



CLEEVE CONNECTION

Published Monthly by Cleeve Technology International | cleevetech.ca | March 2020

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

STAY SAFE
In these difficult and challenging times

Coronavirus AKA COVID 19

While a newsletter has little value even in the best of times
and even less so in difficult times such as these,
I still wanted to provide something you can read while at work or at home,
(in quarantine or not) and hopefully to bring a smile or a chuckle
somewhere along the read.

Fear over the coronavirus epidemic sent global stock markets and oil prices plunging. It has touched off prison riots and caused a cascading shutdown of sites and events ranging from schools to concerts to sports and has resulted in almost all people cancelling travel for business and vacation.

Hundreds of millions of people are under a widespread lockdown in most locations around the world and businesses struggle to navigate the new rules of mass isolation.

Global oil prices suffered their worst percentage losses since the start of the 1991 Gulf War, and soon gas at the pumps will be almost free.

The stock market plunged so quickly that it triggered a halt in trading.

Then bounced back. Then plunged again.

It is now "down and out" and best thing to do.....is nothing!

So far, more than 700,000 people have tested positive for the disease (assuming every country is telling us everything they know) and over 33,000 people with the virus have died, most of them in China and Italy but that is going to change.

Over 100,000 people have already recovered, but the realization seemed to be dawning on everyone that the long-term effects of widespread quarantines are HUGE.

Based on the numbers, around 2% of those that test positive will die from the virus. Most of those are elderly or have "pre-existing conditions"

Put another way, this virus is treatable (but NO cure yet) so long as the health systems can keep up with demand, and still have the recourse to carry on doing what they already do so well every day.

At this point I have to give a shout out to all the health workers.

THANK YOU!

But first let's talk about ventilators, also known as a respirator or breathing machine, this is a medical device that provides a patient with oxygen when they are unable to breathe on their own.

The ventilator gently pushes air into the lungs and allows it to come back out like the lungs would typically do when they are able to do so without this "help".

So let's assume you have 1000 respirators and each one is used on average 10 weeks of the year. And if your demand increases to using 900 of them for 52 weeks of the year you are getting close to "capacity".

BUT

If you need 2000 of them and you need them all NOW, then you got a real problem and have to decide who lives.

SO

To prevent that issue you do everything you can to "flatten the curve" and accept that you will likely (eventually) see all 2000 people still need them.

But hopefully with distancing it will spread out when they are needed so that we can avoid the issue. Meanwhile we need to gain some time to buy more respirators, train more staff and work on a vaccine.

Because panic, fear and civil unrest is far worse.

(We have all seen those movies, Contagion has been #1 all month on Netflix)

Basically the whole world has to tread water with the implications being almost beyond imagining

As an example;

Let's keep it real simple and take the electrical harness business (something we know a little bit about and in the big scheme of things almost irrelevant).

South Korean car giant Hyundai Motor has increasingly relied on China to supply auto parts.

Hundreds of workers failed to turn up for work at the company that supplies almost half of the wiring harnesses for Hyundai's auto electrical systems due to the outbreak, which then had a ripple effect all the way down the supply chain until ultimately

which then had a ripple effect all the way down the supply chain until ultimately tens of thousands of people were directly impacted.

Those people don't take flights or go to events like sports or concerts or even to restaurants or bars.

So no money going into the economy with many more people not earning money and well, you can see how quickly this "ripple" effect takes hold.

Companies like Boeing were already hurting due to the issues related to the 737 MAX aircraft and the "stop work" related to that specific platform (a different type of virus), now the impact of COVID 19 will be a double punch.

Add to this the huge impact on the airline industry and I suspect we have some very difficult times ahead as related to "aerospace" and almost everything else.



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M c - C l e e v e

Not so long ago (but before he was President of the USA) Donald Trump tried to own the term "You're Fired" but the courts ruled that it had been in common use for so long that no one can "own" it. Many others have looked to "own" words or saying's and some of which go on to become famous.

That got me to thinking that maybe I would register a ton of words before anyone else thinks of them. And below is a small list to kick this initiative off:

Mc-Connector
Mc-Wire
Mc-Cable
Mc-Backshell.
Mc-Harness
Mc-Tank
Mc-Navy Ship
Mc-Military Aircraft



Corona Virus AKA COVID 19

Stay safe people.

Scientists quickly identified the protein that penetrates our cell walls. Now they have to show that they can block it without killing the host.

NO Question. They will find something we can inject ourselves with very soon but they must follow strict protocols as far as testing as history has shown what can happen if you experiment and side effects could be worse than the virus itself.

So if you can't "self-isolate" or go into quarantine try and stay two metres away from all humans all the time.
And WASH your bloody hands!

FACT

After using the bathroom, 95 percent of people fail to wash their hands long enough to kill harmful bacteria. Researchers also found that only two in three people use soap, while one in 10 skips the sink altogether, and men get much lower marks for hand hygiene than women (I knew that).



Elton John Songs as Related to Cleeve

Sir Elton Hercules John (born Reginald Kenneth Dwight; 25 March 1947) is an English singer, songwriter, pianist, and composer. He has sold more than 300 million records, making him one of the best-selling music artists. He has more than fifty Top 40 hits in the UK Singles Chart and US Billboard Hot 100, including seven numbers ones in the UK and nine in the US.

His tribute single "Candle in the Wind 1997", rewritten in dedication to Diana, Princess of Wales, sold over 33 million copies worldwide and is the best-selling single in the history of the UK and US singles.

Raised in the Pinner area of London, he learned to play piano at an early age, and has also had success in musical films and theatre, composing for The Lion King and its stage adaptation, Aida, and Billy Elliot the Musical.

But did you know many of his songs were inspired by Cleeve?

For example, when a large landing gear company cancelled a large contract with us because they wanted to gift it to another incumbent shop.

Elton wrote the song "I'm Still Standing" about Cleeve.

And when I was unable to make it to the CANSEC trade show he wrote the song "Don't Go Breaking My Heart"

And when he saw a photo of Cleeve engineer Benjamin Buttons at the Farnborough Airshow He wrote the song "Benny and the Jets".

And when a customer asked about our delivery He wrote the song "The Answer my friend is blowing in the wind" (or was that Bob Dylan?)





(Next month I will share with you where Rod Stewart got the inspiration for most of his songs)

Don't Panic

I arrived early at Cleeve one morning and noticed the reception light was on.
I walked to the front door and found it was un-locked and the alarm system had been shut off.

No other cars were parked in our lot so I immediately ran into the facility, ran past the front desk and headed to the store room where we keep our toilet paper.

GREAT news.

We still had a couple of rolls left.

What a weird time we live in, when the most valuable things in your facility is toilet paper and cleaning supplies.

As much as I love the "connectivity" business I believe things will get worse before they get better
So I have been looking at other business ideas that may be of general interest.

Like my new "Cleeve isolation and quarantine facilities"

(See below)



Transportation Through The Ages!

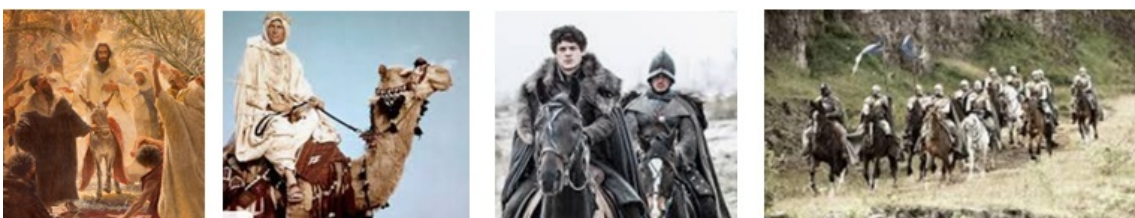
The need for "transportation" is not new. BUT the ways in how we get around are changing rapidly.

Lets take a look at history.

Stoneage man mostly walked, but soon the wheel was invented and it changed the world.



Walking of course (and even running) was hard work, so we soon found other living creatures to help out.

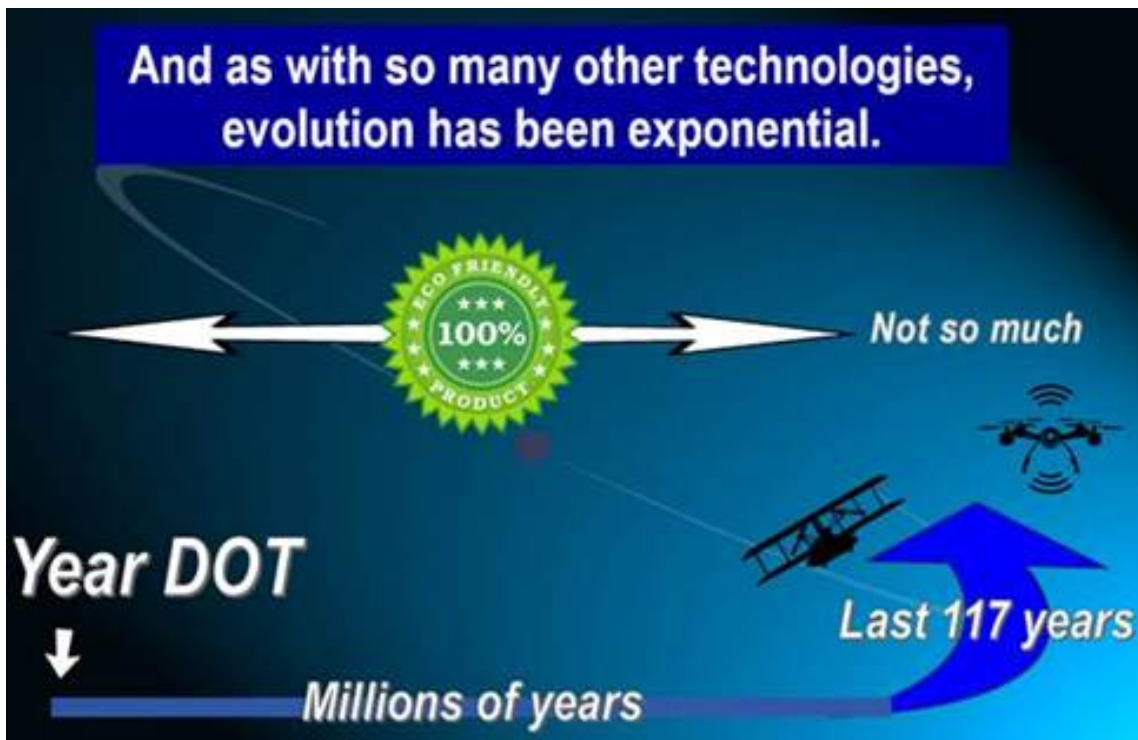


Flight of course came much later.





Although in the big scheme of things it took us millions of years before our first flight and then less than 120 years to where we are today. Which is less than 30 years away from all electric and no pilots!



But with more recent world events we need to look at better ways to keep our distance from each other, especially when looking at international travel.





Who needs a CUPPA

In the UK if someone says would you like a "Cuppa" they are usually offering you a Cup of tea. But an investigative reporter gave the name CUPPA to a "pretend charity" and then went to work to find out the moral standards or people we have come to know and love.

So watch out for a film that investigates the exorbitant fees being charged by some celebrities in exchange for their support for charities, with the likes of Caitlyn Jenner being featured Under the pretence of gaining support for 'a brand new charity' called CUPPA.

"Cleaning Up Plastic Pollution in Africa"

Jenner was asked if she would be interested in undertaking charitable roles for a fee.

And OF COURSE how could she refuse. After all, it's not about the money

BUT on a completely separate and unrelated topic.

Caitlyn Jenner recently revealed she had secret breast reduction surgery

So YES

She went for a smaller Cuppa.

Les Miserables!

Blockades Disrupted Canada's Rail travel for passengers and trade.

A long-running dispute over a pipeline in British Columbia turned into a national political storm, And caused layoffs in the rail industry right before Covid 19 then arrived.

After a two-week period that elevated the national political temperature, disrupted much of rail service in eastern Canada and led to layoffs, Prime Minister Justin Trudeau called for an end to the blockades.

It started as a solidarity protest along a key railway line in Ontario through Tyendinaga Mohawk territory.

But it ballooned into a series of nationwide disruptions of various sizes and duration.

Traffic was snarled in cities, and ports were cut off, but it seemed government (and the police) was the lingering memories of standoffs between police and Indigenous people during the 1990's.



The
Barriers
must come
down

Got any jobs?

My office phone rings and I can tell it is from inside the building so I pick it up. It's our personnel manager and she says she needs my direction as "it is sensitive".

She has a American man she just left waiting in our conference room who is looking for work.

He says his father used to be a paint salesman so he knows how to sell.
He's been married twice, and has kids (no problem with that).
He has been to college and university (nice).
He is the son of an immigrant (like mine).
In times past he even had a role in a movie (how sweet).
He likes beer (A can of Heady Topper being one of his favorite).
He likes fish and chips.

OK, OK, I say, what is the issue or concern?

Well. I know we can ask someone age but when I asked for ID he gave me his passport and he is 78 years old.

COME ON, I say. Why is a 78 year old even looking for work.

Well, he says he wants to work for Cleeve or be President of the United States.



Life at Cleeve

Let me start by saying stay safe as we go through some very challenging times ahead.
We will try hard to keep it "business as usual" but no doubt we will all see the impact of COVID-19.

Cleeve is following recommendations from health authorities to help flatten the COVID-19 contamination curve and our facilities are still open (although not to the public) until further notice or until the government directs otherwise.

Some of our team will be operating remotely and all will be taking extra precautions.
Some of our employees have elected to stay home and to self-quarantine,
while others have challenges related to kids being off school, etc.
and as a result they will also be staying home.

Cleeve will do everything we can to accommodate all our employees and to help keep everyone safe and we have taken steps for those still coming in to work such as social distancing and much more cleaning.

This will not change how we interact with you
i.e. we continue to be at your service and are accessible during business hours via phone and email
and if you have anything you require more urgently we will do all that we can to assist.

We are however dependant on our available resource and our suppliers, etc.
As a result we very much appreciate your understanding and support
as we all work through this situation together.

Canadian Connectivity Country Manager (CCCM)

Dear Editor of the Cleeve News Letter:

As a result of my age and "pre-conditions" I will not be available to meet with you or anyone else in the coming weeks (and maybe months).

As you know, due to my lack of friends, my relationship with my family and fellow employees I have essentially been in "isolation" for years so if you need any tips on how to stay sane while being too shy, socially anxious, insecure and lacking in confidence to pursue friendships, give me a call or send me a note.

DON'T call by.

[Reply from the editor:](#)

That is the saddest thing I have read since finding out the premiership season may be cancelled.

But remember, in order for some of us to succeed others must fail!

And why not read a nice book (or I can send you a copy of the past 24 newsletters?).

But also remember.

If you do elect to stay home and watch TV or sit at your computer all day.

Watch what you eat!

Thank You

At times like this
Doing business with Cleeve should not be high on your list.
But for those of you that are still trying to maintain some level of "normality"
THANK YOU

Dr. Clev-ous is Back Again

As Covid 19 faces us all,
It is best not to panic as the markets all fall,
What is important is not big and not small
It is all staying safe and enjoying alcohol,
And instead of meeting people, give them a call,
And stay away from the shopping mall,
Unless you're out of Lysol



This Month in History

March of 1796

Edward Jenner, a country doctor living in Berkeley (Gloucestershire), England, performed the world's first vaccination (no relation to Caitlin).





March 1876

Alexander Graham Bell patents the Telephone
(and what better time to use one and stay in touch without face to face meetings).



March 1882

German scientist Robert Koch announces he has discovered the bacillus that causes Tuberculosis.



March 1933

Monopoly board game is invented
(which is a great way to spend time with family while in isolation).



March 1953

Dr. Jonas Salk invents a vaccine to fight polio.



FOT Wall!

FOT Wall
(Fly On The Wall)

It is March 2020 and the fly is listening in on a conversation between two people at a Toronto supermarket

Betty: *No sports, No drinking at bars, home all the time but no physical contact?.*

Steve: *Sounds like the perfect marriage.*

Betty: *Why are you buying so much toilet paper Mr. Mannering?*

Steve: *I heard Canada may run out so I want to be sure we have enough to last a month*

Betty: *No Shit? And why so much water?*

Steve: *Well same thing really, I just don't want to run out.*

Betty: *We drink the water right out the tap and it is really good.*

Steve: *But what if things get really bad and no water comes out of the tap.*

Betty: *When things get that bad it won't be water I will be drinking.*

Steve: *OK I agree, beer and wine is good but you will still need some water.*

Betty: *Yes, that is when I will send Billy and the boys around to your place to get some.*



Vertically Integrated Solutions

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Quote of the Month

*"A virus can change the fate of the world;
power has nothing to do with being tiny or giant!
Power is something related to the power hidden within you!"*

Mehmet Murat ildan

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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