



CLEEVE CONNECTION

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www.cleevetech.com

Another year almost over!

Already time once again for out with the old, in with the new.
So if you have never done business with Cleeve, maybe 2020 is the time?
And if you already do business with Cleeve,
forget about that "out with the old" rubbish.

Do it again, Do it again

Before I get into this last newsletter of 2019 I wanted to ask a question.
Do you know the difference between a Christmas dinner and a BREXIT Dinner?

Well, they're basically the same just the BREXIT dinner has no Brussels.

December is upon us and it a great time to reflect on the past year
and review some of the communications we have received during 2019 as related to the Cleeve Newsletter.

A recent note sent via email said:
"I liked the multiple choice question you did on 'mind the gap'
Have you considered making that one of your monthly topics
(and maybe kill off that CCCM guy once and for all)?"

So here goes:

Answer: **Let's see what remains:**

- A) Funeral director selling clear glass coffins
- B) Cleeve after losing another contract
- C) Flatulence in an elevator
- D) Free beer

Answer: **Let me be frank:**

- A) What a male friend said to Mrs. Sinatra when they were "Home alone"
- B) Cleeve Quality manager to Cleeve operator
- C) Currency request from France after Brexit
- D) What first name would you like Mr. Enstien
- E) And how about you Mr. Furter

Answer: **Once a year:**

- A) How often does Santa come
- B) Gladys (85) talking to her friend Wendy (82)
- C) My brother pays for the beer
- D) Promise of a pay increase



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company news and trade show locations.

O s h a w a S a n t a C o m e s t o

Santa Claus parades or Christmas parades are parades held to celebrate the official opening of the Christmas season with the arrival of Santa Claus, who always appear on the last float.

The parades usually include floats, that represent local businesses and support the local community and often have dancing or marching bands.

The Christmas parade is a direct descendant of Roman Triumphs, which had music, banners, wagons filled with the spoils of war, and climaxed with the "the Main Man" riding in a chariot. Roman Triumphs were themselves modeled on ceremonies honoring the gods, and Santa Claus himself is the descendant of Saint Nicholas.

The city of Oshawa (home of Cleeve HQ) had its Santa Parade on Saturday November 16th and a great time was had by all.



www.makeoshawagreatagain.com

Health Test

A recent study has found that your vision and how you view shapes and colours can be a great indicator as to if you should have concern about future health issues.

For example, if a box of a certain colour has the shape of a different colour placed inside it, then how well you are able to differentiate the two colours will give a good idea as to what your specific issue may be.

The little test below will a good way to validate the finding of this study. If you cannot see the shapes inside the boxes you should consider what is written above each and then take action to do what it says.

| | | | |
|-----------------------|------------------------|---------------------|--------------------------------|
| <i>Check Eyesight</i> | <i>Check Hearing</i> | <i>Check smell</i> | <i>Place order with Cleeve</i> |
| | | | |
| <i>Check Eyesight</i> | <i>Check Hair loss</i> | <i>Check weight</i> | <i>Pay Cleeve Invoice</i> |
| | | | |

Elvis Aaron Presley (January 8, 1935 - August 16, 1977), best known as just **Elvis**, was an American singer and actor.

Regarded as one of the most significant cultural icons of the 20th century, he is often referred to as the "King of Rock and Roll" or simply "the King".

His music career began in 1954, his first RCA single, "Heartbreak Hotel", was released in January 1956 and became a number-one hit in the United States.

But what most people do not know, is that it was Cleeve that had the most influence over his song writing and song titles.

For example, it was his first visit to Cleeve that resulted in his song **In the Ghetto**".

Then after seeing our harness assemblies he wrote

"Return to sender".

When we suggested he could trust our quality he wrote

"Suspicious Minds".

So after we tried to explain in detail why everything was good and no need to worry, he then wrote

"A Little Less Conversation".

We took him to the pub for a beer and a bite and to meet some friends which resulted in the song

"you ent nothing but a hound dog".

Finally he said the newsletter editor was short and bald and fat.

Which resulted in Cleeve writing the song

"Don't be cruel".



(Next month I will share with you where The Beatles got the inspiration for most of their songs)

DIY and Save Money

Before I move onto the next article (which is actually sort of business related)

I thought you might like a dad joke.

My wife just gave birth and as she and the baby were wheeled back into the ward

I said to the doctor "how soon do you think we will be able to have sex"

And he winked at me and said

"I'm off duty in less than half an hour if you want to meet in the parking lot"

Anyway.

I needed to head back to the UK to spend a week with the Cleeve UK team

so I checked with Aeroplan to see how much my "free" ticket would be.

And what a deal, I can use 50,000 points plus pay the tax etc etc and guess what My "free" ticket costs more than if I buy from direct from Air Canada on the web site.

And this got me to thinking how much "Better" we are told things are when really what we get is less.

As an example, we now pump our own gas (petrol) when in the old days

I use to have 4 or 5 guys run out clean the car and pump the gas and check my oil.

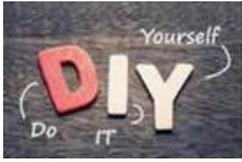
And how about when you went to the grocery store and you actually had someone

Called a cashier plus someone to put the goods in bags.

Now I cash myself out and that includes scanning and weighing and

Then being asked three times if I am sure I did not use any bags.

I am waiting for the time when I go to a restaurant and have to cook my own food.



Not PC on my TV!

Don Cherry is a Canadian (now former) ice hockey commentator. He is also a sports writer, as well as a retired professional hockey player and coach.

Don is 85 years old and has done more for charity and "the have nots" than most people on this planet.

Don is also very controversial, which is what made him worth watching on TV, where he made around a million bucks a year to wear VERY loud clothing and talk about hockey (and anything else on his mind).

He was recently fired because he made some very inappropriate comments on TV. Basically Don was looking to "shame" more people into buying poppies and to not only help fund veteran needs, but to also have people SHOW support for our veterans (poppy sales in Canada are down by about 3 million compared 2015).

Anyway, Don suggested in his "rant" that sales of poppies were down due to immigrants to Canada (YOU People) who enjoy all benefits (he called it Milk and Honey) but don't even spend a couple of bucks to support those that have given so much to make Canada the place people WANT to emigrate to in the first place.

His comments outraged many and he was fired soon after.
No question what he said was wrong

Maybe a better statement would have been "Hey Canada, we as a whole are not supporting our veterans to the best of our abilities, don't forget to buy your poppies this year."



2019 Come and Gone:

So another year has come and gone and hopefully a great year ahead for everyone reading this newsletter. This time last year my vision for the company was 20-19
But this coming year, it is **20-20!**

I find this is always a good time to answer questions that have been sent into the company over the past year, Or questions that have been asked of employees by family and friends
So here goes.

Q: Cleeve has been around over 20 years. How do you stay relevant?

A: If you're reading this newsletter you already know.

Q: Do you know how many people read your newsletter

A: We do not know how many people actually read it although I suspect it isn't many. We do know that it is "sent

A: We do not know how many people read it although I suspect it ain't many we do know that it is "sent out" to over 10,000 people (And we believe many of them "pass it on")

Q: Do any other companies have any ownership in Cleeve

A: NO. At this time Cleeve is privately owned, Canadian and an SME.

Q: Is Cleeve a good reflection of the Canadian economy overall?

A: I would say yes. My hairline has long been in recession, my stomach is always in inflation, and overall that tends to leave me in a deep depression'.

Q: Cleeve has been around over 20 years. Anything you would rather have done?

A: Another option was a taxi company and likely I would still have nothing to chauffeur it.

Q: How many people work at Cleeve?

A: I estimate about half of them.

Q: What do you think is Cleeve's biggest problem.

A: We are too honest.

Q2: I don't think that need be a problem.

A2: I don't care what you think.

Cleeveaddin

Once upon a time, there was a poor boy named Cleeveaddin who lived with his mother.

One day, a rich stranger came to their house looking for Cleeveaddin.

'I am a merchant,' he told Cleeveaddin's mother. 'I have come all the way from Ottawa. I want to take your boy with me for a little work, but I will pay him so much that you will not be poor anymore.'

Cleeveaddin's mother soon agreed because they really needed the money. However, she did not know that the man who said he was a merchant actually worked for a major defence contractor.

The so called "merchant" took out some colored powder from his pocket and then he threw it at the ground and the next moment there was smoke all around. As the smoke cleared away, Cleeveaddin saw a big opening in the ground like a cave. The "merchant" asked Cleeveaddin to go inside; "You will see lots of connectors and cable inside, more than you will ever see in your life. Take as much as you want. Inside the cave, you will also see an old lamp. Just get it out for me."

Cleeveaddin became suspicious, but he entered the cave as he really loved connectors and cable.

Cleeveaddin filled up an old huey helicopter he found with as much cable and as many connectors as he could. He also found an old and dirty lamp and started cleaning it because who likes to have a dirty lamp.

Suddenly, a strange fog filled up the room and a voice said, "My Master, I am the genie of this lamp. What is your wish?" It was man who looked familiar and Cleeveaddin was afraid of him as he looked a lot like Donald Trump. But the genie assured him that he would do as asked (so it couldn't be Trump), and Cleeveaddin asked the genie for a palace and soon had facilities in Oshawa.

The genie told Cleeveaddin he could have nine more wishes so next he asked for a glass of IPA beer that would always be full. The genie granted this wish and Cleeveaddin was so pleased he asked for 8 more.

Cleeveaddin lived happily ever after.



CSC Moving Along!

The crucial importance of shipbuilding to the Nova Scotia economy is well established and the CSC (Canadian Surface Combatant) project will help support that need.

The Canadian government and Irving Shipbuilding Inc. selected BAE Systems' Type 26 frigate design for the Royal Canadian Navy's future Canadian Surface Combatants.

And Lockheed Martin Canada Inc. as the prime contractor has put together a very strong team of blue chip and proven OEM to support them.

Lockheed Martin is at the helm but the team includes BAE Systems, CAE, MDA, L3 Technologies, Ultra Electronics and many, more who are yet to be selected and or identified.

Canada is the third country to acquire the Type 26 design, joining the UK and Australia. And should New Zealand and the US use the same ship, it could well become known as *The Five Eyes Frigate*

An Electro-optical sensors control system (EOSCS), is the 'eyes of the ship', and will be able to detect and identify potential threats in all weather conditions.

The yet to be selected partners further down the supply chain will also be a crucial aspect of making sure the project stays on schedule, while also delivering thousands of jobs for Canadians.

From cutting and welding steel, to sonar systems and components critical to the ship's anti-submarine warfare role, not to mention radar systems, weapons systems, communications and on and on the list goes.

"Canada has the talent and expertise required to produce such critical systems and components and CSC project and this will give many companies in Canada the opportunity to be a part of this prestigious programme."

Designed to replace Canada's ageing fleet the CSC project will deliver a world-class ASW warship, designed to undertake a number of roles - from high-intensity warfare to humanitarian assistance and will operate independently or as part of a task group.

Cleeve has been a supplier of electrical interconnect products and assemblies for use on board these type of ships for over 20 years and we look forward to supporting all those involved in the CSC project both during the construction as well as in support of the Canadian Navy for many years to come.



More Jobs For Canadians (I promise)

US aerospace giant Boeing is pitching its guarantee of billions of dollars of work for Canadian companies as well as keeping aircraft maintenance in country as it tries to convince the Liberal government to select a new version of the Super Hornet fighter jet.

Boeing is hoping that new technology on the Super Hornet and its commitment to place as much as \$30 billion of work with Canadian firms will result in it winning a competition to build 88 jets for Canada.

MPs and many Canadians are becoming more vocal about the need for Canada's fighter jet replacement project to pay major dividends for the Canadian economy.

Many thought that Boeing was not going after this specific Canadian opportunity but that all changed recently when Boeing confirmed it was in the race.

Lockheed Martin's F-35 stealth fighter is considered the top contender in a project that will see the purchase of new jets at a cost of between \$15 billion and \$19 billion. Saab of Sweden is also in the competition, offering the Gripen fighter jet.

The issue of guaranteed economic benefits for Canada could be a problem for the Liberal government, which changed the procurement rules to allow the F-35 to be considered.

Because of the way the U.S.-led F-35 program is structured, Lockheed Martin cannot provide guarantees of any work for Canadian firms, a stance that in the past would have disqualified a company from bidding on a major defence acquisition.



Canadian Connectivity Country Manager (CCCM)

When I first started the newsletter and included a section on the **Canadian Connectivity Country Manager** a lot of people asked me who he was and who he worked for. At that time he worked for a Huge American OEM that manufacture the sort of products that Cleeve re-sell or use in the harness assemblies we manufacture all the time.

(Well, he actually still works for that same company)

And the truth is, he REALLY did have the title of Country Manager.

Which then (and now) made me smile as so many folk have titles that do not necessarily reflect what they really do.

As an example

When I was a kid I had a paper round so I guess I was a **Media Distribution Officer?**

I then moved on to become a **sanitation engineer** (cleaner),

and then onwards and upwards to become an astronomical Hygiene Technician (Dishwasher) until I reached the dizzy heights of today which is CEO (Chief Everything Officer)

And nowadays I often interface with a lot of Beverage Dissemination Officers **AKA Bartenders**)

But, WHAT does a country manager do?



Buy Canada!

Sniper rifles from a Canadian company will be arriving in the Ukraine soon.

50 LRT-3 sniper rifles have been sold to Ukraine's military and government officials say the rifles will not be used for anything that would then lead to impeachment.

It is hoped that this contract will open the door to expanding the range of cooperation between Ukraine and Canada on military equipment.

Ukraine is also seeking armoured vehicles and other equipment from Canada.

NATO Summit.

Meanwhile at the NATO summit in London England held earlier this month. US President Trump, who has repeatedly demanded that all NATO allies meet a benchmark figure of 2% of GDP, Spending on defence, called out Canadian Prime Minister Justin Trudeau for failing to meet the target

Trump said.

"He's not paying 2% and he should be paying 2%. Canada - they have money."

It is estimated that Canada spends around 1.3% of GDP on defence at this time, but we are catching up.

Canada in the Arctic

The Canadian Armed Forces in the Arctic:

Over the past fifteen years, the Canadian Armed Forces (CAF) has been rebuilding its capacity to operate in the Arctic.

It has been a difficult task and progress has been slow.

Yet, the need for these capabilities is unquestioned.

A changing Arctic environment coupled with expanding shipping routes and resource development, promises to bring new activity and potential threats to the region.

The military's responsibilities in the region are broad.

They include defending Canadian sovereignty and security by contributing to the government-wide exercise of effective control to ensure that Canadian law and regulation is adhered to in the Arctic.

But we also need to send a message to others that would suggest the Arctic is not ours.

Go away. We got it!

OK you win, we will give you an order!

If you have been reading this newsletter for the past 12 months then I suspect one of a few possibilities.

- A) You really (really) like Cleeve and want to do business with us.
- B) You have way too much time of your hands.
- C) The newsletter is a kind of therapy
- D) You call this a newsletter.
- E) It is always good to read about people worse off than you.
- F) Reading this helps pass the time in the washroom
- G) You like none PC companies and would love to be one
- H) Cleeve who?

Contact Info

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Dr. Cleev-ous is Back Again

The month is now December, and it is getting cold,
I feel it more than most, because my head is bald,
I also feel it more, because I'm getting old,
My blood is getting thinner, or so I have been told,
I need an IPA, in my hand to hold,
And I wish that all that cable that we have in stock was sold,
I look forward to my X mas gift, but I don't need a blindfold.
PICK UP STICKS as usual, wish they were made of gold!



This Month in History

8 December 1980:

Crazed fan murders John Lennon.

For musician John Lennon, the last day of his life began much the same as any other. The former Beatle had a photo shoot with an American photographer in his apartment at the Dakota Building, New York, then an interview with a San Francisco disc jockey. Shortly before 6pm, Lennon and his wife, Yoko Ono, left for the recording studio.

On their way out, Lennon stopped to sign autographs for fans, as was his custom.

Among them was a 25-year-old security guard from Hawaii, Mark Chapman.

It was almost 11pm when Lennon's limousine reappeared outside the Dakota Building.

Almost as soon as the musician got out, Chapman opened fire.

The first bullet missed; the next four all hit their target.

Within moments the news had spread around the globe.

Thousands of fans gathered outside the Dakota Building while millions mourned across the world.

Six days after the murder, some 30,000 people paid tribute in Liverpool, while a further 225,000 gathered in New York.



9 December 1960:

For British audiences, 9 December 1960 was a milestone in television history.

At seven that evening, with more than 3 million people staring at their sets, a brass band struck up a mournful tune, the grainy black and white picture showed a long street of terraced back-to-backs, and

Coronation Street began its record-breaking run as the nation's best-loved soap opera.

Coronation Street explores working-class life in the British urban north

Coronation Street explores working-class life in the British urban north, And looks "to entertain by examining a community of this kind and initiating the viewer into the ways of the people who live there".

And almost 60 years later it is still going strong and is watched by millions all over the world.



16 December 1773:

It was dark in Boston when the Tea Party began.

After years of rising tension between Britain and its American colonies, attention had become focused on the Tea Act of 1773, which reaffirmed the controversial tax on imported tea.

At the end of November, the first tea ship, the Dartmouth, had arrived in Boston, but local activists demanded that it return home without paying the import duty.

The last day before the deadline for the Dartmouth to pay up was 16 December. The mood was edgy; at the Old South Meeting House, not far from the harbour, thousands of agitators rallied against the tea tax.

Chief among them was local politician Samuel Adams, a long-standing opponent of British authority, and future founding father of the United States (and as a side note, not a bad beer either).

With passions running high, the crowd was soon surging towards the harbour.

That evening, dozens of men, some of them disguised as Native Americans, boarded the Dartmouth and two other tea ships, unloaded hundreds of chests of tea and dumped them into Boston harbour.



31 December 1759:

On the last day of 1759, a young man signed a 9,000-year lease on a dilapidated brewery on James Street, Dublin, for which he agreed to pay the sum of £45 a year.

His name was Arthur Guinness and he now enjoys near-legendary status in the Republic of Ireland. He was a member of the island's Protestant Anglo-Irish elite. His father was a land steward for the archbishop of Cashel, but Arthur had decided to make his living as a brewer.

At the time, there were already some 70 breweries in Dublin, So it might have been thought that Guinness stood little chance of success. The country's most popular drinks tended to be spirits and the quality of its beer was generally low.

But Guinness's business boomed, and by 1767 he had been elected master of the Dublin Corporation of Brewers.

By the time Guinness died, almost 40 years later, his brewery was turning out some 20,000 barrels of the black stuff every year. By the outbreak of the First World War in 1914, it was the biggest brewery in the British empire.



December 1969:

The editor of this Cleeve newsletter attended a "company Christmas party" which was an event held every year for the children of the employees that worked where my dad worked. The "party" was always well attended by kids that ranged in age from tiny tots up to around 16. And after lots of finger food and sweets and of course a visit from Santa

All the kids would receive a gift.

My gift that year was pick-up-sticks.

The same thing as I had received two years prior
(And would receive the following two years as well).

Now you may feel I am being ungrateful as I sit and tell you about this.
And well, yes, you are right. I now HATE pick-up-sticks!



FOT Wall!

FOT Wall (Fly On The Wall)

*The year is 2019 and the fly is listening in on a telephone conversation between a man that wants to have his profile added to a very expensive dating agency web site.
The man will pay \$20,000 for the service which he believes will only be seen by a very exclusive group.*

Agency: *YOUR Age?*

Man: *Well I am 66 but can we say "over 40" or do I need to be specific?*

Agency: *We can say "mature" and "experienced" and "established"*

Man: *YES, I like that. Can I say the age of the person I am "looking for"*

Agency: *Yes you can, but it's good to not be too specific*

Man: *How about "around 40" as I believe they say the ideal partner should be half your age plus 7?*

Agency: *Would you say your stomach is flat?.*

Man: *..... YES, but the "L" is silent.*

Agency: *Do you have any preferences as to where they live?*

Man: *Next to a pub would be ideal.*





Vertically Integrated Solutions

Download Cleeve Technology International's Vertically Integrated Catalogue:
[Vertically Integrated Solutions](#)

Quote of the Month

" The point is that you can't be too greedy"

-Donald Trump

(in his defence, he was not talking about Turkey Dinner)

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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