



CLEEVE CONNECTION

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This Month's Features

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Flush With Success

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October is here and with it a federal election in Canada.

The weather is subject to change but as the leaves change color what a beautiful time of year!

To all our customers, suppliers and friends, THANK YOU (for being YOU)

Canada is BIG

The first of October 2019 was the hottest first of October in history in Ontario, Canada (well since they have been keeping records that is, as could be the dinosaurs had it warmer).

The record temperature came in at 31.2 C.

Meanwhile in Alberta, some places had over three feet of snow come down in a single storm. So for those readers located outside of Canada, this does not mean global warming has gone mad (though I must admit I'm no Scientist).

What it means is that Canada is a very big country, as the distance from one side of Canada to the other is about the same distance as from Canada to the UK.

Or put another way, the distance from Canada to Mexico is only half as far (as the bird flies so OVER the wall).

And the distance from Canada to Barbados is about the same as Canada to the UK

(remind me again why I go to the UK?).

BUT when it comes to the temperature in Ontario on October first I have a theory.
We were in the midst of a general election campaign so a LOT of hot air going around?



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company news and trade show locations.

M i n d t h e G A P

I was in the UK last month and spent almost two weeks getting to enjoy time in London at the DSEi shows as well as visiting with customers and suppliers and hopefully making some progress as related to the CSC project (CSC stands for Canadian Surface Combatant by the way).

For those of you that have never been to the UK you MUST go.
It is an amazing place to visit and the beer is still some of the best in the world.
For those of you that have been to the UK I have a little test for you.

What do you think of when you hear an announcement that says

"MIND THE GAP"

- A) People have noticed the age difference between the British Prime Minister and his girlfriend.
- B) They are hosting a British dentists convention
- C) The London subway cars stop a little distance from the platform.
- D) The UK folks are taking a year off from talking about BREXIT.
- E) What I earn V.S. what I spend.



When You Gotta Go You Gotta Go!

With its elegant, upscale finishing's and rustic wood panelling
an Alberta gas station washroom has been elevated into porcelain prominence.

The lavatory at a Shell gas station was named the best public washroom in the country in
Canada's annual commode contest.

"We're so grateful for the public's support to help us earn the title of Canada's Best Restroom,"
Beaver Hill Shell owner Mo Kabalan said in a statement.

"We strive to offer travelers a nice space to relax before getting back on the road and we're honoured
to be recognized for the hard work and investment that we put into our washrooms."

When I saw this story it did make me feel a little guilty as the washrooms at Cleeve are a little behind,
and who wants to take a number two in a place that is less than number one?

and who wants to take a number two in a place that is less than number one?

But to spend a ton of cash on the Loo, you need to be flush.

That said, I asked John and Latrine to look into it
(after all, every president wants a nice oval office or even a throne).

And they came back to me saying most employees would like to be able to sit down
and do social media without fear of the phone falling into the drink.

And this is where I made my biggest BOO-BOO.
I said "bring me some stool samples to take a look at"!



Yesterday, All My Troubles Seemed So Far Away

On my drive to and from work I mostly listen to talk radio as it is a way for me to "stay up to date".

But that said, I also like to listen to music.

I heard one guy say that Tom Jones can't sing (but that is not unusual).

Another guy said the Beatles were rubbish, but I did not call in to dispute him I just let it be.

Another listener called in to say he thinks Stevie Wonder brings him luck, which sounds very superstitious to me.

One female caller said Tammy Wynette should leave her husband, but I say stand by your man.

Another caller suggested Elvis should have had his curled lip removed, I say don't be cruel.

And then the Michael Jackson haters called in,
to which I said Beat it, you should take a look at the man in the mirror, this sort of talk is Dangerous.
Yes he was bad, but do you really wanna be startin' something?



CSC Project

While in the UK I spent a few days in Scotland walking the glens in search of all things Canadian Surface Combatant related, as the Type 26 Frigates origins are with the Govan and Scotstoun yards on the River Clyde in Glasgow.

And of course I found a few very nice pubs where I would NOT drink beer but instead some very nice single

And of course I found a few very nice pubs where I would NOT drink beer but instead some very nice single malt, listening to the bagpipes while eating haggis.

I won't say how, but I did discover the blokes do not wear anything under those tartan kilts by the way.

I soon got to realize that Scotland has the highest proportion of redheads in the world.

And "did you know" Scotland is home to the world's tallest hedge?

Oh Yes, The Meikleour Beech Hedge, is the longest hedge in Britain and the highest of its kind in the world.

While in Scotland I took a few hours out of my very busy schedule to visit the *The Royal Yacht Britannia* Which is no longer used by the Queen and co. but is now a visitor attraction in Edinburgh and see's 390,000 visitors a year from all over the world.

Below are some of the photos I took while on board!

(I was like a kid in a candy store)



Concession!

If you make a concession to someone, you agree to let them do or have something, especially in order to end an argument or conflict.

A concession is a special right or privilege that is given to someone.
For example, it could be that a customer does not work with Cleeve anymore because of mistakes made in the past.

But maybe those mistakes are not so bad and they could make a "concession"

While in the UK I found that due to my age I now qualify for "concessions"
And as the year is 2019 it is no longer "PC" to offer discounts due to age
(or hair loss or being vertically challenged).

As a result I found, that due to my age, I could save a few quid on just about every attraction I wanted to visit.
But what did upset me was that no one asked me for verification of my age.
(After all, do I really look that old?)

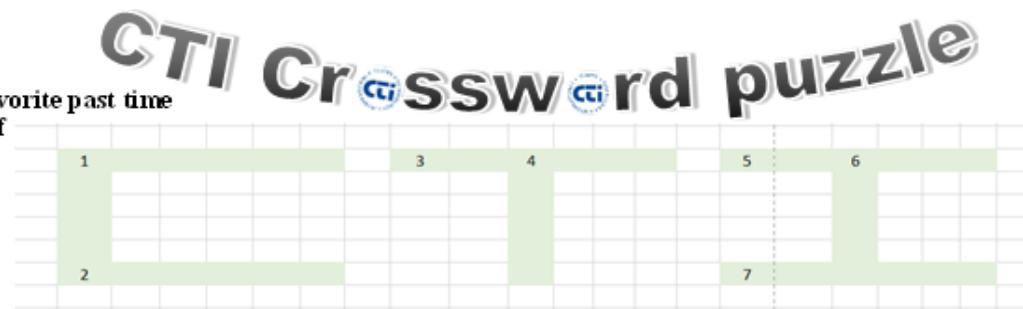
Then the day came when I went to visit the *Royal Yacht Britannia* and I asked for the age concessions and had to show my ID
(as did the 97 year old guy in the wheel chair behind me).





CTI Crossword

1 across Best Canadian SME
1 down Best Newsletter
2 across Other than drinking favorite past time
3 across Best and most Fun staff
4 down Why I am over weight
5 across Based in Oshawa
6 down Chicken wings are for?
7 across 20 year old company



Cleeve and the Bean stalk

Once upon a time there was a company called Cleeve.

Cleeve did very little business as no one liked them, so they were very poor. All they had was a cow.

One morning, Canada revenue told Cleeve to take their cow to market and sell her.

On the way, Cleeve met a man. He gave Cleeve some magic beans for the cow.

Cleeve took the beans and went back home. When Canada Revenue saw the beans they were very angry,
and they threw the beans out of the window.

The next morning, Cleeve looked out of the window, and what a surprise, there was a giant beanstalk.

Cleeve went outside and started to climb the beanstalk.

Cleeve climbed up to the sky through the clouds and saw Ottawa.

Cleeve knocked on a ton of doors until it heard a voice that said

"Fee, Fi, Fo, Fum! I smell a company run by a bum."

Cleeve ran into a cupboard out of site.

An enormous customer came into the room and sat down.

On the table there was a hen and a few pints of IPA.

"Lay!" said the customer. The hen laid an egg made of gold.

The customer then drank the IPA and soon was asleep.

Cleeve jumped out of the cupboard, grabbed the hen, but tripped on customers pension plan.

The customer woke up and shouted, "Fee, Fi, Fo, Fum! I smell a company run by a bum."

Cleeve ran and started climbing down the beanstalk,

but the customer came down after him.

Cleeve shouted, "Help!" but the customer took an axe and threw it at Cleeve.

Cleeve fell to the ground and no one saw him again.

You see, not everyone gets to live happily ever after.

Following the implementation of the Defence Procurement Strategy (DPS) in 2014

We now have what we call the Industrial and Technological Benefits (ITB) Policy, and the Value Proposition (VP), a framework that allows Canada to weight and rate a portion of a bidder's economic submission to the Government.

Many SME's like Cleeve still remain uncertain (or even confused) about whether Value Proposition is in fact leading to Canada's intended outcomes.

For those of us bidding into large scale defence programs it remains a challenge to get the end users of our products to make the required "changes" needed to move away from whatever products were originally specified and used.

Some defence companies not only win huge contracts from Canada but they may also receive a TON of "money" in the form of loans, tax credits, progress billings, etc etc.

As a result they get to build a very nice business in Canada (something Cleeve strives to do so that one day we will NOT be an SME).

So based on contracts Canada place with some of these large defence companies they are then able to spend money in Canada when they hire people and buy goods and services and sometimes they are then able to "stand on their own two feet" and even win large contracts from outside Canada.

Then when Canada gives them more contracts that require "Canadian content" they can say

"LOOK at all the credits we have banked in Canada when we worked on that last contract that did not HAVE to be built in Canada", and believe it or not, they can then buy most of what they need for the next Canadian contract OUTSIDE of Canada BUT meet the "made in Canada" requirement using all the green shield stamps and Canadian tire money they have saved up.



Canadian "Off-Set"

If the story and example above did not catch your attention how about this.

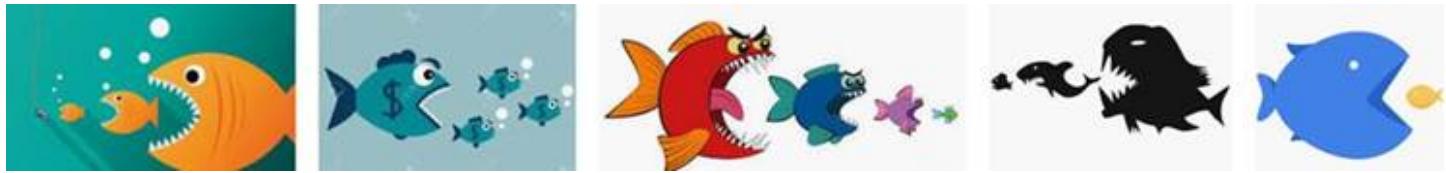
Canada placed a large contract with a major defence contractor and, as part of the deal, were looking for Canadian Content.

Cleeve was given the opportunity to bid on some of the material requirements. We offered multi-conductor Cable manufactured in Canada as well as an option to use that same cable in assemblies that we would build 100% in Canada. Or put simply we offered 100% Canadian Content.

A very large distributor of cable offered product with NO Canadian content but said they would give 300% "Canadian Content" as they had banked hundreds of millions in credits over the years as Canada was where they purchased wooden spools and packaging materials

as Canada was where they purchased wooden spoons and packaging materials.

As an SME we were not able to compete with that and needless to say
We did not win the business.



Canadian Connectivity Country Manager (CCCM)

Here is his contribution for the October 2019 Cleeve Newsletter

Dear Cleeve Editor,

I guess you were away much of last month as I felt a level of peace and quiet!

I also note you still place a lot of business with us and I thank you for that.

I assume our pricing must be good, or maybe you just have no one else that wants to work with you!

Anyway, this month I have another dad joke for you.

Did you know the first French fries weren't actually cooked in France?

They were cooked in Greece!

Did you know that if the US Secret service think they see a threat to the President they yell,
Donald Duck!

My sales manager screeched, "CCCM, you haven't listened to one word I've said, have you!?"
What a strange way to start a conversation with me...

Answer from the editor:

Yes I have been away and while I was not on your case you can be sure I was still
talking about you to everyone I met at DSEi
(not that anyone knows who you are).

We do still place a lot of business with you and mainly because
you still manufacture excellent quality product
(that actually felt OK to say).



Silent Generation?

Will other firms withdraw from fighter jet competition leaving F-35 last plane standing?

The United Kingdom's Ministry of Defence and Airbus Defence and Space informed the Canadian government of their decision to withdraw from Canada's future fighter competition.
Airbus had been offering Canada the Eurofighter.

For the last nine months the various competing firms, Boeing, Airbus, and Saab, have been sounding the alarm about how the fighter jet process is structured

and their worry that it is stacked in favour of the Lockheed Martin F-35. The RCAF, which originally selected the F-35 as the CF-18 replacement before that selection was put on hold by the previous Conservative government because of cost and technical issues, came up with the new requirements. Industry representatives say these requirements highlight the strengths of the F-35 such as stealth and a first strike capability.

The primary role of the new fighter jets is to protect North America (or so government officials have said).

Lockheed Martin's industry rivals question how stealth and a first strike capability fit into that role.



Meanwhile!

Russian president Vladimir Putin has said that Moscow is helping China build a system to warn of ballistic missile launches.

Since the cold war, only the United States and Russia have had such systems, which involve an array of ground-based radars and space satellites. The systems allow for early spotting of intercontinental ballistic missiles.

(My guess is China will only need one system to be delivered and will then have it reproduced within two years)



Drone Protection

How about a system that can hijack incoming drones (UAV) and then control signals, and tell them to land or return to base.
(Or just crash them of course)

U.S. Customs and Border Protection is putting up an invisible bubble along the southern border to stop drug-smuggling drones mid-flight.

The agency signed a contract with a company that develops systems to counter unmanned aerial vehicles,

The kits include a signal box that deploys a 3-km "bubble" around a protected area and a monitor to identify and alert the user to any drones entering that airspace. Any drones entering the bubble are commandeered by the system and "taken care of"

The recent closure of some major airports due to "drones" flying into restricted airspace are likely very interested in this technology.

DEFSEC a Huge Success!

The DEFSEC show held in Halifax N.S earlier this month was a huge success.

DEFSEC Atlantic is a major networking opportunity for the Aerospace, Defence and Security industries -

It is also the second largest of its kind in Canada.

Focused on showcasing Atlantic Canadian opportunities, incorporating elements of both a trade show and a defence procurement conference.



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Dr. Cleev-ous is Back Again

The month is now October, winter is near,

Time to change my drinking
(well a different sort of beer),

Time to wear a long sleeved shirt,

Time to wear a much longer skirt,

Time to put away my flowery shorts,

Time to watch some different types of sports,

Soccer is back, Liverpool my team.

The rest of the Premiership they are about to cream.

Dark on the way to work and on the way back,

Why do people call me a megalomaniac



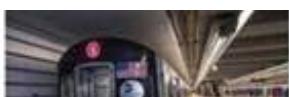
This Month in History

October 27, 1904

The New York City subway began operating, running from City Hall to West 145th Street,

the first underground and underwater rail system in the world.

(Meanwhile, Toronto is still talking about how much we need to improve our subway.)





October 28, 1636

Harvard University, the oldest institution of higher learning in America, was founded in Cambridge, Massachusetts. It

was named after John Harvard, a Puritan who donated his library and half of his estate.

Distinguished alumni include a number of Cleeve employees.

(That is actually NOT true but just checking to see if anyone actually reads this)



October 29, 1929

The stock market crashed as over 16 million shares were dumped amid tumbling prices.

The Great Depression followed in America, lasting until the outbreak of World War II.



October 30, 1990

For the first time since the Ice Age, Great Britain was connected with the European continent,

via a new rail tunnel under the English Channel.

With BREXIT maybe it's time to fill it with sand?



October 31, 1940

The Battle of Britain concluded. Beginning on July 10, 1940, German bombers and fighters had attacked coastal targets, airfields, London and other cities, as a prelude to a Nazi invasion of England.

British pilots in Spitfires and Hurricanes shot down over 1,700 German aircraft while losing 915 fighters.

"Never in the field of human conflict was so much owed by so many to so few,"
declared Prime Minister Winston Churchill.



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 is in the Oval office and person 2 is on the phone.

Person 1: I have a billion dollar cheque in my hand and it is made out to you.

Person 2: That is fantastic news. Can you put it in the mail?

Person 1: I can, but first of all can I ask you to do me a little favour?

Person 2: ANTHING. Please ask..

Person 1: I need you to say I played golf with you and I scored a hole in one on three holes.

Person 2: O.K..... and then you will send me the cheque?

Person 1: Once I hear about this game on CNN the money will be on its way.

Person 2: I will call them right now. Is that THREE holes in one in the same game?

Person 1: Yes. And one of them was on a par 5!



Vertically Integrated Solutions

Download Cleeve Technology International's Vertically Integrated Catalogue:
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Quote of the Month

"My motto? Time spent laughing at yourself is time well spent."

- Jim Carrey

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 customised solutions to meet your specific needs. Our mission is to provide you with the best experience in the industry.

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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