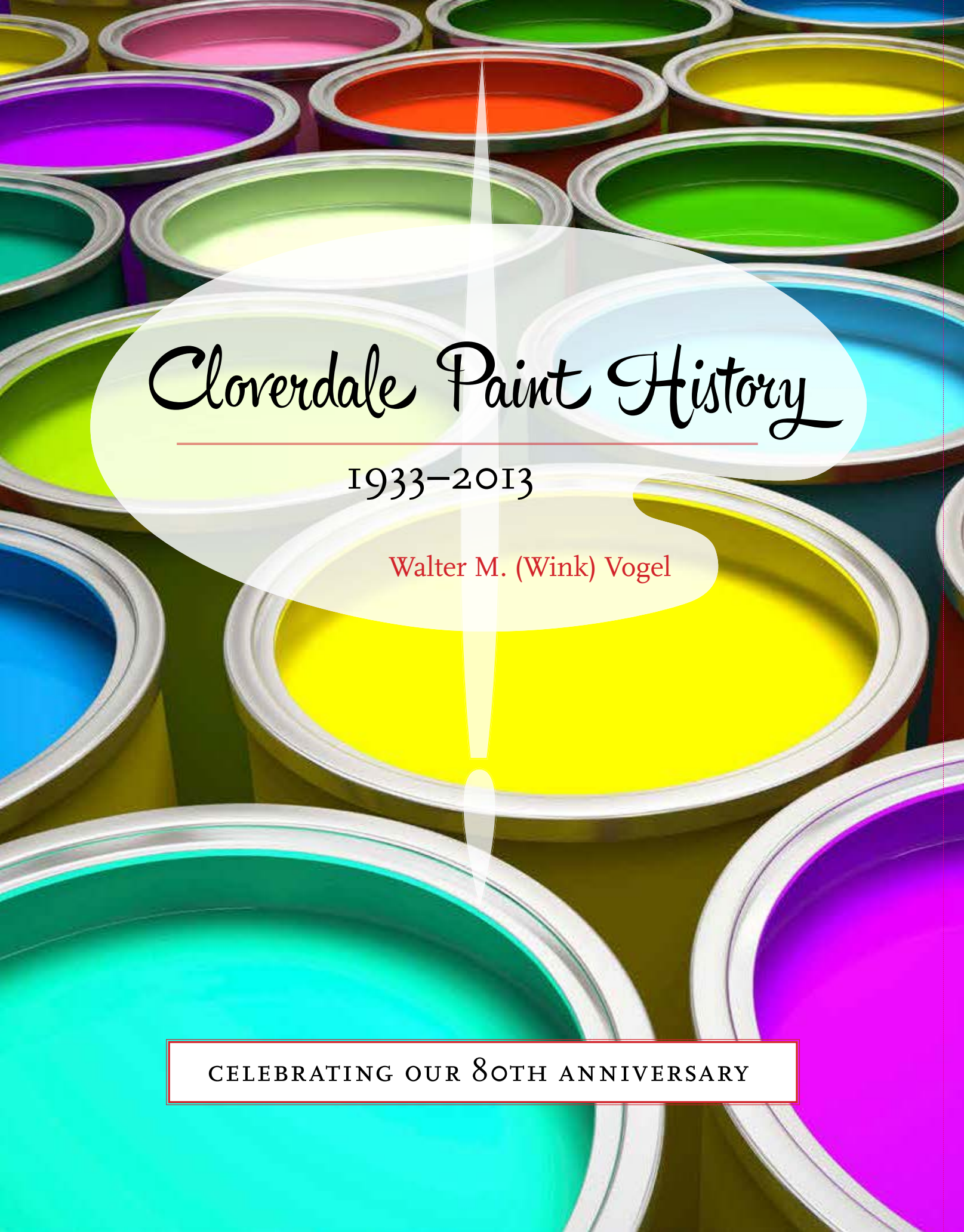


The background of the entire page is a close-up, top-down view of numerous open paint cans. The cans are arranged in a grid-like pattern, with their lids removed, revealing a variety of vibrant colors including red, yellow, green, blue, purple, and white. The lighting is bright, creating a sense of depth and highlighting the smooth texture of the paint.

Cloverdale Paint History

1933–2013

Walter M. (Wink) Vogel

CELEBRATING OUR 80TH ANNIVERSARY

About the Author

Businessman Wink Vogel started working in Cloverdale Paint's factory store as a teenager in 1950. Wink joined the company full time in 1955, purchasing shares in 1958. Under Wink's leadership, Cloverdale Paint expanded into the largest Canadian-owned paint company. Wink consistently credits this outstanding success to the company's profit-sharing program, dedicated employees and loyal customers.

Wink is married with four grown children and four grandchildren. After many years on the slopes he has hung up his skiis, but he continues to golf and is a keen and competitive sailor. He also collects vintage guitars and classic cars. Wink is currently Chairman of the Board of Cloverdale Paint. He and his wife, Noelle, divide their time between Vancouver and Salt Spring Island, British Columbia.



Celebrating our 80th Anniversary

CLOVERDALE PAINT HISTORY

1933-2013

Walter M. (Wink) Vogel

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The entire Cloverdale staff in 1955 at the opening of the second paint store in Newton when there were two corporate branches, Newton and the old Langley factory [L-R]: office clerk, Sam the wax maker, warehouseman, factory worker, factory worker, store clerk, Don Stafford, Sales Manager: Wally Pidgeon, President: Hunter Vogel, Technical director: Frank Giltrow, paint maker: Helmut Much, Langley Manager: Gordy McDonald, Newton Manager: Wink Vogel and a store clerk.

Foreword

I am pleased to introduce to you Cloverdale Paint History 1933–2013. This is a story of the origins, trials, survival and success of a local business — a story inseparable from the energy and entrepreneurship of Cloverdale’s founders and Chairman of the Board.

I first met the author, Mr. Wink Vogel, in February 1976 during the course of a job interview for the position of Controller. A month earlier, Wink had engineered the repurchase of the 60% control block of shares of the company from a public company. I didn’t get the job, but I was most impressed by Wink’s incredible energy, optimism and enthusiasm. He was able to take an insolvent entity and convince the vendors, bankers and suppliers to bankroll him.

About six months after my interview, Wink called to ask if I might be interested in a position with two related companies, Cloverdale Investments and Mushroom Records. I accepted the offer. A year after that I became Controller of Cloverdale Paint.

I soon learned that Wink’s energy and enthusiasm were contagious. His “glass 99% full” attitude set the tone for management and staff every day. Some days, my job as Controller was like trying to slow down a runaway train. Wink’s energy and enthusiasm remain undiminished today, after nearly 36 years. Our “semi-retired” Chairman of the Board may not be in the office as much these days, but I know to expect a call every week or so to see how we are doing in the pursuit of various growth opportunities for the business.

While Cloverdale Paint has experienced many ups and downs throughout its history, it has grown at least tenfold in the last 25 years. I believe there are two fundamental reasons for this success: (1) stable family ownership that is engaged and understands the business, and as a result, (2) the high-quality people Cloverdale has been able to attract, develop and retain.

We are a family business and Wink and the Vogel family treat all of our employees as part of that family. We strive to be the supplier and employer of choice in our industry, and we hope that our employees do truly feel like part of the Cloverdale Paint family.

I hope you enjoy the book.

Al Mordy
President and CEO, Cloverdale Paint Inc.

Preface

Over the years, Cloverdale Paint has had its share of successes and challenges. More than once it looked like we were down for the count. What were the odds that a small family-owned paint company in British Columbia's Fraser Valley would even survive, let alone become a force in its industry? In 2008, against the odds, Cloverdale Paint celebrated its 75th anniversary. This book is published in 2013, the year of our 80th. Rudy Henke made the first gallon of Cloverdale paint in 1933 and we're proud to say that we're still making paint today.

Cloverdale has grown and prospered as a private family business thanks to all the employees throughout the years who have contributed to our success. We are proud to be a third generation family business. Some people worked part time, others for just a short time, and many for a long time. Each person has made a difference and helped us along the way. We are grateful for the loyalty of our employees. This book is written for employees past and present, with my thanks for a job well done.

The greatest credit for Cloverdale's success must go to our customers. Our growth from a shed on Rudy's farm to where we are today is proof that we have gained many more customers each year than we have lost. Most of our growth is market share, and it has been amazing. We are blessed to have started in Western Canada, where the economy has steadily improved.

Today we employ people and sell paint and coatings across Canada and into the American states of Oregon, Washington, Idaho, Montana and Alaska. Some products even find their way across the continent to the Eastern and Southern US and around the world to Europe and Asia. As of 2012, our employees number over 1,000, with 109 corporate branches, 6 sales desks and 5 manufacturing plants. In 2008 Coatings World magazine rated Cloverdale Paint the 14th largest paint company in North America.

On behalf of Cloverdale Paint's shareholders, I thank all of our employees and customers for your loyal support over the years. This book is for you.

A handwritten signature in black ink that reads "W. M. Wink Vogel". The signature is written in a cursive, flowing style.

Wink Vogel



Acknowledgements

In 2008 Cloverdale's marketing department asked me to write a brief history of Cloverdale Paint to use for a staff presentation to celebrate the company's 75th anniversary. In response I started to collect information and draft a chronology of Cloverdale's 75-year history. My intention was to create a history as complete and accurate as possible, and this has taken time — so much time, in fact, that updates for 2009, 2010, 2011 and 2012 have now been added!

Many people contributed to this history. Employees supplied photos, names and stories and answered questions. Scott McDonald helped me draft an early chronology and reproduce photos from 2000 to 2003.

Pat George has been an invaluable resource. Pat edited the corporate newsletter, *In the Clover*, from 1988 to 2008 and several articles from the newsletter are reprinted here. Pat collected the employee comments and stories that are scattered throughout the book. Pat George and Carmelle Dwyer shared the task of word-processing. They were diligent in tracking down and confirming numerous obscure facts.

I received photos from Scott Rainwater in Bellingham, Keith Reichert and Rick Lloyd in Edmonton and Rodger Stotz in Red Deer. Gabriel Weiss at head office produced a photo collection including the renovation in 2001 of the factory, head office and mezzanine. Kathy Blackburn compiled a photo album with extensive photos of the Lower Mainland branches, head office and factory, many of which are included in the collage at the end of the book. I also received photos from Rod Andrews of Victoria, Kevin Belton and Marty McKenna of Vancouver.

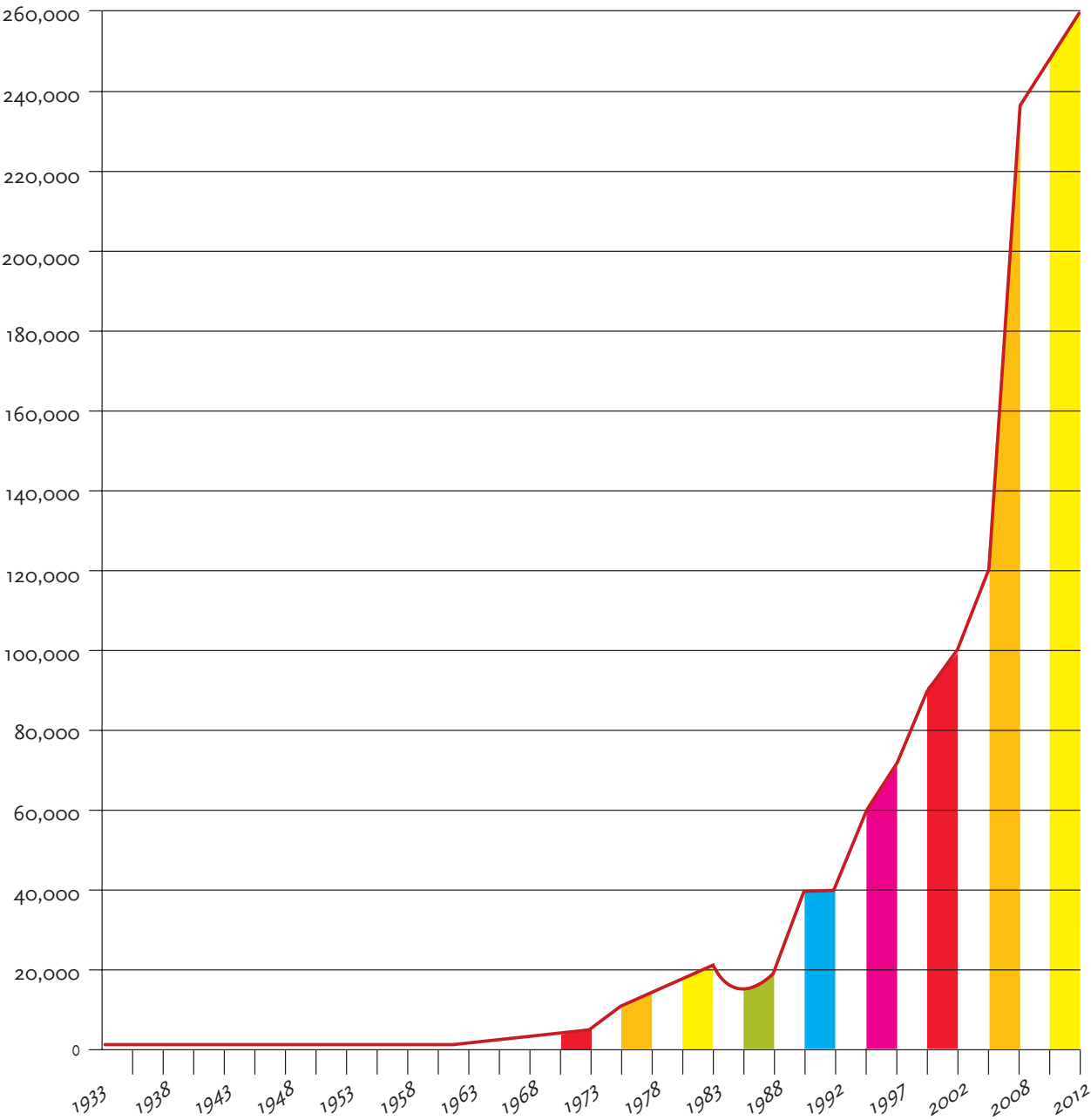
Thanks to Tom Braden and Bill Boone at Rodda Paint in Portland for their contribution.

Contributions for the acquisitions came from Gerry St Laurent in Edmonton, Larry Lozinski in Calgary, and Peter Curry and Phil Guertin in Winnipeg. The Marketing Department led by Kevin Skelly and assisted by Dan Seguin managed the design, layout and production with the assistance of Roberta Batchelor. Editor Marial Shea organized and edited the book and contributed to its final design.

Many people not mentioned have contributed in countless ways, both to the company's results and to this book. For this I am grateful. I wish to thank those suppliers and bankers who have given Cloverdale Paint support, particularly through the difficult times. Some of the names that stand out in my memory are: Martin Knudsen, Harry Weatherall (Royal Bank), Gordon Scholfield (Bank of Montreal), Ron Soley (Royal Bank), and Bruna Giacomazzi at the Mercantile Bank and later at HSBC. Also Jim Cleave of HSBC and Jim Jackson of BCDC. Other key advisors and professionals who assisted me in clutch situations are: Allan McEachern of Russel & DuMoulin; George Ostler, Senior Partner of Price Waterhouse; John Trueman of Lawson Lundell; and Winton Derby and Mitch Gropper of Shrum, Liddle & Heberton. Without their support and confidence, I would not be writing this story today.

My thanks to my wife, Noelle, for her patience and encouragement during my many hours of drafting and editing. Noelle also assisted in the editing of the final book.

Cloverdale Paint Sales History: 1933–2008





Colour deck, circa 1975.

