



CLEEVE CONNECTION

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November (Movember) is here and we have a new federal government in Canada (well the old one is back but with a minority).

November 11th is Remembrance Day.
A day to remember all those people that fought for us to be free.

Customer Loyalty

When you sell electrical interconnect products and harness assemblies you need to stay on top of your game as the competition are always "nipping" at your heels.

But there is one industry that does not have to snip away at its competitors.

As it seems that the one service we are not prepared to cut, no matter how tough times are, is that of our favourite hairdressers.

Nearly three-quarters (71 per cent) of women and two-thirds (65 per cent) of men have stayed loyal to their hairdresser and have not visited any others in the past year.

If we look at the UK market as an example, between 2008 and 2010, Britain's high streets saw the closure of 17,880 shops, 2,500 post offices and 2,028 pubs (the pubs closing really did surprise me).

But by contrast, there has been a steady rise in hair salons opening with an increase of 53 per cent during the past decade (could this be because it is still impossible to get your hair cut "on line" by Amazon?).

The Long And Short Of It, is the largest and most up to date study of its kind uncovers just why British hairdressers are doing so well at a time when many other businesses are closing down.

Findings show that a typical hairdressing business has increased even during a recession.

And this may be because when times are tough is when people put more effort into looking good to make themselves feel better.

And I would like to advise (and confirm) that NOTHING makes you feel better than to buy your electrical interconnect needs from Cleeve.....



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L e t M e O u t

A funeral is traditionally seen as a somber time of reflection and sadness, a time for family and friends to come together to grieve for their loved one.

But that was not the case at the funeral for Shay Bradley, a Dublin man who died earlier this month at age 62.

The recording at this specific funeral immediately went viral all over the internet.

This is because as family and friends all stood around watching the coffin slowly be lowered into the hole that had been dug into the ground, they suddenly heard "Let me out!"

The voice that seemed to emanate from the casket and was clearly identifiable as being Shay continued with, "Hello?" followed by a loud banging and "Let me out, it's dark in here!"

Because Shay wanted tears of laughter from his mourners, as opposed to those of sadness as he set up this graveside prank.

At first, people seemed to be confused as to what was happening, but soon laughter started to erupt from the crowd when they realized that Shay had pre-recorded himself a year earlier in preparation for the moment.

And this got me to thinking.

What could I record that would put the bejeebers up some people.

Like maybe I close my office door and play a recording of my snoring all day long.
Or how about a speaker located up the chimney and calling out for help?
Or maybe in the trunk of my car with a "LET ME OUT" call
so that when I stop at traffic lights and people walk by the car they can hear it?



Canada Votes!

Justin Trudeau has won a second term as Canada's Prime Minister after the country's federal election late last month, but his narrow victory means he will lead a minority government that will be forced to depend on other parties to govern.

The liberal party that will govern actually got less votes than the conservative party who finished in "second place" with the irony that four years ago, Justin Trudeau promised electoral reform with proportional representation. Donald Trump was quick to congratulate Trudeau for "a wonderful and hard-fought victory" although the two leaders have not had a warm relationship (Trump described Trudeau as "dishonest" at last year's disastrous G7 meeting in Quebec). The US president tweeted: "Canada is well served. I look forward to working with you toward the betterment of both of our countries!"

Trudeau was even endorsed by Barack Obama, and not many people can say they have had

Obama and Trump both happy about the same thing!

Four years after the Liberal leader swept to power promising "sunny ways" Trudeau struggled to inspire voters as he campaigned for re-election.

Trudeau is one of the few remaining progressive leaders in a major democracy with the US and UK as example of countries that have demanded change.

Trudeau will be forced to co-operate with smaller left-of-centre parties to govern which means it is highly likely very little of substance will be done until we vote again.

The Federal Government party standings in the House of Commons are:

Liberals	157
Conservatives	121
Bloc Québécois	32

NDP	24
Green Party	3
Independent	1



ABBA Songs as Related to Cleeve

ABBA are a Swedish pop group formed in Stockholm in 1972. They became one of the most commercially successful acts in the history of popular music, topping the charts worldwide from 1974 to 1982. ABBA won the Eurovision Song Contest in 1974 and are the most successful groups to have taken part in that competition.

In 1999, ABBA's music was adapted into the successful musical Mamma Mia! that toured worldwide, which was later adapted into a film of the same name, released in 2008.

But DID YOU KNOW, the original ABBA started off writing a musical about Cleeve?

For example Cleeve bidding on new contracts spurred the song

"The Winner Takes It All"

And when Cleeve loses a contract spurred the song

"Name of the Game"

As that discussion went on we asked the OEM we were quoting

"Take a Chance On Me"

Then we have the song about what Cleeve does not have much of that ABBA called

"Money, Money, Money"

Then when I check the bank about it resulted in the song called "S.O.S."

So then I called the bank manager and the result was the song

"Gimme, Gimme, Gimme"

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

Canada Defence Spending

With billions at risk, federal parties that "would be" new government promise to fix defence procurement.

The Conservative's as an example promised to "de-politicize" military procurement with new oversight bodies in cabinet and the Privy Council Office while working toward multi-partisan consensus on procurement projects in Parliament.

The seemingly endless effort to replace Canada's CF-18 fighter jets passed a tiny milestone earlier this month: Fighter-jet makers participating in the \$19-billion competition were required to explain how they planned to make their aircraft compliant with U.S. intelligence systems.

For nearly a decade, Canadians have been inundated with talk of fighter jets without Canada ever buying them, an ever-worsening symbol of the failures of Canada's military procurement system.

Every election, "would-be prime ministers" promise to cancel bad purchases or processes, hurry along good ones and fix the mess once and for all.

And with the country and its leaders now having hand cuffs and a ball and chain it seems to me things may not get better any time soon!



Payment Terms on the "Never-Never"!

WOW! Is this even possible?

Saudi Arabia is said to be \$3.4B behind in late payments for their Canadian-built Light Armoured Vehicles (LAVs) according to financial data released by General Dynamics Land Systems-Canada (GDLS-C). The \$14B contract was made in 2014 to supply Saudi Arabia with hundreds of LAV 6 vehicles. The contract is managed by the Canadian Commercial Corporation (CCC) which is just another way of saying CANADA is on the hook.

The Saudi late-debt payment has been increasing by \$200M every quarter and Saudi Arabia does not seem to be particularly concerned by much that Canada may have to say (on this or any other subject).

Experts speculate that it may be related to diplomatic tension over human rights issues between Canada and Saudi Arabia.

Meanwhile Canada has placed new orders with GDLS-C for more vehicles needed by Canada so hopefully lots more work for Canadian SME that support the defence industry.



CTI Crossword

The Cleeve crossword is back yet again this month.

It is even more difficult this month but that makes it good for those who need stimulation of the brain.

- 1 across President of Cleeve
- 1 down 20 plus year old company
- 2 across Another Cleeve Company
- 3 across Oshawa Company
- 4 down Cleeve's reputation
- 5 across Product we sell
- 6 down Backshell material
- 7 across Ask nicely

CTI Crossword puzzle



Golden Goose

Once upon a time, there lived a woodcutter and his wife, who had three small Companies.

The eldest two companies were strong and made money so their mother and father were always telling them how hard working and clever they were. But the youngest company was, to tell you the truth, "a bit different".

Cleeve was the name of the youngest company. It wasn't very tall, it wasn't very strong, and many folk thought Cleeve was just a little bit too "politically incorrect".

One day the eldest company wanted to cut and sell wood. The mother praised him for being such a useful company, and before he set out she gave him some of her best fruit cake for his lunch, and a bottle of IPA beer to wash it down.

While the company was walking through the forest, he met a large OEM who said to him: "Do give me a little piece of your cake and a swig of your beer. I'm so terribly hungry and thirsty." And the eldest company replied: "Be off with you, you filthy beggar."

The OEM went away, but not without taking its revenge. It put a curse on the older company, so that when he started to cut a tree down, his axe slipped and went into his leg. He limped home to rely on tax breaks, SRED, government funding and social programs in order to "prosper"

The next day, the second eldest company went out to the forest to cut wood. To cut a long story short the exact same thing happened to him, he met the same OEM and told him "Be off with you, you lazy scoundrel. If you want to eat, you'd better work." and was soon crawling home with injuries and in need of "Tax payers" support.

As the two eldest companies were both lying in bed recovering and being a burden to the Canadian tax payers the third and youngest company (called Cleeve) was sent out to see what they could do.

The mother gave Cleeve some cake that she had burned almost to a crust in the oven, and a bottle of Budweiser to wash it down.

Cleeve met the same OEM and was asked to share and replied "I will gladly share with you what I have - but the cake is burnt and the beer is Budweiser"

"Never mind that," said the OEM. "I am grateful for what you can give me." As reward he gave Cleeve a goose - but this was no ordinary bird, for its feathers were made of gold.

Cleeve put the golden goose under his arm and set out for Ottawa. Now this story could go on and on but as most of you reading this are about to click "Delete" I will come to a close by saying that everyone that tried to steal feathers from the goose got stuck to it. Cleeve married a princess and they had six happy smiling SME of their own, moved to Oshawa and wrote silly newsletters.

All Saints Day!

All Saints' Day, also known as All Hallows' Day, Hallowmas, the Feast of All Saints, or Solemnity of All Saints, is a Christian festival celebrated in honour of all the saints, known and unknown.

Every year on November 1, many Roman Catholics and other Christians around the world observe All Saints Day, which honors all saints of the church that have attained heaven.

Although now observed in November, All Saints Day was originally celebrated on May 13.

Although the origin cannot be traced with certainty, Pope Boniface IV formally started what would later be known as All Saints Day on May 13 in 609 AD when he dedicated the Pantheon in Rome as a church in honor of the Virgin Mary and all martyrs.

The current date of November 1 was established by Pope Gregory III during his reign (731-741 AD) when he dedicated a chapel in Rome's St. Peter's Basilica in honor of all saints.

While this celebration was originally limited to Rome, later in 837 Pope Gregory IV ordered the official observance of All Saints Day every November 1 and extended its celebration to the entire Church.

All Saints' Day on Nov. 1, is followed by All Souls' day on Nov. 2.
The root word of Halloween - "hallow" - means "holy." And it refers to the Eve of All Hallows,
the night before the Christian holy day that honors saintly people of the past.
(Trick or Treat)



Remembrance Day and Every Day

November 11th is Remembrance Day and it is when we turn their thoughts to the many military members and Veterans who have served our country and sacrificed greatly so that we can be free.
At True Patriot Love Foundation, they believe that military members, Veterans and their families deserve our support every day of the year.

By funding programs in the areas of mental and physical health, rehabilitation and recovery from injury, supporting children and spouses of those who serve and promoting re-integration into communities, True Patriot Love provides ongoing support to our men and women in uniform and their families.

Why not donate and help them continue funding critical resources for our military and Veteran community. There are many ways for you to get involved and help support service men and women.

info@truepatriotlove.com



Canadian Connectivity Country Manager (CCCM)

Here is his contribution for the November 2019 Cleeve Newsletter

Dear Cleeve Editor,

I notice that the TV reality show called Survivor is back and while watching it last week it reminded me of Cleeve.
If I remember correctly, you may have even included some reference to it in earlier newsletters.

The television show places people together and they must provide food, fire and shelter for themselves. They compete in challenges for rewards and immunity from elimination. They are progressively eliminated from the game until only one remains and is given the title of "Sole Survivor"

The reason this show reminds me of Cleeve is because both your company and mine have been in our own game of "survivor" for many years.

And I have no intention of you "winning"

Answer from the editor:

*I do not believe you and I need worry about both "winners" and losers.
And you also need not worry about seeing a million bucks.....
(as that only goes to winners.....)*



Other Stuff!

Canadian Snowbirds Grounded Following Crash at Air Show

(That is the aircraft not the old folk that head to Florida every winter, if you were to say to someone in Florida "*A snowbird had an accident!*" they may ask if they were wearing "Depends")

The RCAF are temporarily grounding the Snowbirds aerobatic team following a crash of an aircraft during an airshow in Atlanta, Georgia
The jet was being flown by Snowbird pilot Capt. Domon-Grenier who ejected from his aircraft shortly before it crashed in an unpopulated area (and he is fine).
The Snowbirds have cancelled their final show of the 2019 season in Houston Texas and are investigating the causes of the incident.



Meanwhile!

Lockheed Martin has nailed down a \$34 Billion dollar deal (this is in US dollars and not dollarettes) for the delivery of 478 of the F-35 fighter aircraft.

This is the lowest unit price per aircraft in the history of the F-35 program with a unit price, now below \$80 million each.

The F-35 is an aircraft Canada is considering for its future needs (and any Canadian order is not included in the number above).



The history of Liverpool Football Club:

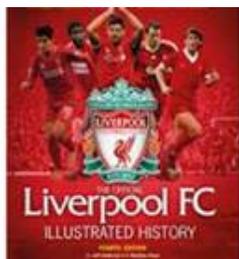
The club was founded in 1892 following a split from Everton F.C. and joined the Football League in 1893.

The appointment of Tom Watson as manager resulted in the club's first successful period, in which they won two League Championships in the 1920s and a further one was won in 1947. Bill Shankly was appointed as manager in 1959 he guided the club and laid the foundations for the club's success in the 1970s and 80s domestically and in European competition, as the club won numerous League Championships and four European Cups.

Following the Heysel Stadium disaster in 1985,

English clubs were banned from European competitions until 1991.

The club was still successful domestically winning three League Championships during this period. The club won the UEFA Champions League in 2005 (formerly known as the European Cup) for a fifth time, and are presently playing some of the best football you will have seen from any club in many years!



Bre-Enter

Meanwhile, over in the Jolly Old UK the Brexit delays have already impacted the economy with manufacturers already reporting significant losses, both financially and credibility as a result of all the uncertainty.

With little clarity on what truly lies ahead, it seems the most sensible action a business can take is to step back and review your operations, workforce and workplace to ensure you're prepared to swiftly mitigate what may or may not be coming your way.

Which with a new election coming up fast could be anything.

(maybe even Bre-Entry???)



Dancing with the "Stars"!

Dancing with the Stars is a dance competition television series (in the UK called Strictly Come Dancing),

The format of the show consists of a celebrity paired with a professional dancer, each couple performs predetermined dances and competes against the others for judges' points and audience votes.

Now you would think that being a "dance competition" those that can dance best would do best. But sadly, this show has now become a "popularity" show and many folk that cannot dance (or hardly even walk)

get through to the next round, while those that are really good dancers head home.

Truth is that those who know how to use social media can get votes coming in regardless.

They should change the name of the show to "cardboard cut outs and robots looking for your votes."

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Dr. Cleeyous is Back Again

The month is now November, Snow on the ground,
Sat on a patio and can't hear a sound,
Hoping new orders, soon will abound,
And that wire and cable will be all around.

We have some more customers, that have been newly found.
Who pay us in dollars, Euro's or the pound,
We hold the material, all safe and sound,
Build, test and ship, we don't hang around.

But now an end to this poem, I am to the bar bound
where a case of IPA is waiting to be downed.



This Month in History

November 1, 1776

Mission San Juan Capistrano was founded in California.

Each year, the swallows of Capistrano leave their nests there around St. John's Day (October 23rd) and return the following year near St. Joseph's Day (March 19th).

This pattern of "migration" is something millions of Canadians have taken to, but they are more commonly known as "Snow Birds" (as they all look to avoid the snow)

November 1, 1993

The European Union came into existence as a result of the Maastricht Treaty.

On November 2nd 1993 those looking for an exit plan formed a group now better known as "Brexit"



November 2, 1947

The first and only flight of Howard Hughes' "Spruce Goose" flying boat occurred in Long Beach Harbor, California.

It flew about a mile at an altitude of 70 feet. Costing \$25 million, the 200-ton plywood eight-engine Hercules was the world's largest airplane, designed, built and flown by Hughes.

It later became a tourist attraction alongside the Queen Mary ship at Long Beach and has since been moved to Oregon.



November 4, 1862

Richard Gatling patented his first rapid-fire machine-gun which used revolving barrels rotating around a central mechanism to load, fire, and extract the cartridges.

(Did I mention that Cleeve is involved in the Canadian Navel Remote Weapons System, NRWS)



November 6, 1429

Henry VI was crowned King of England at age eight.

He had acceded to the throne at the age of nine months following the death of Charles VI.

(Recently Canada re-elected Justin Pierre James Trudeau as our prime minister)



November 7, 1811

General William H. Harrison led 1,000 Americans in battle, defeating the Shawnee at the Battle of Tippecanoe Creek near Lafayette, Indiana.

(Please note. This was BEFORE Mr. Gatling mentioned above got his patent.)



FOT Wall!

FOT Wall
(Fly On The Wall)

The year is 2019 and the location is the Oval Office.

In order to protect the innocent the fly has used Person 1 and person 2 instead of names.

Person 1: *No question I will get four more years but I need plans for "life after"*

Person 2: *What sort of thing are you thinking about? Professional golfer?*

Person 1: *I am thinking I will start my own TV network and already have an idea for my own show.*

Person 2: *Do tell..*

Person 1: *I am thinking of a show called "The Apprentice: Political Edition" in which political folk already known to the public will all compete to win a million bucks*

Person 2: *Will any of them get fired?*

Person 1: *YES, all of them, as I want it to be as close to real life as possible.*

Person 2: *..... And who will go on to win it?*

Person 1: *As The Fonz would say.....Ehh!*



Vertically Integrated Solutions

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

Quote of the Month

" You have enemies? Good. That means you've stood up for something, sometime in your life."

-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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