

which were later named human coronavirus 229E and human coronavirus OC43.

Other human coronaviruses have since been identified, including SARS-CoV in 2003, and SARS-CoV-2 in 2019. Most of these have involved serious respiratory tract infections.

**The name COVID 19 comes from coronaVirus disease of 2019.**

The Mexican beer brand Corona is being damaged by name association with the deadly virus, a brand that has been in the public eye amid the coronavirus pandemic due to its name Corona beer announced that it is temporarily halting operations.

It has also asked if any future outbreaks of virus can be called.

### ***Budlightvirus***

(Don't Dilly Dilly when it comes getting illey)

### ***Dos EquisVirus***

(I don't get ill a lot but when I do, I get Dos-Equisvirus "Stay Healthy My Friends".)

### ***Heinekenvirus***

(I have a headache like a hangover. *It could only be Heinekenvirus*)

## Why is the Defence Sector Important During COVID 19?

*People have asked me why the defence sector is important when the whole world is in "shutdown" as a result of COVID-19.*

*What they usually say is "why do we need people working on military stuff right now?"*

*And my response is:*

WELL, maybe you think of our military are only being used when we are at war, but the fact is that while the primary responsibility for disaster response lies with civilian agencies at local, state/provincial and federal levels, only the military has the manpower, equipment, training and organisation necessary to gather the relief effort required during catastrophic incident recovery. However, in recognition of the fact that humanitarian relief should continue to be a predominantly civilian function, most modern armies have made disaster relief an important part of their programmes; offering rapid response and performing medical assistance, logistical support, air traffic response, aid distribution, protection and recovery.

*And then I add:*

"Who is to say COVID 19 has not been caused deliberately?"

To which I get the "conspiracy" thing and why would anyone do such a thing.

And then I say something like

Well if I was even half as evil as many historical leaders that have craved global domination

Then I would do exactly this.

Maybe leave it a while for defence spending to be cut back to help in fiscal recovery and pay for the costs related to COVID-19 and then make my move.

Crazy, I KNOW!



## Golden Years!

I did a quick google search to find out when I will get to see my golden years and found the following.

The Third Age is now considered by many to be the "golden years" of adulthood.

It is generally defined as the span of time between retirement and the beginning of age-imposed physical, emotional, and cognitive limitations, and today would roughly fall between the ages of 65 and 80.

Then I looked up most vulnerable to COVID-19

And got almost the same answer.

GOLDEN YEARS?





# Crossword

**19 across.**

Five letter word that begins with C and ends in ID.

Clues:

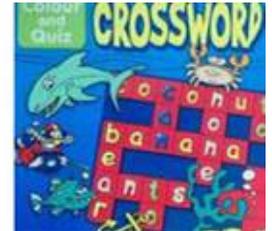
Results in loved ones spending 24 hours a day together.

More meals and more cocktails together.

Earlier to bed.

Finding out news things about each other.

Chance to just sit together and read or watch TV or go on the internet.



Answer:



# What Next?

Some people have said that the world's response to COVID-19 is much like building an aircraft while in flight.

Another example I have heard is that COVID is much like fighting the fires in Australia.

You have a huge fire and huge response and those on the front line face most danger and while some lives are lost it is nothing like as bad as it could and would have been if left "unattended".

And just like a fire, once under control some folk can go about "normal life" but everyone is on the lookout for a flare up and as soon as they are seen (and they will be) they are taken care of.

I suspect life after COVID will be very different for many years.

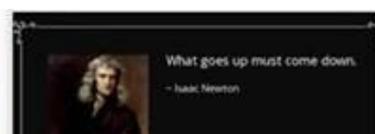
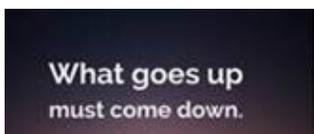
Separate from the "meaning of life" type changes (values and priorities), we will also see a huge impact on jobs and the whole landscape of business.

Certainly I believe the "home delivery" market is now with us and forever.

I also believe some businesses won't make it out the other side and that some companies will be "taken over" at bargain basement prices by those that have "benefited" or have "cash".

While Gas is very cheap, other things are selling for huge premiums and some folk are taking full advantage of people in need.

But we WILL get through this and we WILL remember.





## Canadian Connectivity Country Manager (CCCM)

Dear CCCM:

The fact you are reading this means I am still alive.  
It's true.

I wrote two newsletters this month. One in case I got COVID-19 and if I died then it would have been sent out and in that one I TELL ALL and people would have found out all about you, and who you work for and I would have said **Goodbye**.

And then I wrote what you are reading right now which is option 2 and in this one I just wanted to say:  
I hope that you, your family and friends are all keeping safe and keeping well.  
And that I look forward to getting back to our "normal" working relationship sooner than later.

It is possible that COVID 19 has made me go soft, or maybe the fact that absence makes our harness assemblies grow fonder.

From what I can tell you are treating all your customers equal and no one is getting the product they need.  
This may be a time when being "sole source" may result in a little more attention than anyone would like.

## Thank You

For those of you that are still trying to maintain some level of "normality" and are placing orders with Cleev,  
or working with us on "priorities"

And, of course, for your understanding where we may have some "challenges"

Thank you very Much!

## Dr. Cleev-ous is Back Again

Coronavirus is not very nice.  
Now called COVID-19 it kills humans and mice,  
Staying home all the time is part of the price  
While one finger tapping on my laptop device,  
Alcohol consumption has now gone up twice,  
Four beers a day to be more precise,  
Eating more pizza, slice after slice.

Eating more chips, but not so much rice,  
And playing more board games, some that use dice,  
OK time for a gin and tonic.  
And YES that's with ICE!



## This Month in History

### April of 1896

Modern Olympics Games Reborn

The Tokyo 2020 Olympics have been postponed as a result of COVID 19.

### April of 1918

Royal Air force is Founded



### April 7th 1933

Beer goes on sale again in 19 of the 48 states and the District of Columbia

Before that all they had was bud-light.



### April of 1948

The World Health Organization (WHO) established

The World Health Organization (WHO) is a specialized agency of the United Nations responsible for international public health. The WHO Constitution, which establishes the agency's governing structure and principles, states its main objective as ensuring "the attainment by all peoples of the highest possible level of health." It is headquartered in Geneva, Switzerland, with six semi-autonomous regional offices and 150 field offices worldwide.

### April of 1973

New York's World Trade Center Completed.

On September 11, 2001, Terrorist attacks resulted in 2,977 fatalities.

The same number of people dying daily in the US from COVID-19



### April of 1982

Argentina invades Falkland Islands.

In total, 649 Argentine military personnel, 255 British military personnel, and three Falkland Islanders died during the hostilities.



### April of 1994

Civil War breaks out in Rwanda

An estimated five million people died as a result of the conflict.

Whereas it is expected that less than one million will die worldwide as a result of COVID-19.



### April of 1999

Eleven countries in the European Union adopted the Euro as a common currency



## FOT Wall!

### FOT Wall (Fly On The Wall)

*It is April 2020 and the fly is listening in on a conversation between two neighbors walking their dogs*

- Philip:** *Hello! Sorry I have to shout but I need to say 6 feet away.*
- Sandra:** *No problem. My name is Sandra and I live on the High Street.*
- Philip:** *I also live on High Street. I am surprised we have never met before?*
- Sandra:** *I have not had time to get out and about with the dog much in times past.*
- Philip:** *Same for me. But I must say, I do intend to keep it up when things go back to "normal"*
- Sandra:** *Yes it is nice to get out for some fresh air. Which is your house.*
- Philip:** *We live at number 19.*
- Sandra:** *NO WAY! We live right next door at number 21*
- Philip:** *Nice to meet you!!*



## Vertically Integrated Solutions

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[Vertically Integrated Solutions](#)

## Quote of the Month

**"Now this is not the end. It is not even the beginning of the end.  
But it is, perhaps, the end of the beginning,"**

**-Andrew Cuomo  
New York Governor**

**(Quoting the late British prime minister Winston Churchill)**

## Cleeve. Experience You Can Trust!

### Our Mission

We provide high quality, zero risk electrical interconnect solutions through research, innovation and skilled expertise for use in harsh and challenging environments, such as the aerospace and defence industries, thus allowing our customers to focus on their own core interests and capabilities.

### We Want To Connect With You!

Our knowledge and familiarity with products and assemblies enables us to support the integration and supply of electrical interconnect components and assemblies that meet customer and program requirements in Canada and internationally.

We are confident that we can provide qualified and cost effective solutions, products and assemblies for your applications and requirements and welcome an opportunity to discuss your needs.

Our team of experienced professionals will work with you to ensure your interconnectivity needs are meet the highest level of industry standards and requirements.

Connect with any one of our representatives below to discuss your needs. Whether you need for a simple quotation or if you are ready to move forward with a complex build, we standing by, ready to assist!

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