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All roads lead to Winnipeg

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Recommended Citation

H&S Reports, Vol. 08, (1971 winter), p. 04-11

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all roads to lead
winnipeg



It stands alone on the wide open Canadian prairie. Winnipeg is the focal point of a territory so vast that you must look at the map of North America to appreciate its full sweep.

The nearest metropolis, Minneapolis-St. Paul, lies 450 miles to the southeast. To the west, Regina is 350 miles distant and Calgary and Edmonton are more than 800 miles away. Like ancient Rome, Winnipeg is the center to which all roads lead over a large part of the northern plains. Both of Canada's transcontinental railway lines pass through Winnipeg, and air lanes have inevitably been drawn to this magnetic city, capital of the province of Manitoba.

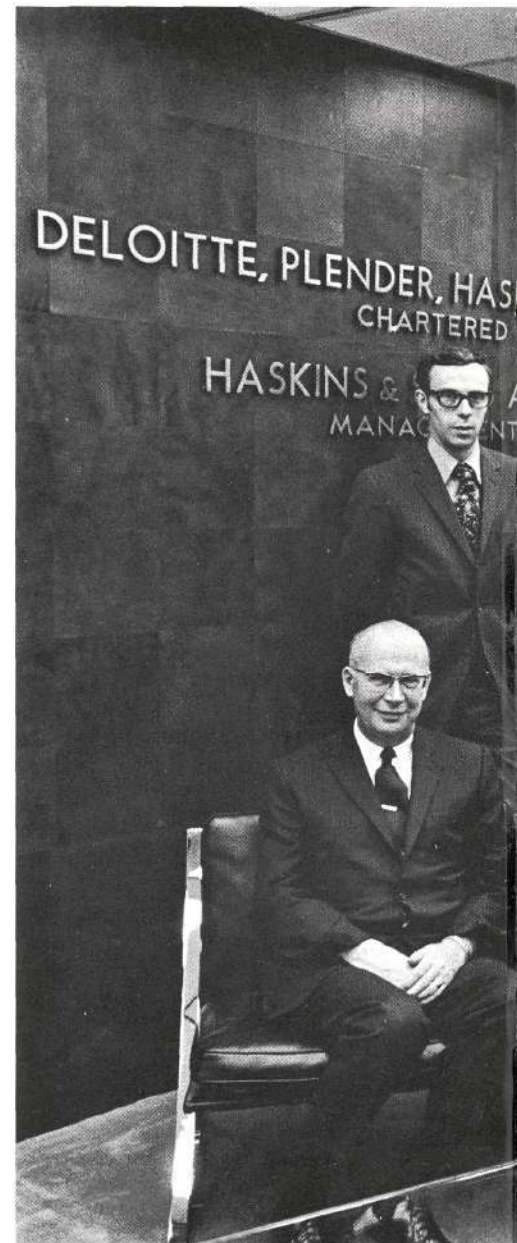
Center of all that can be surveyed for hundreds of miles around, Winnipeg is big, bustling and on the go. The farmland of southern Manitoba is rich, its black soil well moistened by winter snow and summer rains. The country to the north has recently been yielding ever increasing quantities of minerals. The people of the province, energetic and well educated, are ready to step into the future. In such a setting, the prospects of the Deloitte, Haskins & Sells office in Winnipeg are bright indeed. (Before January 1, 1971 the firm name was Deloitte, Plender, Haskins & Sells.)

The most significant event in the history of the Winnipeg Office of DPH&S was the merger in 1954 with Millar, Macdonald & Co., a well established Winnipeg firm with thirteen partners and a history going back to 1920. Until 1954 DPH&S had offices in Montreal, Toronto, Winnipeg and Vancouver, but it had become obvious that if the firm were to progress it required

a broader base from which to operate. The late Walter J. Macdonald, senior partner of Millar, Macdonald & Co., and Arthur Foye, managing partner of Haskins & Sells, arranged the merger. It became official on June 1, 1954, with Mr. Macdonald becoming senior partner and Winnipeg becoming the DPH&S head office for Canada. Since that time Winnipeg has earned a reputation as a DPH&S training ground. As of 1971, three Canadian offices, in Edmonton, Toronto and Prince George, were headed by ex-Winnipeggers, and all but two offices in Canada had at least one alumnus of Winnipeg on their rosters. Even the Canadian Wheat Board, the government agency which regulates Canada's premier export, reached into the Winnipeg Office to recruit its Executive Director in Gordon Earl and its Treasurer in Peebles Kelly, both former partners.

"We are an exporting province," says Don Tomlin, partner in charge of the Winnipeg Office. Don, a partner in the Macdonald firm before the merger, is a native of Winnipeg and a graduate of the University of Manitoba, who declares that he finds Winnipeg a most satisfactory place in which to live and work. He is cordial, energetic and deeply engrossed in professional and com-

A few of the crew. In the reception area of the new Winnipeg Office, partner in charge Donald A. Tomlin (right front) gathers some of the professional and clerical staff for an informal portrait. Youth predominates in this summer picture, because student accountants are in the city for university courses while many experienced older people are on a well-earned vacation.





Buffalo hunt. At the newly opened Museum of Man and Nature, Catherine Smart, DPH&S secretary, visits a realistic reproduction of the old hunting days on the northwest prairie. The display techniques in the first of its halls to be opened give promise that the Winnipeg museum will be among the finest in North America. Symbolic of Manitoba's outlook toward the future, the gilt statue known throughout the province as "Golden Boy" faces toward the developing north from its pinnacle on top of the Legislative Building in Winnipeg.





munity activities. Don's colleague, partner Gar Hauff, is an import from Edmonton and also an enthusiast for Winnipeg.

The province of Manitoba, legally created in 1870, has expanded its borders in stages since that time. It falls within what was for two centuries the domain of the Hudson's Bay Company, which was chartered by King Charles II. In the early days of exploration and settlement, company representatives, backed up by the force of British Empire arms, penetrated the wilderness and dealt in furs with the Indians. Then, after 1800, land-hungry settlers from the eastern provinces of Canada moved into this fertile prairie land and established homesteads. A conflict was inevitable between the

concept of a huge, private company reserve and a territory of free farmers, in which Canadian citizenship and the protection of Canadian law was considered a birthright. The company finally gave way to the government.

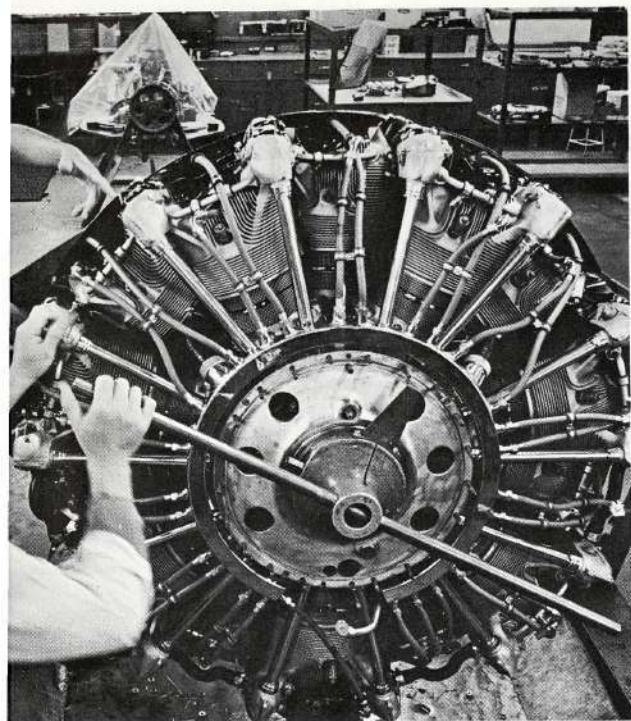
Winnipeg grew up originally around a fort of the Hudson's Bay Company, situated where the Assiniboine River empties into the Red River of the North, which flows northward from the Dakotas into what is now the province of Manitoba. The junction of these two transportation routes was a convenient point for a company trading post and Fort Garry, as the point was called, attracted a large number of Indian trappers bringing their skins by canoe to the traders. Eventually the traders who catered to both Indian and white clustered around the fort, and the settlement grew into a town, and the town into a city.

Today metropolitan Winnipeg, with 500,000 people, has one-half the population of the province of Manitoba. Only the southern third of the province, much of it south and west of the city, is primarily agricultural. The northern part was for many years unattractive to settlers and remained sparsely populated. It is a country dotted with shallow lakes, with a thin soil cover, and much of the woodland consists of scrub growth not suitable for timbering. In the last few decades, however, rich

mineral deposits have been opened in the North and the process of developing mining and smelting industries in that region is bound to continue into the indefinite future. What once was considered the domain of fur bearing animals and the Indians who trapped them has become the source of great mineral wealth, the limits of which are unknown at present.

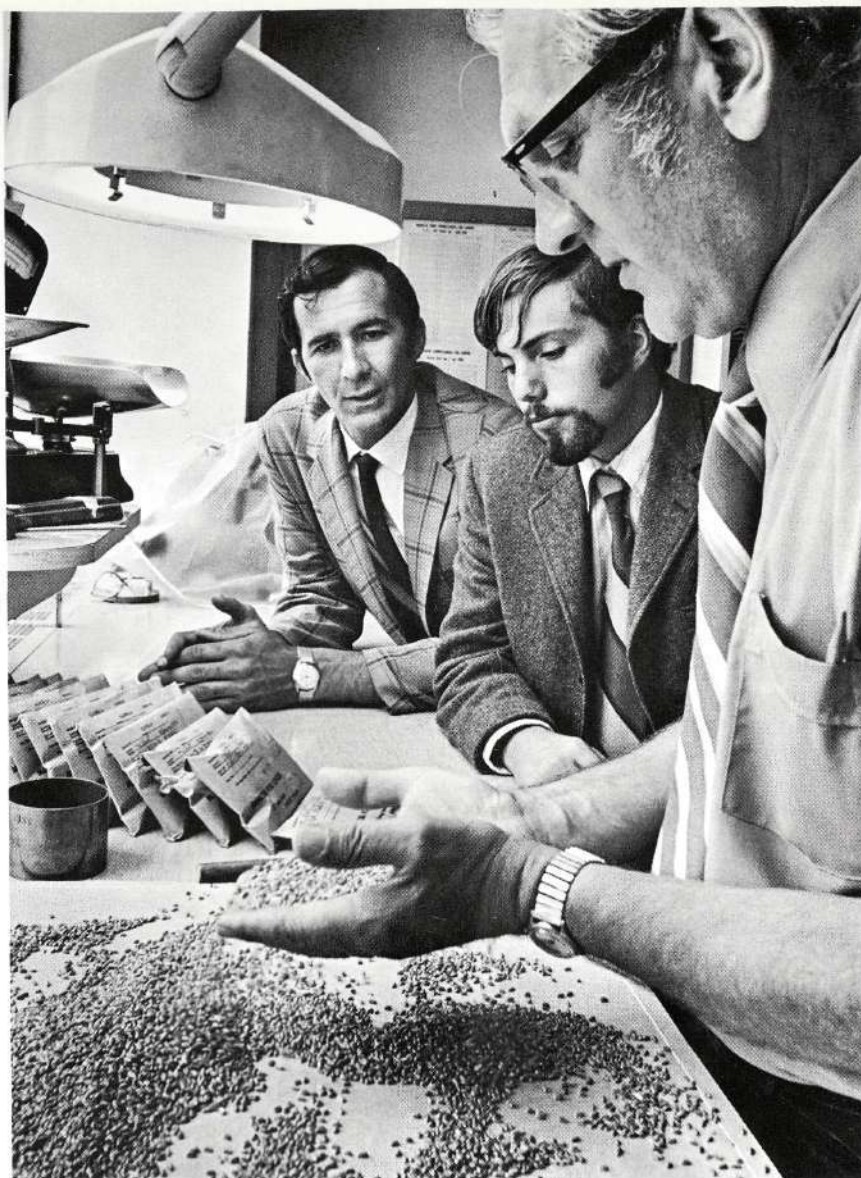
They do things in a big way in northern Manitoba with the mining boom. Partner Frank Keeley recalls the time in the winter of 1952-53 when Sherritt Gordon Mines, Ltd., a client, moved a whole community from Sherridon to Lynn Lake, a distance of more than 100 miles. The move was accomplished by tractor train, which pulled buildings over the snow and the lake ice to the new site. Buildings were sawed in half and placed on skids for the journey, and then were reassembled at Lynn Lake. The 1970 official map of the province shows Lynn Lake with a population of nearly 2,200 and Sherridon with only 117.

"When I first went to Lynn Lake there were a few pre-fab houses there,"



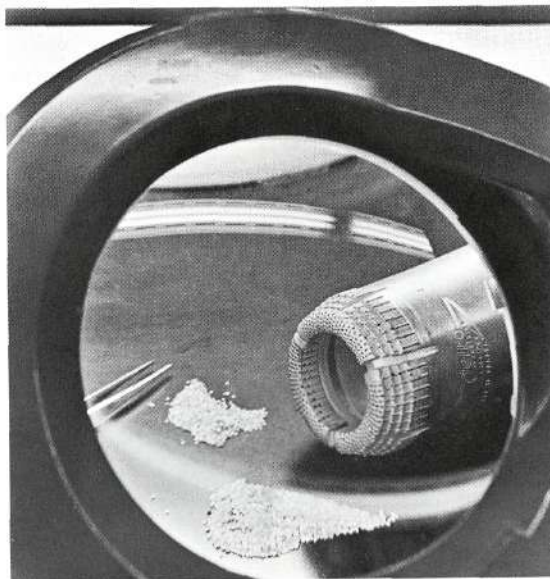
Riding high. At Versatile Manufacturing Ltd., John Eckmire (l.), former DPH&S principal, is vice president for finance. On a newly finished combine he explains the manufacturing and assembly of heavy farm equipment to Gordon Machej, a DPH&S supervisor, and partner Bonne Lemon (r.).

Overhaul. In the wide-open west where cities and towns are linked by aircraft, client Western Engine, Ltd. helps keep them flying safely. DPH&S staff accountant, Randy Price (r.) learns how it's done from comptroller Ernie Tesluck (l.) and Roy Boudreau.



says Frank, "but otherwise there was practically nothing but the mine shaft. There was an army hut used for offices with a few bunks in it. I'll never forget the trip because we hit a storm when flying up there in the plane, and we had to turn back the first time. When we left it was 35° below zero and the plane so crowded I had to sit in back on a wing spar. That was a cold ride."

The Winnipeg Office is highly diversified, with no one specialty overshadowing other work. Of its total workload, 95 per cent originates with the Winnipeg office; only 5 per cent is referred through other offices. In Winnipeg the busy season generally runs from about January 15 to June 1. The fiscal year of the grain boards extends to July 31, creating a second busy period. The



Inspection. At Manitoba Pool Elevators, Ben Kenworthy (r.), grain inspector, explains the grading procedures for grains grown in the province. His listeners are DPH&S accountants Allan Johnson (l.), who played right wing for the Detroit Red Wings, and Robert Willacy.

Diamonds. At client Delro Industries, industrial diamonds on an assembler's table and a finished drill bit are viewed through a magnifier. Rows of carefully set industrial diamonds form the hard cutting element.

same date is used by grain companies, and is designated as the end of their crop year.

Among the Winnipeg Office clients are:

- The Canadian Wheat Board, the government agency that markets all the wheat and most of the coarse grains for Canada.
- Manitoba Pool Elevators, a cooperative grain growers organization and the largest in Manitoba.
- The Hudson Bay Mining and Smelting Company, which is headquartered in the East and has substantial mining interests in Manitoba.
- The Sherritt Gordon Mines, Ltd., also headquartered in the East, with mines in Manitoba.
- The Investors Group, largest investment group in Canada.
- Versatile Manufacturing, Ltd., a maker of combines, tractors and other farm implements.
- Marine Transport, which operates lake boats, tugs, barges. This company is headed by Arthur M. Tooley, a former DPH&S partner.
- The Rodell Corporation (1967) Ltd., and its subsidiary, Delro Industries Ltd. Delro is a maker of mining supplies, including diamond tipped drill bits for taking sample cores in the earth. Other Rodell Corporation subsidiaries carry out drilling operations for mining companies.
- Transair Ltd., the authorized regional air carrier in Canada for the midwestern region.
- Western Engine, Ltd., which repairs aircraft engines.
- The Winnipeg Enterprises Corporation, a nonprofit public organization which provides physical facilities for professional and amateur football, baseball, hockey, basketball, soccer and cycling.

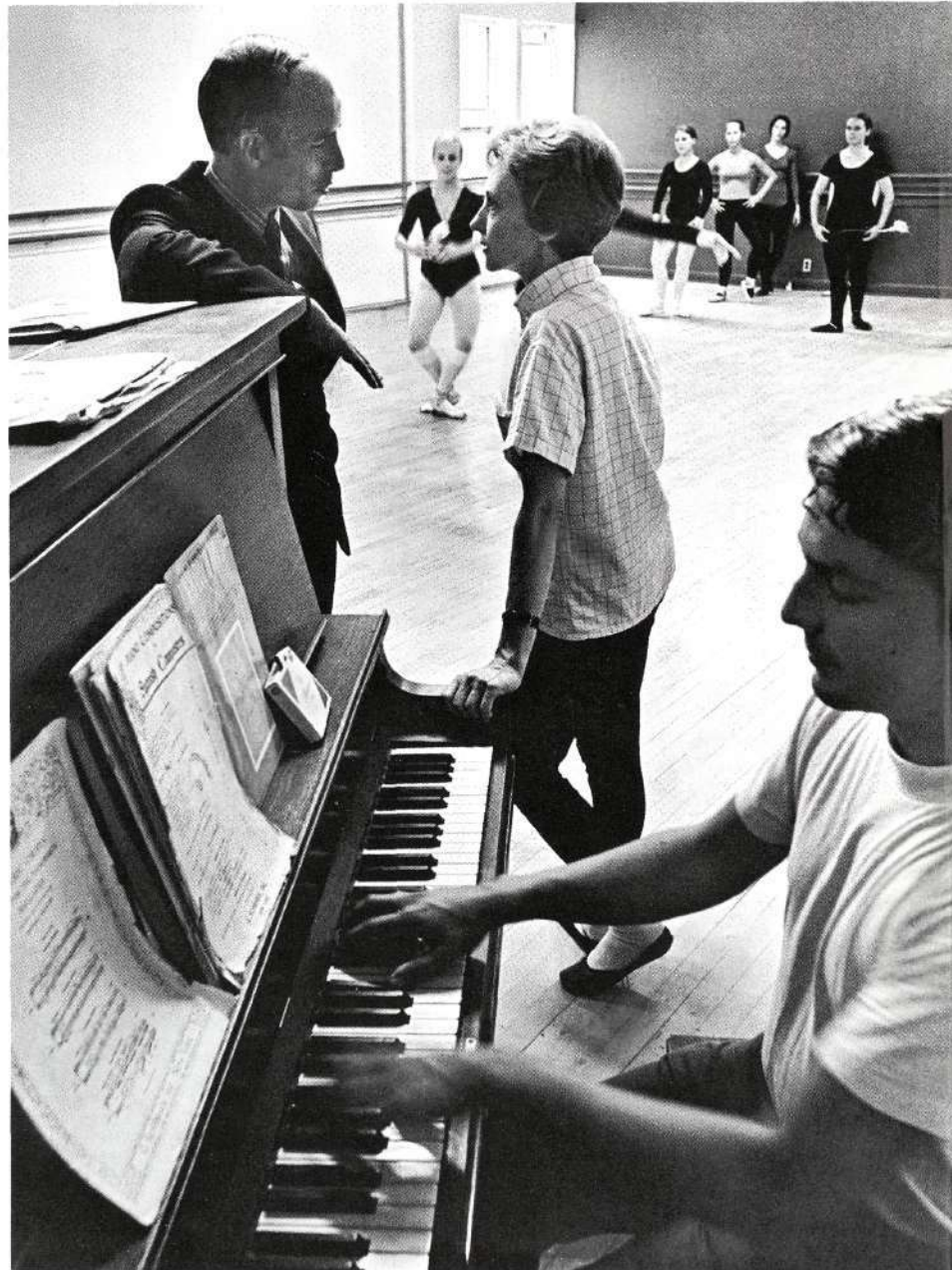
Peter Macdonald, DPH&S principal, is president of the world renowned Royal Winnipeg Ballet. In a visit to the company's ballet school for hopeful young dancers, he discusses the training program with Jean McKenzie, school director. Outside the performance hall, a poster promoting the coming season turns Peter's mind to the business management of the city's great cultural asset.

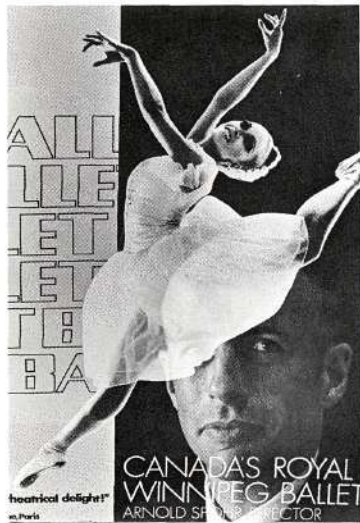
Happiness. Chris Slobodian, DPH&S secretary, enjoys trying on a Canada Majestic Lavender mink coat at client Harold E. Loyns Furs, Ltd. Principal Ron Storozuk (l.) agrees with Mr. Loyns, the proprietor, that model and coat do things for each other.

- The Historical and Scientific Society of Manitoba, an organization dedicated to the discovery, restoration and preservation of Manitoba history.
- The Manitoba Theatre Center, now under construction, which will enable Manitobans to see first class presentations in the finest of theatres.
- The Winnipeg Symphony Orchestra, rounding out the Firm's involvement with the city's cultural institutions.

In 1956 a Management Advisory Services Division was set up in the Winnipeg Office to provide client services other than auditing. In January

1971 the MAS group's name was changed to Haskins & Sells Associates. The MAS function for all offices of western Canada is carried out from Winnipeg, under director James Dow. The group has a staff of seven, with expectations of growth in the near future. The Tax Services Division in the Winnipeg Office has a fulltime staff of three tax specialists, headed by partner Hans Pintea. The Management Accounting Service provides a wide variety of services for small organizations under the direction of principal Ron Storozuk.





The total complement of the office numbers seventy, the largest of any firm in the city. Of this number, twelve came to DPH&S through the Millar, Macdonald & Co. merger in 1954. Miss Catherine Smart, senior financial statement typist in the office, holds the palm for length of service. She joined the Macdonald firm in 1926, having come to Winnipeg from Scotland.

The Winnipeg DPH&S Office employs new starting accountants from the universities, without restriction to the subjects they have studied. They may have concentrated in any of the liberal arts courses, such as history, or English literature, or economics. Partner Bonne Lemon, a Saskatchewan man who came to Winnipeg and to accounting from the printing industry, says: "We have had just as good experience with our non-commerce students as with the commerce students." The young em-



ployees today are called "students" within the office, and they share their time between taking institute courses at the university and assisting experienced accountants in client service.

The annual examination for chartered accountants is a six-day affair held in the autumn. It is set by the Board of Examiners-in-Chief of the Canadian Institute of Chartered Accountants with representatives of every Canadian province sitting on the board. A candidate must have had at least two years of experience to sit for the examination and have completed the Institute course requirements. DPH&S offers its own training courses in auditing techniques and other subjects to help its students prepare for the examination.

In the city, accountants dress pretty much like accountants all over the North American continent—a suit and tie is always appropriate, but with more variety in shirt color and mustaches than was the custom five years ago. (Of course, the same thing is happening in the client offices.) In the northern mining districts, a DPH&S accountant will wear a business suit in the office to start, but will wear whatever is necessary to be warm and comfortable when working in the evening. When an

accountant is in a mining camp close to the Arctic Circle in February, there is no point in his dressing like a dude.

DPH&S people have always been active in their support of the Canadian Institute of Chartered Accountants, at both national and provincial levels, and in community projects outside the profession. Jim Duncan, Canadian managing partner, and other DPH&S partners have been president of the Canadian Institute. The late Walter J. Macdonald served as president of the Canadian and Manitoba Institutes. Don Tomlin and four other partners have likewise served as presidents of the Manitoba Institute. Don is also a past president of the Winnipeg Blue Bombers, the community-owned nonprofit pro football team, and serves the University of Winnipeg as vice president and treasurer. Frank Keeley is chairman of the Good Neighbours Club of Winnipeg, a charitable organization that assists retired elderly men. In his capacity as a community leader, Frank was present last July at a ceremony in Lower Fort Garry, near the city, welcoming Queen Elizabeth and her party during the Manitoba Centennial.

In Manitoba all chartered accountants belong to the Provincial Institute, and this organization brings together all chartered accountants whether or not they are in public accounting, in industry or elsewhere. At times the Institute meetings in Winnipeg are held jointly with the Law Society and matters of common interest are discussed. The journal of the Canadian Institute of Chartered Accountants, the *Canadian Chartered Accountant*, has become bilingual recently, with translation of most of the articles into French.

The ethnic mixture in Winnipeg is noticeable to the visitor from the first hour. Conversations in languages other than English are overheard on the street and in public places all the time. The names on business signs and in advertisements, and the profusion of clothing styles, place names and churches, make this mix of peoples obvious. The 1961 census showed that of the roughly one-half million people in the Winnipeg metropolitan area, 214,000 were of British origin, the greatest number, as expected. In addition, the census listed 54,000 people of Ukrainian origin, 50,000 German, 40,000 French, 25,000 Polish, 18,000 Jewish, 18,000 Scandinavian, 15,000

Dutch—and others too numerous to mention. From every indication in public life, education and business, Winnipeg represents one of the happiest experiences on this continent of the successful mixing of people of many ethnic strains. Each preserves its cultural heritage, for there are restaurants, libraries, social activities, cultural programs and religious festivities for any number of ethnic groups.

The fact that the whole world seems to find its way to Winnipeg is reflected in the makeup of the DPH&S office. Among the national and ethnic groups in the family of man, Don Tomlin numbers these as having been represented

on the staff within the past few years: Chinese, Egyptian, Ukrainian, Scots, Trinidadian, Rumanian, Hungarian, Hindu, Pakistani, Turkish, Irish, Polish, Australian, Norwegian, Welsh, Dutch, German, Italian and Austrian.

Winnipeggers reveal great pride in their city, and it does not take a visitor long to appreciate some of the reasons. Here is a metropolis of a half a million people with the advantages of the big city, such as modern hospitals, cultural institutions of top rank, fine restaurants and shops, the seat of provincial government and the variety that one associates with a prosperous, growing city.

At the same time, much of the world is discovering the loss of human values which planless overcrowding seems to make inevitable, and Winnipeg gives the impression of having it both ways—the advantages of the city without the worst aspects of urban living. The city has traffic but not choking traffic jams; it has many kinds of industry but no heavy pall of smoke and smog hanging over it. In the summer you can put in a full day at the Richardson Building, in the heart of the city, and still get out to one of the many golf courses in time to play 18 holes before dark. Or in the winter you can go from work to home, have dinner without rushing and



be in time for the hockey game, or the philharmonic orchestra concert, or the theatre, or the Royal Winnipeg Ballet. Curling enthusiasts, among whom partner Ken Little is a leader, find plenty of competition on the Winnipeg ice throughout the long northern winter.

The business centers of Canada, especially in finance and manufacturing, are in Toronto and Montreal, the two largest cities in the country. Many companies in Winnipeg and elsewhere in Manitoba are branches of organizations with headquarters "down east," as Winnipeggers call the power centers. It happens often that a local organization grows to a certain size, and then is confronted with the irresistible offer of merger with a Toronto or Montreal company.

The human reaction to this fact of economic life is a fierce pride in the city and the province, and a resistance to being absorbed by the economic big brother to the East. When this feeling is combined with the concern of all Canadians over retaining their individuality from the influence of Britain and from the much closer and economically more powerful U.S., the result is a determination to be independent, to be Western Canadian, to be the tail to no one's kite. □



Sand and sun. At Lake Winnipeg principal Tony Brookes and wife Penny enjoy a holiday on the beach with their three boys Geoffrey, Trevor and Derek. Their cottage at Victoria Beach is an hour's drive from the DPH&S office in downtown Winnipeg.

Sailing. Don Tomlin, partner in charge of the Winnipeg Office, sails in weekly race on Lake Winnipeg with son Gordon as crew. His boat, an International 470, is a fiberglass import from England.

