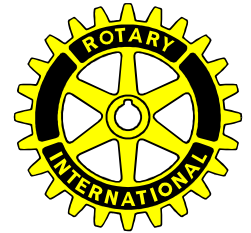




The Beacon News



The Rotary Club of Port Hope

News Bulletin for the Week of Feb 9, 2009

Cleve Pendock – Classification Speech

President Jim called the meeting to order at 6 o'clock followed by the singing of grace. He then introduced R. Cleve as the only guest at the head table tonight and that Cleve was going to give his long anticipated classification speech.



President Jim always brings a sense of fun to the dinner hour by arbitrarily deciding not which table goes first to the trough, but which side goes first. You can never win no matter where you sit!

ANNOUNCEMENTS

R. Ken pleads to please get the 500 Club tickets to him ASAP!
PLEASE GET YOUR TICKETS FOR PAUL HARRIS AWARD DINNER - MARCH 23 - FIRM DATE - PARTNERS NIGHT - \$25 each.

R. Susan received the stress ball for her work in the community. She enjoys a visit with Betty Baxter most weeks before Rotary meeting.



P.P. Dave Watson urges all Rotarians to attend The Capitol Theatre at 7 o'clock Thursday, February 12th for the Citizens Awards. Many Rotarians have received this award, so come and support this year's recipients.

SECRETARY'S REPORT

Merv complained that never once has he received the stress "thingy". Don't we realize how much stress he's been under for five years in this position.



HAPPY BUCKS

Sergeant-at-Arms R. Bruce Coleman did the honours tonight and fined R. Cleve for getting wedding and kids' birth dates wrong in the draft of his speech.

President Jim and Rotarian George gave a happy buck for enjoying the opera "Lucia Lamamoor" at the Capitol Theatre. R. Dave - a happy buck for Thursday's Civic Awards. R. Ken O' - just because he had his hands on the table.



R. Susan - Sad or happy buck? - for receiving the stress 'thingy' which she remarked was sexless - someone quickly remarked "it" must have dropped off. We're in fine form tonight! Susan also remarked that she should have the "Hula" girls in the Fashion Show. Does she mean our grass skirt fellows?

R. Merv - Sad buck for all the suffering of the people in the

Australian fires. A sad, tragic happening indeed.

R. Bill Lang - A happy buck for attending a dinner at Cobourg Rotary with one of his guys - very enjoyable.



R. Jim A. - Happy just to be here!



R. Erin - Happy for her husband's return to work after being laid off for seven weeks.



R. George - Sad for Rolly's departure on holidays.

R. Eric - Happy to announce the performance this Sunday in Cobourg at 3 o'clock by La Jeunesse.



R. Doug - Didn't know if he were happy or sad to announce no meeting next week!



R. John Mowat - Middle son turned 35 yesterday. Our kids' birthdays bring our own ages home to us; both a happy and sad occasion.

PROGRAM

Introduction of Speaker

P.P. Bob Wallace introduced R. Cleve as being well known to all of us and how he had been quite involved in Rotary, beginning with the programming for the meetings. More razzing about the mix up in dates in the draft of his speech. Your scribe **did not** leak this!



GUEST SPEAKER

Cleve began his classification speech by telling us that he was born in Montreal to an English father and a French mother, the second oldest of five children. His mother instilled a strong work ethic in them at a very early age - he was delivering newspapers at 12, added selling Christmas cards door to door at 13, and babysitting as well. He met Dianne at age 15 at a YMCA. dance and they were married five years later in June 1961. This was followed by a daughter's birth one year later, a second daughter in 1963 and a third in 1968.



He began work after leaving high school and quickly realized that his education was not finished, it was just about to start. He then began the long road of evening study at Sir George Williams University (now Concordia) towards a Bachelor of Commerce degree, which took 10 years. His first job was at Canadian Pacific Telegraphs, which he quit after seven days, followed by two years at Cambrian Construction. He started at Black & McDonald, an electrical contractor, in 1960. After graduating from Sir George in 1969 at age 28, he was transferred to Toronto to take up the position of Controller responsible for an accounting department of 25 people. In 1976 he was

promoted to the newly created position of Corporate Controller with several regional controllers reporting to him. Shortly afterwards, he was promoted to vice-president of finance.

When he left Black & McDonald in 1987, the company had 1,000 employees and \$100 million in annual sales.

During his time at Black & McDonald, Cleve always wanted to do his own thing but didn't know what. In 1984, he wrote Tax Payment Systems, a bi-monthly newsletter on how companies should pay their taxes. He had 300 large companies as subscribers at \$400 a year each. However, after two years, he gave it up because he ran out of ideas.

In 1987 his shining star at Black & McDonald fizzled and he was given the golden handshake. There was some comfort in the fact that his predecessor suffered the same fate.

He said this was the best thing that could ever have happened to him because he was free to do what he wanted - but just didn't know what that was. However, he did know that he would never work for someone else again.

A friend of his, Hank Bulmash, suggested he work in his CA firm, Bulmash Cullemore, providing financial advice to their clients until he sorted things out. They created a company called Pendock Mallorn Ltd. At the same time, Black & McDonald's lead banker, the CIBC, sent some of their troubled accounts to him where he could see if he was able to help them. He found this extremely depressing work.

During this time, Hank showed him how to turn on a computer. Shortly afterwards, a former Black & McDonald manager, Roger Grochmal, asked if he could develop a cash flow forecasting and budgeting model for his company, Atlas Air Conditioning. It took three months to do so, but when finished, it was quite sophisticated.

Hank remarked there was nothing on the market like this that could be used by CA's to prepare financial projections for their clients. So he spent a further three months refining the model so that it could be used for any type of company - from a services company, to a retailer or distributor to a manufacturer.

During this time, he met with the senior people at Canada's five major banks (all of whom he knew from his Black & McDonald days) to show them what he had done and to ask for their input - what would they like to see in a presentation from a bank customer.



He called the model Pro-forma Plus and launched it shortly afterwards. Aided by articles in The Financial Post, The Bottom Line and CGA Magazine, it proved to be a success and today it is the market leader in Canada. Cleve found what he enjoyed doing most - developing software.

In 1990 there was a friendly parting with Hank. Cleve retained the company and moved to his home office to save travel time.

At this time, Dianne's parents became ill and moved in with them. Two of their daughters married within the year while they still had their youngest, Heather, at home. Life was a little chaotic, especially for Dianne.

Cleve went on to produce "Quick & Easy", a program that accountants in public practice could use to prepare financial statements for their clients. However, shortly after launching it, a friend remarked that the name reminded him of a former girl friend. It was time to change it to "Accounting For Practitioners".

In 2001 he wrote an article on business planning for CMA Magazine. The following year, that article became part of the MBA program at the University of Toronto's Rotman School of Business. He's also written articles for CA Magazine on budgeting and cash flow forecasting, for a UK magazine on a subject he can no longer remember, and for another publication on creating an advisory board.

Today, he still runs Pendock Mallorn from his home office in Garden Hill.

He and Dianne lived in the Guildwood Village area of Scarborough since coming to Toronto in 1969. Their daughters Angela and Suzanne both bought homes in Guildwood after they were married, while Heather lived in an apartment in uptown Toronto. Between the three of them, they have given them five

lovely grand daughters, ages 2 to 16.

In 2005, he and Dianne felt they wanted a change in lifestyle, so they started looking for another home outside of Toronto. After considerable searching, they found that the Garden Hill area of Port Hope met the criteria they set. So they bought some land and had a house built that they designed. They moved into the house in August, 2006 and joined Rotary the following spring.

Cleve ended by saying that on June 17th, Dianne will have put up with him for 48 years.

R. Jim Gilmer thanked Cleve and remarked on his interesting career.



Jim wanted to know why it took so long for the marriage to occur. Dianne responded by saying we were just babies. Cleve added there were laws against that sort of thing.

50/50 DRAW
won by R. Merv.

NO MEETING NEXT WEEK, MONDAY, FEBRUARY 16th DUE TO FAMILY DAY.

WEB SITE

Please take a moment to visit the Port Hope Rotary web site.
www.porthoperotary.com

We will be adding new information all the time.

THE ROTARY CLUB OF PORT HOPE

The Four Way Test

“Of the things we think, say and do:
Is it the TRUTH?
Is it FAIR to all concerned?
Will it build GOODWILL and better

FRIENDSHIPS?
Will it be BENEFICIAL to all concerned?”



FUTURE MEETING SCHEDULE

Date	Speaker	Location	Door Duty	Scribe
Feb 16	No Meeting	K of C	Sylvia Binkley, Bill Lang	TBA
Feb 23	Liz Araujo – Dir of Finance, Mun of Port Hope Councillor David Turck	K of C	Ken O’Neill, Jan Boycott	Bud
Mar 2	Robert F. Biron – CEO Northumberland Hills Hospital	K of C	Bud Lynch, Erin Brown	Joe
Mar 9	Sylvia Terpstra – Dir of Ed KPRDSB	KofC	Susan Rafuse, Rolly Dalla Rosa	Trish
Mar 16		KofC		Dianne
Mar 23	Foundation Night Dinner - Spouse’s Night	KofC		Bud
Mar 30		KofC		Rolly

Sergeant-at Arms Duty Roster:

2009

Feb 23 – Bruce

Mar 02 – Roger, Mar 9 – Bruce, Mar 16 - ?, Mar 23 – Roger, Mar 30 Bruce

Apr 07 - George

**ROTARY CLUB OF
PORT HOPE**



P.O.Box 191 Port Hope, Ontario, L1A 3W3

President Jim Hunt
Secretary Merv Richards

Vice-President Elect Sylvia Binkley
Treasurer Ron Coleman

Directors

Club Service Doug Burke
Community Service Roger Ingram

World Service Ken O'Neill
Fund Raising Jamieson Ross, Sylvia Binkley