



FOR P&G ASSOCIATES BY P&G ASSOCIATES

THE ASSOCIATE

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IN THIS ISSUE

Features

- 3 Community Matters
- 6 Procter & Gamble – The State of the Business
- 12 St. Patrick's Day
- 13 From P&G to Gillette and Back
- 14 Marches Meander – Four Old Men on Bikes in the Hills
- 17 A New Newsletter
- 18 Snow on the Equator - A Trek up Kilimanjaro
- 27 John Smale

Associate Scheme

- 2 The Associate Scheme – Farewell to Mary
- 3 South East Region
- 10 Manchester Region
- 22 London Plant Region
- 24 North East Region

Regulars

- 2 Editorial
- 13 Mailbag
- 28 Books I Like

Information

- 16 New Associates
- 16 Death of a P&G Pensioner
- 17 In Memoriam
- 28 Copy Date
- 28 Useful Contacts

Front Cover Picture

P&G's 'Proud Sponsor of Mums' ambassador and Paralympian Sophia Warner and her family, centre and right. (see page 9)

EDITORIAL

This is a bigger issue than usual, so much so that I had to split one article into two, with the second half to go into the spring 2012 issue. So if you think something is missing as you read Marches Meander, that's why.

Best wishes for Christmas and the New Year.

David Hirst, Editor

THE ASSOCIATE SCHEME

Farewell to Mary

As reported in the autumn issue of this magazine, Mary Lawrence, the Associate Scheme Manager for the past five years, retired from the Company at the end of August after more than 19 years loyal service.

Many of you will know Mary from her contribution to the Associate Scheme in recent years. She brought a calm efficiency to this role and was able to help many of you and myself to further the success of the scheme. She became a friend to many of us.

Many of you will also know Mary from her time working within CBD and HR both for the UK and Ireland businesses. Throughout the course of her employment, Mary has always been considered to be a trusted colleague, never more so than in the last role she held within HR for more than 10 years as Employee & Labour Relations Manager for the UK and Ireland. She was regarded by Functional Leaders, the HR community and employees alike as the 'one' person who would always know the answer to the question or know someone who would.

Her compassion and friendship during her time at P&G has meant so much to so many of us, that words simply are not enough to express it. But Mary was also never afraid to put people in their place when the time called for it – no matter what level or who they were! This earned Mary the well deserved reputation of being a true and sought out ambassador of our purpose, values and principles.

Rather than now spending time looking after us all, Mary now intends to commit her time to her other passions: to Reg, her devoted husband of more than 40 years, her 'two boys' and grandchildren and last but in no way least, to golf. Mary and Reg are busy planning and looking forward to a three-month trip to Australia in the spring to visit family that emigrated last year.

I am sure you will want to join me in saying thank you Mary – for so many things, but most of all, for being the truly remarkable woman that she is.

John Molter

Chairman of Associate Scheme Management Committee

Community Matters

Earlier this year the Brooklands office donated £90,000 to two local charities (£45,000 to each). The donations were raised with a huge amount of effort and passion by employees in a variety of ways, including P&G product sales to employees; cake sales; auctions, raffles and Sony (based next door to

P&G) providing a product sale.

Both charities were chosen by P&G because of the Company's focus on support for children through its corporate cause 'Live, Learn and Thrive'. The cheques were presented by Monique Picou, a Director of P&G in the UK & Ireland, in the Brooklands atrium.

Representatives of the two charities, with Monique, in the atrium, are pictured below.



Representatives from the Children with Special Needs Foundation with Monique Picou, second from the left.



Representatives from Ashford & St. Peter's Hospitals Childrens Charitable Fund with Monique Picou (right).

SOUTH EAST REGION

Send Walk

When twelve walkers gathered at the New Inn at Send in August we welcomed Sandy Fullicks to our ranks. Although it was raining a little it cleared, allowing us to enjoy a pleasant walk along the tow path by the Wey Navigation, as pictured below, to St Mary's church, where some of the congregation were cleaning and gave us some history going back to the 13th century.

The walk was generally flat with just some challenging stiles and bridges to cross but we arrived back at the inn ready for some excellent food and drinks and, of course, a good chat.

Jack Scott

Yattendon Walk

On a sunny September day eight Associates met in the picturesque and historic village of Yattendon located in Berkshire some 12 miles south-west of Reading for a 5mile circular walk via the hamlet of Ashhampstead.

Yattendon is the home of the West Berkshire Brewery which is housed in the old Bakery and produces a number of beers including such delights as Good Old Boy, Maggs Mild and Mr Chubbs Lunchtime Bitter. Business must be good as they are in the process of moving to a new 50 barrel site in the nearby village of Frilsham.

Yattendon was also the home of Egon Ronay, the famous Hungarian restaurateur and guide writer who lived there until his death in 2010 aged 94.

Leaving the car park by the wooden village hall we joined the main road and then shortly turned right by the 15th century St Peter and St Paul's Church. We then crossed a number of fields before entering the first of many Christmas tree plantations. There are over 100 hectares of Christmas trees which form



part of the Yattendon Estate. All the trees are labelled and on closer inspection we saw that they denote the buyer. Some of the trees had orange labels with Homebase on them.

Leaving the Christmas tree plantations behind we continued to climb over fields to reach the pretty hamlet of Ashhamstead. There are no pubs or shops there so we took a path through the village church and headed back towards Yattendon.



Bill our backmarker rounding up a straggler!

We crossed the last stile and headed back up the lane to Yattendon and the Royal Oak pub where we were joined by a further three Associates for a good lunch and a well-earned drink.

Chris Stanley

Hamble Valley Walk

A grey and showery day in early October could not diminish the sheer beauty of this part of the Chilterns. The trees were just beginning to change colour and the walk passed through three of the most picturesque villages you are ever likely to see (Fingest, Freith and Skirmett) - ending up at a tiny village pub lost in time and rated on all the websites as one of the best! The TV companies agree since this area is an outdoor film set. *'The Vicar of Dibley'*, *'Midsomer Murders'* and many episodes of the old *'Avengers'* were filmed here.



Fingest & Turville with windmill on high.

Sadly only five Associates enjoyed this experience, following a rash of last minute cancellations. Not least did they miss that pint of Breakspears bitter, and HUGE Ploughman's lunch at the Chequers pub in the absurdly beautiful village of Fingest.

Kevin Williams

Summer Lunch

This seventh occasion of our Summer Lunch saw a change of venue to the House on the Bridge in Windsor, and a record turnout. Seventy-two Associates and partners enjoyed pre-lunch drinks and a nice lunch in its riverside setting by Eton Bridge and the Thames, as pictured below.



Feedback on the new venue was generally positive although a number of us found eating Summer Pudding with just a spoon to be quite a challenge! What was the attraction? - cost, location or the availability of retail therapy - who knows, but it was a very enjoyable afternoon.

Ian Stoner

Autumn Pub Lunch

Blessed by a beautiful Indian Summer's day at the end of October, 26 Associates gathered together to chat and lunch at The Anchor Inn at Pyrford. The weather was warm enough to enjoy our pre-lunch drinks outside beside the canal.

Everybody enjoyed their chosen meals which were served by very efficient staff (particularly our waitress Alex), ordered whilst seated in our own designated area of the Inn with views over the lock.



It was very good to see some new faces and to welcome Colin and Pam Wood back to the fold.

Cherry Nel



A Short Break in Bath

Everyone knows The City of Bath; hot springs, the Roman Baths, a Georgian spa town, glorious architecture and a UNESCO World Heritage Site. The city has something for all tastes; history, culture, art, museums, theatres, restaurants, sport, and two universities. Iron Age Britons were here, the Romans bathed here for over 300 years, and throughout history Bath was always an important town. The current fame of Bath stems from the 18th century when the aristocracy of the country learned of the health-giving properties of the hot mineral springs and flocked to it in their thousands. Bath became the leading centre of fashionable life in England giving rise to a building boom of Georgian architecture. Finally, in September 2011 twenty-six Associates came to Bath to view and enjoy the fruits of our forebear's labour and vision, albeit with 21st century facilities.

We stayed for three nights at The Bailbrook House Hotel, an 18th century mansion set in 20 acres of gardens and parkland on the outskirts of Bath. Access to the city was good either by car, local bus or by river bus from Batheaston (a mile away) to Pulteney Bridge in the centre - some even walked! Full of anticipation we gathered for pre-dinner drinks in the hotel conservatory to review our activities over the next two days. There was no formal programme, a walk from the hotel along the Kennet and Avon canal to Pulteney Bridge on the first day and a free city tour by one of the Mayor's Guides on the second. Otherwise everyone was free to explore Bath wherever their interests took them, armed with all the tourist information and maps provided by Cherry Nel.

The next day we all embarked on our chosen interests; some on the open-bus city tour, a river trip, visit one or two of the many museums, the Roman Baths and Bath Abbey. The Jane Austen Centre and Sally Lunn's refreshment House were popular destinations for many of us. The latter is home to the famous Sally Lunn Buns (a type of teacake) which have long been baked in Bath. Not to be confused with 'Bath Buns' which are smaller, round and very sweet. At 2.00 pm nine Associates gathered at Pulteney Bridge for the canal walk. Passing over the bridge we waved farewell to other Associates taking a return river trip to the hotel. Along Great Pulteney Street and skirting the

Holbourne Museum we made an easy pace along the canal path. At Batheaston we took the road and toll bridge over the Avon and up a short climb to the road to the hotel. A pub suddenly presented itself and no invitation was needed for us to partake of some local brews.

The highlight of our second day was the walking city tour by Bob, one of the Mayor's Guides. For two hours he transported us through the origins, history and heyday of the Georgian period. Starting close by at the brass plaque in the road signifying the UNESCO World Heritage Site he led us on a journey of discovery that only the true Bath aficionado can impart. Through well-known streets and by-ways we learned of the entrepreneurs who developed the town in the 18th and 19th centuries when Bath was the marriage market of England; and today forms the backdrop to films such as *'Vanity Fair'* and *'The Duchess'*. Halfway through we arrived at the wonderful vista of The Royal Crescent designed by John Wood the younger, and then passed on to The Circus designed by John Wood the elder. Bob told us two facts regarding these properties; firstly the front doors to each house are wider than we would expect so that a Sedan Chair can enter the hallway and collect their passenger - no aristocrat was going to soil their fine shoes and clothes on the Bath mud! Secondly, while the fronts are perfectly uniform and symmetrical, the rear is a mixture of differing roof heights, projections and windows. This *'Queen Anne fronts and Mary-Anne backs'* style of architecture occurs repeatedly in Bath. Finally Bob led us back to Pulteney Bridge for our return to the hotel by bus and river boat.



The following day we departed for home reflecting on pleasant days in the City of Bath and the company of fellow Associates. To make a parody of a quotation by the famous Dr. Johnson: ***"When one is tired of Bath, one is tired of life."***

Peter Nel

PROCTER & GAMBLE

The State of the Business

by

**Irwin Lee, Vice President and
Managing Director, P&G UK & Ireland**

At P&G, we see big potential in the little moments in life. Brushing teeth; Washing hair; Having a shower or a bath; Changing a nappy; Cleaning the house; Doing the dishes and the laundry.

To us, the moments that help make everyday life possible are anything but ordinary. They're the inspiration for our innovation, the place our brands touch the lives of people around the world, where our purpose as a company is brought to life.



Purpose-Inspired Growth

The past twelve months have been challenging for us all; government, business and consumers alike. Global market fluctuations, spiralling commodity prices and instability in the eurozone combined with political upheaval in the Middle East and natural disasters in places like Japan have all created significant headwinds to an already difficult economic recovery.

Despite all this, P&G has delivered another strong year of growth. Globally, we've increased Net Sales 5% to \$82.6bn. In a challenging environment, P&G UK & Ireland has continued to grow our brands and share above market levels.

At the core of this performance is our Purpose-Inspired Growth Strategy. In our efforts to serve more consumers, in more parts of the world, more completely we're driving growth on our base business and entering new categories, creating vertical price-tiered portfolios and even creating wholly new categories to the world. And it's working! P&G is now reaching roughly 4.4 billion consumers. That's 200 million more than a year ago. Fundamental to all of this is our ability to innovate and accelerate an already formidable innovation pipeline.

We've seen the benefits of this across 2011. We're expanding our innovation thinking in more

dimensions. We're innovating vertically up and down the value tiers. We can't just look to serve the top of the income pyramid, but need to serve the middle and the bottom too. We're continuing to bring breakthrough products to market - to disrupt categories and deliver the 'new' that excites shoppers - but we are working to sustain the base.

Finally, we're broadening our offerings horizontally; extending into adjacencies to grow our business in new areas.

New Innovations

On **Pampers**, our biggest global brand, we've improved the core **Pampers Baby Dry** range, and launched new ranges below and above it. In 2009, we brought **Pampers Simply Dry** to consumers delivering trusted, no frills, performance at a value price point. Then, in 2010, we launched **Pampers Dry Max** at the premium end. This is our thinnest, driest nappy ever with 20% less bulk needed. Put simply, it's a step forward for baby, for mum and for the environment and it's been a great success.



In Laundry, we've seen the success of Gels but we also know consumers use different base forms. For example, 40% of consumers still rely on traditional powder detergents. Therefore, when we launched an important stain treatment technology like **Ariel Actilift**, we've put it in across the whole range of formats.

As a major step forward in the globalisation of our Oral Care portfolio, new-to-market technology has allowed us to extend the best toothbrush brand in the world into making the best toothpaste in the world as well.



We've launched **Oral B Pro-Expert** toothpaste in Brazil, Belgium and the Netherlands and it's smashed all our targets in the UK since launch.

We're also bringing the best of our brands together. **Flash** is now available with a touch of **Febreze**; still great cleaning, just with an even better fragrance. And we've brought a touch of Olay softness to the millions of people who wash their dishes in **Fairy Liquid**.

And, of course, we continue to break boundaries and drive value growth with exciting new launches at the top end of our categories. Early in 2011, we launched our next generation Gillette razor, **Fusion ProGlide**, which is already the number one razor in the US & UK ... and we'll be rolling it out to more than 40 countries in the next two years.



We've started a haircare revolution, overcoming past barriers to entry in the home hair colour market with a breakthrough colour foam technology on our **nice'n easy** brand. The sales have been staggering and the category is up 15-20%. And we're about to launch **Olay Professional**. It's a new range of skin care products specifically designed and formulated with Olay scientists and world-leading independent dermatology experts.

Years of genomic research have focused on developing a comprehensive understanding of the difference between young and old skin and has inspired a range of formulations designed to reduce the appearance of wrinkles in 28 days. On 22nd June, a limited stock of 300 **Olay Professional Anti-Wrinkle** kits was released for pre-sale. *It sold out in 39 minutes.*



Commitment to Everyday Life

Crucially, we're also making great strides in our efforts to achieve this growth sustainably. Through our products, our operations and our social responsibility work, we're staying true to our commitment to improve lives now, and for generations to come.

Sustainability

Addressing sustainability is in the long term self-interest of business and - because much of environmental sustainability is about reducing waste and increasing efficiency - it also has direct short-term benefit too.

Business cannot succeed in a society that fails, so it is in the long-term interest of business to build economically strong, healthy and vibrant societies; and such a society is dependent on businesses for growth and prosperity. Sustainability should be viewed as an opportunity for all - through a mutually-assured self-interest.

Last year, we announced a new long-term environmental sustainability vision to guide our efforts. This vision is both challenging and far-reaching:

- 100% renewable energy to power all our plants,
- 100% renewable or recycled materials for our products and packages,
- Zero consumer waste and manufacturing waste related to our products going into landfills.

We don't yet have all the answers necessary to achieve this vision, but we are committed to making disciplined, step-by-step progress through a series of ten-year goals. We're confident that with P&G's size and scale, and with our capabilities and partnerships, we can make the difference in the world to which we're committed.

In 2007, P&G established a series of five-year sustainability goals. In this year's annual report, we have presented the progress made over the past year and our cumulative progress since this programme began. We are pleased to report that we have already achieved several of our five-year goals and continue to make important progress against the others.

For our products goal, we have delivered \$40 billion in sustainable innovation products, and we are well on our way to exceed our 2012 goal of \$50 billion in cumulative sales.

In our operations, we have achieved a reduction per unit of production of 16% in energy, 57% in waste, 12% in CO₂ and 22% water usage. Our 2012 goal is a 20% reduction in each of these areas, so we have already achieved this goal for our water and waste reductions and continue to work toward achieving it for our CO₂ and energy reductions.

Social Investments

On our social investments, we have already surpassed our goal of enabling 300 million children to live, learn and thrive, reaching a total of 315 million by June 2011. We have delivered 2.9 billion litres of clean drinking water and are well on our way to reach our goal of 4 billion litres.

Key to this progress has been the expansion of our P&G Children's Safe Drinking Water programme, which provides clean drinking water through use of our PUR technology, into four new countries. We are now delivering PUR packets in 65 countries, with the help of 119 partners.



From the left: P&G Chief Marketing Officer, Marc Pritchard; P&G CEO, Bob McDonald; Former President Clinton; Actress, Mandy Moore; P&G Children's Safe Drinking Water Director, Dr Greg Allgood; at the 2011 Clinton Global Initiative where P&G made new commitments to our PUR – Children's Safe Drinking Water Programme and our Pampers UNICEF campaign.

Our long-term vision may take decades to achieve but we hold ourselves accountable to making progress toward these targets on a daily basis and our achievements this past year speak to those efforts. Since 2002, we've more than halved our environmental impact across our four main impact points: energy usage, CO₂ emissions, waste disposal and water usage. We have a bold vision for the future and reality-based strategies to get us there. We're measuring as we go, tracking progress and learning how to do better all the time. We've got a long way to go, but we're making great progress.

P&G



Official Partner of the Paralympic Games

P&G proud sponsors of Mums –
London 2012 Paralympic Games

The road to London 2012

It's now under a year until London 2012 and we continue to use the Olympic platform to drive our business forward - focussing our '**Proud sponsor of Mums**' campaign on recognising and rewarding the amazing job that mums of Olympians, Paralympians, and mums everywhere do.

Knowing that not everyone has been lucky enough to get tickets to the biggest sporting event in the world, we have announced that a major part of our activity will be to give away 5,600 London 2012 tickets to the public over the next 12 months, which is 90% of our UK ticket allocation.

We rolled out the first phase of this groundbreaking ticket giveaway through in-store promotions in major retailers and independents, giving mums and their families the chance to win 2012 tickets simply by purchasing any P&G product in store.

More other exciting news came when we signed up as a Tier 1 partner to the London 2012 Paralympic Games. The Paralympic Games is truly inspirational and I'm delighted that we are able to use the marketing power of our billion dollar brands to represent Paralympic sports, athletes and their families. With that in mind, we joined Sainsbury's to host '**Super Saturday**' - a family-friendly music festival on 10th September 2011 to raise awareness of Paralympic sports and Paralympians.

We are continuing to work with athletes and community partners nationwide to bring the Olympic and Paralympic Games to life.

As part of this, Egham and Brooklands Community Matters sponsored the P&G '**Surrey School Games**' which ran for 100 days and encouraged 3500 children to get active and compete in 20 different sports including biking, athletics and motorsport.

To mark the 100th day of the games, on Thursday 23rd June an impressive 2,000 students, teachers and Surrey County Council members as well as newly-signed P&G ambassador and Paralympian, Sophia Warner (pictured right with her two children), made up the largest ever human Olympic rings, breaking a world record!



The largest ever human Olympic rings.

Then, most recently, we announced our partnership with the British Olympic Association and the British Paralympic Association to create the **'nearest and dearest'** programme to support the friends and families of GB athletes.



Above from the right are P&G's 'Proud Sponsor of Mums' ambassador Sophia Warner and her family, Colin Jackson, Olympic swimmer Keri-Anne Payne and her Mum Patricia.

The **'nearest and dearest'** programme, a first of its kind in Olympic history, is specifically designed to support the friends and families of Team GB and ParalympicsGB in the run-up to and during the London 2012 Olympic and Paralympic Games.

Since the launch, we've been inviting the nearest and dearest of athletes to roadshows up and down the country to talk about their role in Team GB and ParalympicsGB, offering guidance on how to deal with things like media pressure as well as giving them a chance to meet other families and share common experiences.

We're also hosting a dedicated online site for families to access information and link up with other nearest and dearest members. Then, when we reach Games time, we'll be hosting a special nearest and dearest area within the Team GB and ParalympicsGB home, providing families with an area to relax and also a useful meeting point with their son or daughter.

We've heard a number of GB Olympian and Paralympian athletes talk about concerns for their parents and families getting to The Games and getting tickets to see them compete, so we've taken care of that as well. On top of the roadshows and the zone in the GB house, we've guaranteed every family will get to see their son or daughter compete by providing tickets to their first event, as a gift from P&G.

This is our small way of saying thank you for everything they've done. It's going to be a special time for the whole family and there are going to be some unforgettable moments. We think it's important that those who matter most to our athletes be there to enjoy it.

We're so excited about what we're able to do for the Mums and families of our great athletes, to help them to be the best supporters they can be and to enjoy the experience. They've done so much for their children, sacrificed so much for them, and we want to tell that story and bring it to the public. It's an everyday story that's familiar to so many and truly resonates; the story of a mum's contribution to raising a good kid, so often overlooked yet so compelling.

We're going to be telling this story - their stories - right through the next year.

Everyone at P&G is delighted to be part of this programme and play our own small part in the success of Team GB and ParalympicsGB in 2012.



MANCHESTER REGION

Bowling Tournament

The tournament took place at the end of August at the Chandos Bowling Club. Fourteen Associates and guests took part: - June Bevin, Robin Ellison, John Greatbanks, Bernard Johnson, George Betney, Norma Hughes, Keith Hodgkinson, Dave Bevin, John Rollinson, Joe Blair, Mary O'Hanlon, Frank Roe, Margaret Redikin & Alan Stocks.



The day started cloudy with light rain, but brightened up by the afternoon. A lunch break was taken at 12.30 with an excellent buffet and a pint from the bar.

Bowlers were split into two groups with a round-robin in each group played, and then the winners in each group playing in the final.

The winner in each group was not an Associate, with Alan Stock being the runner up and George Betney taking first prize.



Everybody enjoyed the day and were looking forward to the next event.

Brian Kay

Golf competition

This event, held in the summer at Ellesmere Golf Club, attracted ten competitors for a warm and sunny day's golf. The results were:

- 1st place – Russ Bates,
- 2nd place – Jim Bull, and
- 3rd place – John Horton, the organiser of the day.

Visit to Muncaster Castle

On a bright morning in May, 155 Associates, spouses and friends set off on yet another P&G day out. This time the destination was Muncaster Castle in Ravensglass, Cumbria.

On our arrival at the castle we were directed to a large marquee in the castle garden and welcomed by members of the Pennington family. Lord and Lady Pennington and their family actually live at the castle in their private quarters, which are sectioned off from the public. Lord Pennington gave us a detailed account of his family whilst we were having lunch and later came chatting personally to us around the tables.

On the tour of the castle we were given individual handsets whereby we could key in a number to any particular room and hear a full commentary by a member of the family explaining the history of the room and its contents. It was a very interesting tour and the castle was full of fine arts and memorabilia from three generations of the Pennington's.

The castle is the headquarters of the World Owl Trust with the finest collection of owls in the world, and during the afternoon we were able to meet some of the 200 birds and hear about the work of the Trust.



A huge owl.

It was also possible to have your photograph taken holding one of the owls on the lawn in front of the castle. There are also wild herons on the Cannon Bank and it was an amazing spectacle watching them being fed below the famous Tom Fools Tree.

There was a splendid Carriage House Gift Shop selling any amount of souvenirs and gifts, and the Owl Garden Tea Rooms to visit for that quiet rest and refreshment after viewing the gardens - although I don't think anyone covered the 77 acres that were available to see!



Part of the lovely gardens at Muncaster Castle.

With so much to see it soon reached 5.30pm and time to return home. It was said again, "What a good day out we had" and again we were lucky with the weather; it only rained a little on the journey home. What a good choice of venue it had been.

Dilys Bray

Sheer Enjoyment at the Bourne Poacher

On a sunny morning at the end of July, a hundred Associates and friends boarded three coaches for a day out at the seaside.

We made our way to Cleveleys in Lancashire where we spent a couple of hours hitting the shops or walking along the sea wall that has had a magnificent facelift in the past couple of years. And, of course, we had to have the customary cup of tea or coffee to help us on our way!

Around 12.30pm we boarded the coaches again and made our way to Thornton and the 'Bourne Poacher', a large restaurant and entertainment venue with an 'olde worlde' decor, where we had arranged for an afternoon of sheer enjoyment.



We started off with a lovely hot and filling lunch, which everyone seemed to enjoy. During the meal we were serenaded by a male guitarist and vocalist called Tom Collins who embraced the music of Neil Diamond and many other great singers. He ended with an encore of five songs before bidding us farewell. This was followed with a couple of games of free bingo and a raffle that was won by Harry Cottrell.



The happy visitors inside the Bourne Poacher.

We then had a demonstration of Line Dancing after which everyone was up for the Boston Two-Step. The dancing continued, with audience participation a must. The staff also joined in the fun encouraging us all to; "Get on down and strut your stuff," with the male members ensuring every female had a partner whilst the female members encouraged the men to participate.

This outing was a brave decision by the region's Social Committee as it was something different from our usual outings, and they took a gamble on whether those attending would enjoy the day. The following comments; "It was the best trip ever", and, "Can we do this again soon!" were the satisfying outcome.

Trip to Peckforton Castle

Four coaches left Manchester on a fine late October morning for the not-too-long a drive to Peckforton Castle in Cheshire. The castle was built in the middle of the nineteenth century by John Tollamache, a wealthy landowner and MP. The family lived there until 1939, which was the last time it was used as a family residence.

During the Second World War it was used as a Children's Hostel, and in the 60s and 70s became a TV/Film set for the likes of Dr Who and Robin Hood. Today the castle is a Luxury Hotel & Wedding Venue.



Watching the falconry display with the castle in the background

On arrival we were treated to a very nice Falconry Display, which was enjoyed by all. This included Owls, Kestrels and a Vulture. After the display one or two of the party had very impressive new partings in their hair. No extra charge for this!



Three of the birds of prey on display.

For lunch we ate in the Great Hall of the castle, with a choice of main courses finished off with Sticky Toffee Pudding. All very nice.

After lunch we made our way into Chester for an afternoon of relaxed shopping, and a chance for some to buy early Christmas presents. The weather was kind to us and everyone enjoyed the day.

Cyril Heap (for the above two reports)



At lunch in the Great Hall of the castle.

'St. Patrick's Day'

Another excuse for a celebration

Dave and Joyce Mortimer have been running a club for over 70 elderly people in Oldham since retirement over 13 years ago. Earlier this year they decided that St. Patrick's Day would be a good reason to celebrate, as recounted below.

St. Patrick's Day - March 17th - was approaching fast and the club committee decided unanimously to go for it. So volunteers went into the club on the night before to dress-up the room with the Irish influence. We had informed all our members what was in store and asked them to dress up on the day. They did us proud.

We had also invited the Lord Mayor who, to our delight, accepted our invitation. We also managed to book an Irish bagpiper for the event.

On the day, green table-clothes and napkins were set out and two of our lady committee members dressed up as leprechauns to escort the Lord Mayor into the club. Everything went to plan, as, when everyone was seated and the piper was in position near the door, the lookout shouted out that the Lord Mayor's car had arrived.

I went outside to greet him at his car and to my surprise and delight, it was a VIP party - the Lord Mayor, Lady Mayoress and the Youth Mayor. Our local councillor, Eileen Hulme had also been invited and arrived at the same time.

The Lord Mayor was escorted into the club with a leprechaun on each arm. On entering the hall the piper started to play him into the club. He was well impressed!

The Mayor and his party were soon walking round socializing with everyone and taking time to talk to our oldest member, Lily Lamb, who is 102 years old, before taking their seats at the top of the room. Joyce had made an Irish stew for the occasion to be followed by fairy cakes decorated with green, white and orange icing to represent the Irish flag. Grapefruit was served as a starter. During the meal the piper walked around the tables playing Irish tunes.

After our VIP's had departed it was top of the bill time for Bingo, enjoyed by all.

It was certainly a day to remember - everything went well and there were no hiccups!



Dave with helpers ready for the start.

The following week we received an invitation to the Lord Mayor's Parlour but, since we would be away on holiday, the club's secretary, Irene Lorenzelli, attended instead to represent the club.

She reported that the Mayor gave a speech in which he said how impressed he was with the Friendship Club and that he had thoroughly enjoyed the St. Patrick's Day celebration. He then handed over a cheque for £250 for the club. This will be used to take all our members on a day out.

Dave Mortimer

From P&G to Gillette & Back

Here is a P&G-Gillette, 'Human Interest' story. It is about myself, **Gerald Patrick Creagh**, a Gillette pensioner who was 82 on December 4th.

Prompted by the literature emanating from the Human Resources office regarding the merger of the Gillette UK Pension Scheme with that of the P&G Pension Plan... I wonder, "How many current UK Gillette pensioners have been previously employed by P&G UK?"

In December 1954 I left the Teaching Profession to join the South London District as a P&G Salesman covering East Kent – acknowledged to be 'The UK Salesman's Graveyard'. In 1959 I was promoted to be an Area Manager in Leeds District, and in 1962 I moved to the Newcastle Head Office District. *(There were then, 50 Field Managers... and ten of us were ex-schoolmasters!)*

The training given and the expertise I gained, was like gaining a 'Masters Degree in Sales and Marketing' and, in those days, P&G was considered to be 'a good company to leave... for the right reasons!'

Gillette Corp. had had 'a licence to print its own money', until Wilkinson Sword launched the first Stainless Steel Blade. UK profits plummeted and the UK Board were instructed by Boston to recruit seasoned sales managers. HR netted four trained men - including myself.

In May 1963 I became a Regional Sales Manager for Gillette UK, with an uplift in my salary of 60%.

In 1965, as the General Sales Manager of Gillette UK, I was personally given a brief by the President of Gillette, Mr Vin Ziegler, to – "Do a 'P&G' on Gillette's UK salesforce!" – and I did just that!

In 1967, I was appointed to be Marketing Director to establish the UK Paper-Mate Division, but the highlight of my career was from May 1969 to Aug 1972 as 'Sacho' - President - of Gillette Japan Inc. At that time Japan was considered by many US companies as a 'Hardship Posting!'

Starting 'on a hiding to nothing' I was successful in turning the company around, but I had to contend with insular International Managers based in Boston who had no understanding of the Japanese, nor how difficult it was to introduce and effect any 'Gaijin' changes in Japan, let alone those requiring P&G disciplines and motivational methods... but that's another story!

From August 1972 to June 1974 I was Marketing/Sales Director of Gillette South Africa, and so ended my productive Gillette career... like a 'Whiffenpoof', 'to pass and be forgotten like the rest'. (A quotation from a Yale University drinking song.)

I subsequently worked for Memorex, HQ in Santa Clara and finally for Digital, HQ in Boston. I retired early in 1990 with a heart problem, had an angioplasty and have lived for the past 21 years 'on borrowed time'! You'll appreciate the continuous personal pressures I faced, but I had a loving Irish wife who, whilst hating being 'The Colonel's Lady', steadfastly supported me. After 50 years of marriage she died of cancer eight years ago. Fortunately I continue to enjoy our four children and fourteen grandchildren... the eldest seven grandchildren are university graduates or undergraduates.

I ceased to increase the 'Wealth of Nations' when I left the Teaching Profession... but I certainly increased my own wealth – and that of my extended family – when I moved to P&G in 1954!

MAILBAG

From Boyd Scott-Brown:

It was a blow when I read of the death of Joan Ridley, whom I had the pleasure of knowing over my years with the P&G Associate Scheme. When Irene Oxnard invited me into the scheme early on, it didn't take long to be greeted by Joan. She was just one of those buoyant persons with whom you couldn't find fault. Laurie and she helped me greatly getting the Scheme off the ground in Scotland and N.W. England.

I'm saddened because the picture of her in the magazine is just as I remember her, and it felt she could never grow old. I'm proud to have known such a person and will always remember her as she was some 20 odd years ago. Her genuine encouragement in getting the scheme off the ground was invaluable to me and the whole system.

From Christine Devlin:

With reference to the article in the magazine for the autumn, North East region, the Black Horse is mentioned as being in Beamish, Weardale. Beamish is correct, but it is actually in Co. Durham. However there is also a Black Bull in Frosterley, which I can recommend.

(Thanks Christine, perhaps the organiser of the pub lunches for your region, Keith Stokoe, will take note and include it in his 'to visit' list. Ed.)

Peter Moore, who retired from Manchester Plant in 1997, is a keen cyclist and member of the Bolton Clarion Cycling Club. In this article he recounts a tour he made with three friends from the club earlier this year.

Marches Meander

Four Old Men on Bikes in the Hills

There we were, four cyclists, myself, Ray, Ken and Neil, all past our best-before dates on a six-day tour through the Welsh Marches. Although we were all experienced club cyclists, multi-day tours were a rarity and this would be my first tour since I was a teenager.



Ready for the off, from the left, Peter, Neil, Ray and Ken.

The tour was well organised and customised for us by Byways-Breaks; each night we were booked into B&Bs with a handy pub for evening meals. The best bit of the organisation was that we did not carry our own luggage. I know this will offend purists but it ensured that even in the wettest conditions we would always have dry clothing each evening, as well being able to use lighter bikes. Also, at all the overnight stays, we would be provided with lock-up storage for our bikes, an important consideration.

Day One

This was a short taster ride from the country pub we were staying at in Hanmer, near Whitchurch in Shropshire, which followed lanes to the market town of Malpas. Back at the pub, we looked at the route for Day Two, to Shrewsbury - it didn't look too bad nor seem too far. What could go wrong?

Day Two

Fortified by a full English breakfast we set off full of confidence and after riding up a mile-long hill we did a route check. You've guessed it, I didn't think we were on the correct route, so it was back to the village to check. Finding we were right in the first place it was back up the hill to much muttering, and on to the old market town of Wem. While looking at

our directions there we were pleasantly surprised when a middle aged lady asked, "Are you lost? Do you need any help?" This was the first of many such offers we received - very friendly and helpful people in Shropshire.

At the village of Prees we followed a long steep hill out of it which went under the A49. We were not yet halfway into our first full day of the tour but were getting used to steep hills, up and down. Going down is not always as comfortable as people think, it makes your hands and wrists ache. At the village of Hodnet we stopped for coffee at the *Bear Hotel*. Sadly we were the only customers in the hotel, just us, the landlord with his Jack Russell.

After the village of Weston it was down a steep hill. This hill was steep! A cyclist was walking up pushing his bike. Was this a taste of things to come? We had already worked out that a steep descent was a prelude to a steep climb. At the top of this hill we stopped to regroup.

Disaster!! While stopped, my front wheel sank into some deep mud between the verge and the tarmac, so as we set off my bike refused to move. Inevitably I fell sideways onto the road and Ray fell on top of me. Initially I thought I'd escaped with just a grazed elbow, while Ray had a scratch on his ankle, lucky! So picking ourselves up, we set off down the hill, only to hear a terrific clattering noise! My rear derailleur gear was disintegrating and wrapping itself around the back wheel. Not so lucky now! This scenario was one we had not contemplated, the bike was not rideable, nor could it be pushed.

Serendipity!! Down the hill came a scruffy 4x4, so we asked the driver if he would call a taxi to take us to a bike shop. "If you hang on 15 minutes I'll be back with the cow trailer and take all of you to *Brenin Bikes in Market Drayton*," was his response, and true to his word in no time at all he was back with a large trailer. We laid our four bikes on the trailer floor then squeezed into the 4x4, I will never hear another wrong word about Chelsea tractors!



Neil with the bikes in Phil the Farmer's trailer.

It was 8 miles to Market Drayton, and we found out that Phil (who will go down in Clarion history as *'Phil the Friendly Farmer'*) had a herd of 100 dairy cows, was the father of two small children and was in the process of building his own house. On the way we passed the large Muller Yoghurt factory, Phil's aim is to get his milk into Muller's, but you need a herd of at least 250 cows, I wish him every success for his future. At Brenin Bikes Phil refused any payment, not even a treat for his children. True generosity.

Unfortunately Ben of Brenin's could not repair the bike. Ben was good enough to contact several bike shops in Shrewsbury, our destination, and Dave Mellor Cycles of Shrewsbury confirmed that they would be able to fix the bike, that day!

The journey to Shrewsbury was with Ray of Shawbury Taxis, and yes, he knew where Dave Mellor's was. En route we passed the Bolton Clarion trio as they rode up another hill into Shawbury.

"Are you with Byways?" asked Ray.

"Yes," I replied.

"Last night did you stay at The Hanmer Arms?"

"Yes," I say.

"Well I moved your luggage this morning from Hanmer to Shrewsbury."

What a coincidence! Ray was good enough to drive past the B & B and told me how to get there from Dave Mellor's. Another true gent.

At Dave Mellors a young man who was waiting for me took the bike into the workshop and set about repairing it immediately. A few minutes later his sister appeared with a mug of cappuccino, it tasted great. In less than an hour the bike was wheeled out of the workshop, all was said to be in order. Once again it was rescue by Mastercard.

The lady in the shop gave me precise instructions on how to get to the B & B where I was warmly greeted by Sonia Taplin, our landlady for the night. I was enjoying a cup of tea just as the other three arrived after fighting a headwind for the last 12 miles from Shawbury.

Our first full day was over and what we experienced throughout that difficult day were several examples of generosity and kindness from complete strangers. After a refreshing shower we sampled pub grub at *The Abbey* - the food adequately filled the holes in our stomachs.

On the previous evening in Hanmer Neil had provided us with a glimpse of his fantasy world, this evening the veil was lifted a little more, so much so that by the end of the evening we had lots of laughter - after which it was early to bed.

Day Three

Breakfast at Sonia's, was a full English. Funny old world isn't it? The only time I eat a full English is when I'm away from home, and then nothing else will do. We shared a large kitchen table with a young couple from Leipzig; he was a biologist who was visiting Shrewsbury specifically to see the birthplace of his hero Charles Darwin.

The itinerary for Day Three was, to say the least, confusing. The written direction's headline stated that it was 22 miles to Church Stretton, but adding together the distances of the six individual sections gave 51 miles. Not a lot of difference! As my granddaughter would say "Whatever"!

The 22 miles was the direct route using major roads, but we had a much more interesting day using the lanes that Carolyn of Byways had scheduled. Her route took us on a diversion to the World Heritage site of Ironbridge. As tourists it was, of course, somewhere we should visit.

Our journey so far had taken us over some memorable hills. We learnt that there is no hill so steep that you cannot walk up it pushing a bike. Once over the top of Wenlock Edge and past the village of Brosley it was a 3-mile descent to Ironbridge, the last mile extremely steep with a sharp right-angle bend at the bottom.

This descent was the most frightening thing that I had done for a long time. Trying to feel safe and in control while descending such a steep gradient is not easy, you are only a brake cable away from an accident. I now know just why this area of the Severn Valley is called the Severn Gorge.

Ironbridge is a wonderful place, the birthplace of the Industrial Revolution and a World Heritage site, famous for its iron bridge spanning the gorge and river Severn as pictured below. It was full of children being shepherded by teachers and parents and filling-in assignment sheets.



After the mandatory photos, we had a sandwich with coffee in *The Tontine*, and sat outside in the warm sunshine near the bridge. Discussion over

lunch was about how long it would take us to walk back up the steep hill to Brosley - about 20 minutes was the estimate.

Much Wenlock turned out to be a picturesque village, with many black and white timber-framed buildings and an acclaimed second-hand book shop. We all looked, but only Ken, our civilising influence, bought a book.

After Much Wenlock it was only another twenty miles to Church Stretton and looking at the OS map we saw we were riding along the north-western side of Wenlock Edge. Once there we were greeted with a very appropriate sign, 'Church Stretton centre of the Shropshire Hill Country.'

Unfortunately our guest house, The Belvedere, was ¼ mile up a steep hill, 'better to walk' advised Carolyn's directions, so we did. Hill country! After checking in we had the best pot of tea ever and all the effort seemed worthwhile. We had the luxury of staying there two nights.

We enjoyed a pleasant evening in the local pub, *The Buck's Head*, with friendly staff, a good menu and good food. There in *The Buck's Head* Neil's fantasy world began to blossom, Neil was like the BBC, he informed, educated and entertained as well He presented his thesis on the Economics of Breakfast, after which we all agreed that our breakfast plans might have to change. By the time we left my sides were aching. Well done Neil!

Just a few quick mid-week observations.

- We had ridden through several isolated villages, and they all had several things in common, none had a shop, many had no pub, and of the few remaining pubs many were boarded-up or converted into houses. We did however see a few of the old style red telephone boxes, sadly we didn't check to see if they still worked.
- Carolyn's routes are well thought out, her directions are in the main excellent. An often repeated word used by Carolyn to describe a lane is, undulating, after three days into the tour I corrupted this to updulating!
- Ray, he of the electric legs, could always be relied upon to get to the top of any hill before the rest of us, on most of the steep bits three of us had resorted to walking at least part of the way. Ray managed nearly all the hills: had this been the Tour de France Ray would have been king of the mountains wearing a polka-dot top.

(At this mid-way point in the intrepid group's meander we must leave them to make space for other articles. The second half of their journey will be included in the spring 2012 issue of the magazine. Editor.)

NEW ASSOCIATES

Alan JoyceCobalt Park, August 2011
Iain AndersonLondon Plant, September 2011
John ArgentLondonPlant , September 2011
Ian CatmoreLondon Plant, September 2011
Michael ClaytonLondon Plant, September 2011
Gary GardenerLondon Plant, September 2011
Denis HarknessLondon Plant, September 2011
Colin HughesLondon Plant, September 2011
Pauline LaughtonCobalt Park, September 2011
Mary LawrenceBrooklands, September 2011
Robert LlewellynLondon Plant, September 2011
Gabriela MarmelejoLongbenton, September 2011
Russell MayoLondon Plant, September 2011
Christos PapalabropoulosLondon Plant, September 2011
David RouseLondon Plant, September 2011
Diane AllenEgham, October 2011
Stephen DimmickLondon Plant, October 2011
Tony HillsLondon Plant, October 2011
Linda Ford ManwaringLondon Plant, October 2011
Rod SlaterLondon Plant, October 2011
Sally WoodageBrooklands, October 2011

Death of a P&G Pensioner

Please note the amended arrangements

To assist you in reporting the death of a pensioner, P&G Pensions Department has developed a simple process to guide you:

1. Call the Pensions Department on the toll-free helpline number **00800 43218000** or email to pgukpen.im@pg.com You will need to provide the following information:
 - Name and address of the deceased.
 - Date of death.
 - Name of the immediate Next of Kin.
 - Name and address for correspondence.
 - Contact telephone number.
 - Details of the funeral arrangements.
2. Within a few days you will receive a letter from Pensions Department. This will provide information on any spouses pension and Retiree Life Assurance that may be due and request any further information that may be needed to ensure that any pension due can be paid in time.

A New Newsletter

The Company has recently announced the launch of a quarterly corporate E-newsletter for the UK. It is hosted on the Company's website, but anyone is able to subscribe (at no cost) to receive it by email when it is distributed. It tells the story of P&G and what's going on in the UK & Ireland. It can be accessed via:

www.pg.com/en_UK/news-views/newsletter.shtml and can also be accessed through a link on the home page of the Associate website (which I hope anyone with internet access will open up and browse regularly) at: www.pgassociates.co.uk

The link is on the blue panel on the right, second from the bottom titled: 'P&G UK Newsletters'.

Issue 3 is due out in December and September's issue 2, for example, contained:

- Digitizing P&G - our showcase IDeaS Conference
- Connect & Develop - P&G's open innovation strategy
- How sustainability is embedded in everything we do as a business
- P&G Paralympic partnership announcement and helping to break an official World Record
- The science behind new Oral B Pro-Expert toothpaste



IN MEMORIAM

Joan Ridley, Gosforth Office (left the Company in 1980) on 7th August.

(We apologise for the late formal inclusion of the above notification in the magazine, it was overlooked when the tribute to Joan was prepared for inclusion in the autumn issue. Editor.)

Hazel Ward, widow of the late Geoffrey Ward, Industrial Foods, Gosforth, on 12th August.

Ronald J Steenson, Manchester Plant (retired 1988), on 26th August.

Jean Blore, widow of the late Ronald Blore, Manchester Plant, on 28th August.

George White, Corporate Accommodation & Services, Longbenton (retired 1990), on 28th August.

Beatrice E Tasker-Brown, widow of the late William Tasker-Brown, Personnel Administration, Newcastle upon Tyne, on 28th August.

Thomas Place, Tyne Tunnel Plant (retired 1986), on 7th September.

Robina Cooper, Longbenton (retired 1978), on 15th September.

Ursula McHardy, widow of the late William McHardy, Advertising (Germany), on 17th September.

Joseph McGuire, Manchester Plant (retired 2003), on 21st September.

Frederick Pennock, Industrial Product Development, Longbenton (retired 1983), on 21st September.

James Vollmer, London Plant (retired 1992), on 25th September.

Doreen Stevenson, widow of the late John Stevenson, Newcastle Factory, on 27th September.

Brian E Spencer, Havant Site (retired 2001), on 1st October.

Robert Fish, London Plant (retired 1995), on 9th October.

John Jones, Manchester Plant (retired 1987), on 10th October.

Barbara McLaughlin, Manchester Plant (retired 1989), on 15th October.

Edna Frost, widow of the late Norman Frost, Manchester Plant, on 21st October.

Winifred Brennan, widow of the late Bob Brennan, Newcastle Technical Centre, on 23rd October.

Raymond Tones, Newcastle Factory (retired 1986), on 26th October.

Colin Johnson, Newcastle Technical Centre (retired 1979), on 27th October.

Cyril Rees (Bill) Watson, West Thurrock (retired 1983), on 28th October.

Robert (Tony) Gray, Manchester Plant (retired 1988), on 6th November.

Janet Wheeler, widow of the late Philip Wheeler, Manchester Plant, on 13th November.

Dorothy Pollock, widow of the late Jimmy Pollock, West Thurrock, on 22nd November.

Snow on the Equator - A Trek up Kilimanjaro

with Kevin Williams

Anticipation and Preparation

6:00am March 8th 2011, my pen is cold but after breathing on it I get it to write. I sit at our mess table in the mess tent provided for Keith, Mark and I. There are noises of the camp awakening and breakfast being prepared in a noisy gabble of Swahili. We've just had hot tea and a bowl of warm water to wash faces. The 'choo' (loo tent) has been busy. The polyglot gabble of voices increases as the American, Australian, British, Czech and Canadian contingent stir and prepare for the day to come. Several of us meet at the high point of the camp to see if the 'mountain is out' - it is. It is sharply cold, with a clear, beautiful blue sky and the sun is just rising. There are no clouds over Kibo and we can see the ice-fields clearly now, rising 2500m above.

We are at Machame Camp, 3000m above sea level at the beginning of day 2 of a 5-day trek up Mt Kilimanjaro, on the Tanzanian side, just south of the equator and Kenyan border. The summit (Uhuru Peak) is at 5895m - the high point on the Kibo Crater rim, the highest point in Africa and the world's highest free-standing mountain.

Dustin, our waiter (for the three of us, we have two guides, 3 porters **each**, a cook and a waiter - not exactly hardship!) serves a superb millet porridge, which looks like mud, but is delicious laced with honey. This is followed by toast, a huge omelet, potatoes and sausages and lots more hot tea and biscuits. We have three such huge meals a day, the idea being to try and eat 5000 calories (and drink up to 5 litres of water), to compensate for the effort of trekking 8-10 hours per day at altitude. Our lunch packs include: sandwiches, chicken, mango juice, nuts, fruit cake and bananas.

The whole enterprise is amazingly well organized, where a small, tented village with all these amenities, is carried on the heads and shoulders of

the porters up the mountain. Within moments, the 'village' is being dismantled to be taken up to the next camp, and reassembled before we trekkers get there. *Nothing* is left behind. These porters are super-human. They, and the guides, do this hike two or three times a month at the height of the season.

Raymond - our lead guide and John his assistant, are lovely local guys from Moshi - the village twenty or so miles from the base of the mountain, who work for Zara - a local trekking company. Raymond is a young family man, quietly spoken and very knowledgeable about the mountain and its flora and fauna. For a bet, he tells us, he once climbed the mountain in 24 hours! We three are doing the 6-day 'Machame' route (5 days up, one down), whereas most of the others in the camp are doing the route in seven days. They get an extra day of acclimatization at 4000m.

The secret, Raymond tells us, is to take it slowly: 'po-le, po-le' say the locals. No matter how fit you are, if you try to climb too fast, once you get above 4000m, you can be prey to altitude sickness, which can be simply unpleasant or downright dangerous. In the worst case, you might get a trip on the 'Kilitrolley' - a kind of large wheel-barrow, into which you are unceremoniously dumped if you start exhibiting symptoms of severe altitude sickness. They then run you down the mountain until you recover. The previous month, this happened to Martina Navratilova.

It is very reassuring to have someone as cool, competent and experienced as Raymond with you.

My climbing partner and long-term buddy, Keith Zook - a P&Ger based in Cincinnati had planned this trek for 5 months, and had been trying to get fit enough, getting all of the jabs (lots!) and malaria and altitude medicines. We'd previously hiked in Utah and Snowdonia, but this was our first attempt at high altitude. Keith is one of P&G's main representatives with the major aid charities, and works to distribute P&G's 'Pur' water purification sachets to developing countries and in disaster scenarios.



'Water is Life' signs are all over the country, and P&G's (not-for-profit) efforts with Pur have been very productive. Keith has brought a large supply of the product with him, and plans to teach the Kili Guides how to use it. It is a small satchet of granules that can completely purify 10 litres of water in a few minutes. For the mountain guides this means that they don't need to carry extra gas up the mountain to sterilize the water. Keith, Mark (a London-based hiker who joined our party) and I become the guinea-pigs for Pur as we climb. The guides were impressed and convinced!



First camp and demonstration of PUR with, from the left, Mark, Keith and our guide Raymond.

Before starting the hike we spent a day in Moshi – an amazingly bustling, enterprising little place, where everyone seemed to be selling something. It is a ramshackle, dusty, post-colonial (Germany and Britain), and in places semi-medieval town, with two huge, chaotic markets of fish, meal, flour, spices, meats, fruits recognizable and not – all buzzed around by motor bikes, (Toyotas - they seem to have a 90% market share around here), Coca-Cola street signs, and Man U and Chelsea shirts. The local 'boabab' market with its rickety stalls made from tree limbs, is thronged with local women selling their home produce. A young man shows us around, tells us he's studying for his A-Levels in Moshi and wants to study law at Dar-es-Salaam. They say that the 21st Century should be Africa's century. Let's hope they're right. These folk are honest, hard working, and deserve more.

On the Way at Last

Next day, we are glad to get going on the hike, to get some height - away from the mozzies, the humidity and heat. We start at the Machame gate (pictured opposite) (1800m), and begin our slow climb, through the rainforest. Lush and very green, we pass huge knotted camphor trees, creepers and gladioli. I share my lunch with a tiny, velour brown mouse, while black and white Colobus monkeys look

on from the trees. We reach Machame Camp at 3000m. The Kili hike will take us through five climatic zones: Savannah, Montaine (rain) forest, Heather, Alpine desert and the Glacial Plateau.

As we hike up from the camp on day 2, Raymond starts coaching us in Swahili: *Mambo* (welcome); *Asante* (thank you); *Jambo* (hello); *PeePee* (candy), and of course the song of Kilimanjaro '*Hakuna Matata*' (no worries) – as per 'Lion King'! As we get higher we pass outrageous looking, primordial plants like huge pineapple trees with massive, sharp, cactus-like stars at the top – called Senecia. Lunch today is accompanied by a flock of huge ravens with 3ft wingspans. We pass beautiful red and yellow thistle-like flowers, wet, dripping overhanging caves and a dramatic columnar volcanic landscape like something out of '10,000 Years BC'. We cross vast boulder fields – presumably 'bombs' that were ejected by the volcano when it was active 12,000 years ago.

We arrive at Shira Camp (3860m), but after a short rest are sent out by Raymond to hike up to above 4000m and back down, as an acclimatization exercise. After a huge hot dinner, we have to abandon the card school we'd started – it was too cold to deal the cards; and even the crystal clear night and the glories of Orion and the Milky Way were insufficient to keep us from the warmth of our sleeping bags!



Kevin, Mark and Keith with a huge hot dinner.



Keith and Kevin at the Machame Gate.

Day 3, to Barranco Camp

The good weather continues, and it is a cold and very bright start to Day 3, with a splendid sunrise illuminating the top of Mt Meru to the west. Kibo is out and we can see the challenge ahead! We set off in glorious sunshine, and cross the southern flank of the mountain, an alpine desert of scrub, scarred by great ridges gouged by water and another field of orange and black striped boulders stacked crazily on top of each other. As we approach the craggy, dark red outcrop that is the Lava Tower, we pass a sign for the Arrow Glacier – which no longer exists. All of the glaciers of Kili are receding – not just from global warming, but also from deforestation. This is a matter of great concern to the locals – the white, icy cap of Kili is a phenomenon in this hot equatorial region, and a major attraction for visitors and hikers to the region. They fear its disappearance. Historically, the tribes people of the plain (Masai and Chagga) had no concept of snow, and thought the mountain coated with silver. It was not climbed until 1889.

Meanwhile, at the Lava Tower (4000m) right, there's a party going on! The \$5000 a head folk enjoying the creature comforts provided by Thompson Adventures, sit in their large green party tent whooping it up on bar stools!!



Sundry hard-hatted members are scrambling up to the summit of the tower and whoop from the top. Raymond gives them a disapproving glance and leads us on! He tells us that Roman Abramovic was here recently, but didn't make the top. This knowledge drives us on!

We scramble down from the Lava Tower (the idea is to avoid sleeping at over 4000m (where it can be difficult) through more primordial forests of huge, surreal, Lobelias, and more of the mighty thick-trunked, giant, Senecia, down to Barranco Camp, nestled on a small plateau, just beneath the Great Barranco Wall – a towering 350m cliff.

Thus far, none of us has had much in the way of altitude symptoms, apart from the odd dull headache. The Diamox altitude drug seems to be

working though it has the rather odd side-effect of making all of your extremities (and I mean **all**, boys), go numb and tingly for a while!

Day 4, to Base camp and Thin Air

Fortified again by porridge, omelets, potatoes, honey and drinking chocolate, we set off up the Barranco Wall. It is very steep, and requires a bit of scrambling, and maneuvering along switchback paths. The porters make us look like wimps as they pass us on the same route carrying huge bundles on their heads as pictured below!



Eventually we emerge onto an Alpine Desert plateau, due south of the Kibo peak, which is resplendent and towers above us framed in a clear, dark blue sky – with no clouds in sight, as below.



Almost there, Keith, Kevin, Mark and guides Raymond and John,

But there's a nice little surprise before we reach the next camp – a 300m deep valley, which has to be traversed before we arrive at the Karanga Hut at 4000m. After lunch we head off (leaving the 7-day hikers behind), again up through lifeless rocky terrain up to Barafu Hut at 4600m. This is the Base Camp for the summit climb, which starts tonight!

We retire at 7pm after dinner, but it is impossible to sleep. The air is very thin up here, and the heart pounds to try and get the oxygen it needs. In any case the porters are having a party - singing the night away. They have no more climbing to do. Only the guides and we three go on from here.

The Final Ascent – Day 5

We are up at 11:30pm, and after tea and chocolate biscuits, clad in four layers (it is minus 7°C), three lots of socks and two sets of gloves and headlamps, we set off at midnight. Raymond leads us up, at a shuffling, slow gait over some tough rock outcrops, and then some relatively easy dusty paths. I have no idea of how he knows the way.

It is all a bit surreal. A 3ft pool of light illuminates the boots of the person in front of you. We can see the headlights of other parties climbing ahead and behind us, and hear their conversations – it is so quiet here. This goes on for 5 hours in complete darkness – apart from the glories of the sky above and far below, the lights of Moshi and Arusha. Toes and fingers get cold, the water bottles become slushy with ice.

....and then, at 5:15am a slight glow suffuses the sky behind us, and the horizon becomes visible. By 5:30am it is light enough to see and photograph the ice fields around us, and the other parties climbing below.



A vanishing ice field and glacier.

The sun rises over Mawenzi - a smaller peak to the east, and we can see the ridge (Stella Point) above for the first time. We reach it at 6:48am. We are at 5745m. We can look down into the ice-filled Kibo Crater, and can see the summit 150m above us. We

allow ourselves a provisional celebration, before shuffling off to the summit, which takes another hour – it's tough to go anything other than dead slow up here!

We pass spectacular glacial walls, and weird ice sculptures and reach the top (5895m; 19340ft). Cue photo and hugs.



Keith, Kevin and Mark at the top.

Within 15 minutes we are headed down again, now in glorious sunshine, tired but elated. The ascent has been for me, relatively OK, but the descent is awful. Tired legs, dusty scree and rocky outcrops, it takes us two hours to get back down to the camp, and after breakfast and a couple of hours rest, we are off again, down, down, down, in the worst part of the experience to date – and it starts raining for the first time. It takes us until 6pm to get to the final camp at Mweka (3100m). We've been up for 35 hours and are utterly exhausted and sleep for 12 hours!

A few hours walk the next day and we reach the exit gate, are picked up and returned to the hotel for beer (the first for 2 months and delicious!), 'thank you's and big tips, to the porters and guides, and a shower.....



All those, without whom the climb would not have been possible.

LONDON PLANT REGION

Day Trip to Tenderden and Rye

In mid-September thirty-seven Associates left Grays for a day trip to Tenderden and Rye. They arrived at Tenderden at 10.30 and after coffee set out to explore the many antique shops and the interesting local church. They all rejoined the coach at midday to carry on to Rye for lunch and with plenty of time to view the many interesting parts of this old East Sussex town, which is one of the original Cinque Ports but is now many miles from the sea.



Outside The Mermaid pub in Rye are, from the left, John and Linda Illing, Joan Kennard, and Joyce and Tony Lees.

They rejoined the coach at five o'clock for the journey home after a great day out.

Tony Kennard.

Wroxham, and a Cruise on the Broads

Whilst waiting for two coaches to take 94 London Plant Associates on a day trip to the Norfolk Broads in August, the heavens opened up! The rain continued until their first stop at The White Horse inn at Stoke Ash, Suffolk, for morning coffee & biscuits.

On arrival in Wroxham around mid-day, to clear skies, some Associates went straight to a restaurant or a fish & chip shop for a lunchtime meal, while others sat by the River Bure and had a picnic. The town of Wroxham is dominated by a series of Roy's stores, which include a large toy shop, clothing outlet, garden centre and a large department store selling almost everything.

At half past two the coaches were boarded once again for the two-mile trip to Horning, where the Mississippi Paddle Steamer, Southern Comfort, was berthed waiting to take us on a one-and-a-half hour

trip along the River Bure and onto the Norfolk Broads. Four Associates who live in Norfolk also met us there.



Southern Comfort moored-up while Richard Moore, on the left, videos the event (see the end of this report).

Once on board the well-stocked bar inside was the destination for many, whilst others climbed the stairs to sit on the open deck for a very picturesque journey. Cameras were clicking from all areas and the skipper asked if anyone would like to join him in the wheelhouse for an opportunity to take the helm. A couple of Associates took up the offer, thankfully without any close calls with the swans or ducks!



Brian Relf taking a turn at steering the boat.

On return to the coaches, goodbyes were said to the Norfolk Associates before heading to the service area at Stansted on the M11 for a comfort break. Back at Grays the feeling was one of; "What a wonderful day we had messing about on the river - and thank goodness the weather was kind to us when we needed it to be."

Lesley Moore's husband Richard made a video of the day. It can be viewed on the Associate website.

George Mann

Quiz Night

In mid October, 59 Associates and guests gathered for the popular quiz evening with refreshments and a fish and chip supper. Tony and Joyce Lees set the questions and generally organised the evening, with help from Joan Kennard and daughter Charmalie.



Linda Illing's team (pictured above) won the quiz.

Back on the coach people were asking if this trip could be run every year as they enjoyed it so much.

George Mann

The Trampers at Little Warley

There was a good turnout for this early-October walk. It is a popular one with the group and the numbers showed it. Twenty seven of us turned up at The Greyhound at Warley 'eventually, that is!'.

Menus ordered – group photo taken, we set off with Allison and Alan Reader at the front as this is virtually their back garden, and I thank them for their help. Half a mile or so up the first lane we get a call to say two latecomers had arrived.

Tony Hill.

Brick Lane Music Hall

In the early afternoon on a unseasonably mild, but wet, November afternoon, 37 London Plant Associates sat in their cars at the usual pick up point and waited for the coach to collect them. We were going to a matinee performance of 'There'll Always Be an England', a wartime sing-along show at the Brick Lane Music Hall in London. This is an old deconsecrated church in Silvertown, opposite the Tate & Lyle sugar factory and close to London City Airport, which has been turned into a music hall venue and which we have enjoyed visiting before.

With the traffic being very light we had time to stop off at the River Thames Barrier Park for tea and coffee. On arrival we were shown to our tables and the show got under way.



Where are they? Dave Risk awaits the latecomers.

We let them catch up then continued across field and woodland. The weather was beautiful but it did rain – acorns, that is. The trees were loaded with them. Apparently a sign of a dodgy winter to come.



A guest comedian, Paul James, who is from BBC Radio Kent, had the audience in stitches. The stage show itself was very good with everyone singing along to tunes from bygone years.

During the interval a buffet was served consisting of sandwiches and cakes, all washed down with a nice cup of tea or coffee. For the second half, the comedian came back on for another 30 minutes of hilarious jokes followed by more sing-along.



We arrived at the onsite teashop for a welcome break and cuppa after which we make our way back, mostly downhill now which was helpful, and across the village common. "You're late" was the comment from those who had to stay behind.

Oh well, a nice lunch with a beer and raffle finished the day and last walk for this season.

Dave Risk

NORTH EAST REGION

A Look at Rothbury

Rothbury, in the heart of Northumberland, was the location for our September walk, and we were soon in our stride following the main street as we headed onwards and upwards past Pondicherry Cottages from where the view south over the valley was rather spectacular.

Twenty of us met up for the exercise, and although bright, the weather forecast had promised rain - and lots of it - which was maybe why nearly half that number had called to cancel their participation.

There was no breaking-in for us after the summer break, this walk was challenging. From roads to tracks to paths to fields we continued, through farmland and up to fern then heather-clad moorland to reach our high point way above the valley. There we joined a wide track running around the hillside, this having been built in the late 19th century by Tyneside industrialist Lord Armstrong. We all managed to stay upright in the wind!

The track was used to carry stone from a nearby quarry for use on the country estate that he developed close by at Cragside (now NT), and later became a carriage ride used by Armstrong himself and guests. Following the contour for a while we enjoyed the views of the Cheviot Hills, with Simonside dominating across the valley, and also Rothbury's rooftops.



At a distance, Simonside doesn't look as challenging as it is in reality.

There, we were able to get our breath back, and then after a slow descent prepared ourselves to tackle a narrow and rocky path which turned down steeply back towards the village. Blaeberry Lane

then gave us some respite before another steep section into Rothbury - and then the rain came - as forecast. The 'longer' walkers, at six miles to our five, returned before us and stayed dry!



Rothbury Cross and the Newcastle Hotel.

The folks at the Newcastle Hotel were prepared for us - and a few more Associates who joined the party - cheerfully serving up good ale and good food which we enjoyed well into the afternoon.

Five Conquer Cheviot

Within the walking fraternity of North East Associates there is a small and dedicated group whose focus isn't on a pub lunch at the end of their exertions, a whole day being necessary to complete their outings. About four times a year they meet to walk about 15 miles across often difficult terrain.

In north-west Northumberland there's a range of rolling hills which straddle the England-Scotland border. The Cheviot, at 2674ft, is the highest summit in the hills of the same name. Daniel Defoe was here in 1728! The nearest road access is about seven miles away - as the crow flies.

To reach the summit it's therefore a long way, and the same on the return. A choice of beautiful but lonely valleys enhances the walk but there's some wild moorland involved too.

Spectacular views of the coastal plain and North Sea enhanced the way up, as seen behind Stuart in the picture on the right. Four of the group of five who made it to the top at the end of September are shown resting in the picture on the next page.





Phil, Steve, Stuart and Terry, with Cliff behind the camera.

Greenhead Walk

Eighteen of us set out cheerfully in mid-October to circumnavigate the village of Greenhead in a four-mile walk described as challenging - maybe a shorter distance than usual but with many more gradients to maintain the standard.



The up bits were steep and slippery.

The route took us from Walltown west along the line of Hadrian's Wall, past Thirlwall castle ruins to Haltwhistle Golf Club.

The warning pictured here wasn't necessary as there were no golfers in evidence - it was probably too wet and windy for them!

We then descended, crossed the A69 and began the return leg back to Greenhead and the car park amid more rain. On this leg we passed the busy Roman Fort Museum which was visited after lunch by some of our party. There they found a live 'Roman Soldier' acting as host. Experiencing today's conditions in our all-weather gear we could bet that



he was pleased to be inside today, and not suffering the conditions his predecessors had done hundreds of years ago.

After changing it was down to the Greenhead Hotel for lunch. Hairstyles were restored quickly, very easy for some.

Lake and Fell from Train and Boat

For the second time in as many months it was a coach trip back to south Lakeland for 125 of us towards the end of September. This time, though, we saw 'lake and fell' as part of our adventure, other highlights being train and boat journeys.

After an early eight o'clock start our route was west towards Carlisle, then south on the M6 to Tebay Services for breakfast.

The early start had been necessary to ensure we could meet a scheduled train at Haverthwaite Station south of Windermere. The service, running on the preserved but isolated Haverthwaite & Lakeside Railway took about twenty minutes convey us the 3½ miles from the railway's base to the jetty at Lakeside at the south end of Windermere.



The train arriving at Haverthwaite is for NE Associates, and just a few others

All went well, with no-one suffering from travel-tummy in old Mk1 BR 'blood & custard' coaches hurtling along at the exhilarating maximum speed of 12mph and pulled by a diminutive industrial locomotive. We were steam-hauled, though, as we followed the River Leven to its source!

At Lakeside we awaited our next transport, a lake ferry, for the forty-minute cruise north to Bowness-on-Windermere. Many chose the upper, covered deck as the place to congregate as the skies darkened. Our boat, the MV Teal was of 1936 vintage, having been built in sections by Vickers-Armstrong's at their (local) Barrow Shipyard, with final assembly at Lakeside.

Windermere has been her home for all of her years, and her quoted maximum speed was higher than that of the train. We were surprised that a passing boat, the MV Tern and previously SS Tern, was 120 years old and is still in regular service.



Our boat, the MV Teal.



Happy Associates on the way to Bowness.

Disembarking at Bowness the rain became heavy - maybe we should have accepted the omen at Tebay where the ducks were seen leaving their pond to shelter beside a building. By then it was lunchtime so we spread ourselves across many of the eating - and drinking - establishments in the town. Extended lunchbreaks were the norm - why get wet outside as well as within! Some of us chose the 'Hole int' Wall' pub with its unusual hanging decorations, as pictured below.



Heavy rain later on meant that window shopping was out; we just went inside and dripped onto the floors in the shops! Sadly there wasn't the opportunity "just to relax at the lakeside" as our organisers had thought of as a possibility.

On the way back the sun shone beautifully to round off what had been an excellent day. We arrived just a little later than on the previous trip, sadly just too late for the Morpeth contingent to catch their train. When we hear the rest of their tale we may let you know.

Pub Lunches

On a wet but warm day in August we went west into the countryside to the village of Newton, near Corbridge, where **The Duke of Wellington** had recently been refurbished to a gastro pub and hotel. It was quite big and boasts tremendous views of the Tyne Valley from the bar's picture windows.

This was a first visit for the P&G lunchers, based on two recommendations. The meals were pricey but the excellent quality far outweighed the cost. Prices of meals are £9.95 - £12.95 and cover from duck to shepherd's pie - which I had and was probably the best I have ever eaten. Complemented by a pint of ale the bad weather was of no matter. New venues seem to be a magnet for the lunchers as 34 people decided to participate.

In mid September we were at **The Three Horse Shoes** just north of Cramlington, which is a very old pub and boasting quality at affordable cost. They were correct, and for some the highlight of the menu was faggots (meat balls?) which our Welsh contingent (who all seemed to have them) drooled over. This was also a new venue, by recommendation, and again well supported by 32 lunchers.

The **Poachers Cottage** near Westerhope was the venue for October, and was a repeat visit by popular demand - which was borne out by the 36 attendees.



Just some of the lunchers at the Poachers Cottage.

The normal extensive menu is supplemented by a specials board, from which my game pie at £7.95 with a pint of Pedigree bitter at £2.40 were superb.

This year the pub lunches have attracted more Associates than ever before with the average attendance reaching 30. As always we look forward to welcoming any new Associates.

Keith Stokoe

Baking is Big Business – at the AGM

Well over a hundred of us accepted the invitation to the region's AGM at Gosforth Civic Hall where we began with a savoury buffet lunch, once more to a very high standard. With the attraction of 'a reasonably priced bar' this is always a great social occasion. Many of the previous day's walkers came along and appreciated the warm, dry conditions, with none having anything negative to say about the previous day.

The formal part never takes long, with the presentation of a few statistics and some comments from the treasurer. Glad to say that we are solvent, well supported in what we do, and that next year we'll have a full programme again.

Thanks to the Company were expressed for their financial support for the Associate Scheme.

A rendition of 'Happy Birthday' for an Associate closed this first part of the proceedings.

At these indoor meetings it is customary to have a special event such as wine tasting or a local speaker, the range of topics over the years covering a wide spectrum. This year a local business was given the opportunity to tell of their history, current operations and plans for the future.



This is how they are known today. Haven't heard of them? Don't worry; they will probably appear in your area soon.

Stephen Weldon, from Greggs explained that they are Britain's largest retail bakery business, having started, like many, with humble beginnings. Their retail operations began in Gosforth High Street in 1951 with the opening of one shop with an on-site bakery. Now they have 1500 shops nationally with plans for another 600.

He outlined his company's growth and development, explaining employment principles so similar to those we have experienced, and also talked of the Greggs Foundation, which provides considerable support for charities nationally.

Stephen also outlined the purpose and background of the school 'Breakfast Clubs' programme, supported by Greggs, which serves a healthy breakfast to lots of underprivileged children in many areas of the UK.

After touching on the range of products they make and sell - 142 million sausage rolls annually to mention but a few - and their commitment to supply only items baked fresh on the day - eyes became focussed on trays of cakes, pictured below, which had appeared in the room and were set out on display. They were a super accompaniment to enjoy with coffee before we departed out into the cold.



A few of us on the Metro journey home, at school leaving time, were impressed by the action of some pupils who gave up their seats for us. We didn't have the heart to tell them we'd had a hard day sitting down. Pity we didn't bring the leftover cakes for them to enjoy!

Except where stated otherwise all the other reports by **Peter Harrison**

John Smale

John G Smale, former Chairman and Chief Executive Officer of Procter & Gamble, who joined P&G in 1952 and retired in 1990, died on 19th November.



He started out working in the dentifrice business, first with Gleem and later with Crest, where he played a key role in convincing the American Dental Association to recognize Crest as effective against tooth decay. This propelled Crest to category leadership, a milestone in P&G history.

In 1981, he became the seventh Chief Executive in the history of P&G. Under his leadership, P&G created a new vision for itself: to be a truly global company focused on providing an even broader range of innovative products to the world's consumers.

The Company entered 15 new categories of business, expanded operations into 23 new countries, and doubled sales and earnings. P&G reshaped its approach to all aspects of the business during this time as well, creating Category Management of similar products, restructuring our supply chain for greater efficiency and quality, and creating the first retailer-based sales teams.

Books I Like

by Colin (FCC) Smith

This issue, I've listed a few of the books that were enjoyed by the local reading group – a mixture of men and women. Most of these authors are prolific but I've identified one book each that I think is a good example of their work – and could make good holiday reading.

Ian McEwen. *'Saturday'*

The story of one family on one eventful day in 2003. A web of events and threatened violence with political, moral and behavioural impact. Gripping.

Jon McGregor. *'if nobody speaks of remarkable things'*

People living on one street go about their affairs on a single day, their stories not connecting until a dramatic event affects all of them. A complex story, moving and convincing.

Kate Morton. *'The Forgotten Garden'*

A saga covering the years from 1913 to 2005, consistently involving , a real page-turner. A satisfying mystery is solved.

Rose Tremain. *'The Road Home'*

An Eastern European makes a new life in England for a while – he sees England from a very different perspective. Funny, sad and moving.

How about crime stories – the current success seems to rest with the Scandinavian writers – great stories – but not very cheerful. If you like a little humour with the crimes, try **Christopher Brookmyre**, the Scottish writer, **Janet Evanovitch** for sassy New Yorkers or **Carl Hiaasen** for sardonic humour from the Deep South .

If like me, you sometimes want to find a book that has gone out of print, I can recommend the website abebooks.com – this is an international site for sellers of used books, prices are much the same as Amazon but the range is much wider and the condition of the book is spelt out – Amazon does not always tell you that an ex-library book is being offered, complete with stamped pages.

'COPY' DATE

The **copy date** by when I must have articles and news items for the **spring issue is 10th February**. Please let me have items sooner if you can. Associates should receive the spring magazine around the middle of March.

David Hirst, Editor

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