

# CAP SUICE

# CAN PRO '85 CKCO-TV IS GOLD!

CAN PRO '85 is over. The annual festival, held March 23rd through 26th in Compton, Quebec (just 30 miles south of Sherbrooke), was another tremendous success, with approximately 275 broadcast executives in attendance. Representing CKCO-TV during the four days of seminars and workshops included Don Willcox and Reg. Sellner.

CKCO-TV's participation was somewhat more than ordinary this year, however. We were the proud hosts of an evening's reception promoting "CAN PRO '86" to be held next March 22-25 at Kitchener's Valhalla Inn. Guests were greeted by dirndl-clad hostesses, and enjoyed a sampling of K-W's renowned "Gemutlichkeit"—with a taste of Oktoberfest spirit! K-W's own Oncle Hans made a special appearance to extend a hearty invitation to our fair city.

CAN PRO, the annual festival designed to promote and develop private television in Canada, was founded in 1973 to honour locally produced TV programs. The seventy-three stations that comprise the organization compete annually, and are categorized by market size and type of program. Just three years ago another competition was added to that of Programming—honouring the best Promotion campaigns for local Canadian shows. CKCO-TV has some tough competitors to beat in its "Market B" category, including Barrie, Ottawa, Vancouver, Edmonton and London.

This year Program Director Don Willcox entered ten CKCO-TV programs. . . five of which were named finalists. From a total of 381 Canadian entries and 73 winners, CKCO-TV proudly accepted 3 GOLD and 2 SILVER "programming" awards!

cont'd on page 2

## PROGRAMMING

GOLD WINNERS: "This award acknowledges the contributions made by individual television stations to their community and their industry through creative program concepts and effective production accomplishments."

#### 1. "BLUE JAY BANTER"

\*Best "Sports & Outdoors"

Market "A"/'Syndicated Programming' category.

Exec. Producer: Don Willcox

Producers/Hosts: Bill Inkol, Jeff Hutcheson

## 2. "THE CAMPING SHOW"

\*Best "Sports & Outdoors" Series

"Sports & Outdoors" category. Exec. Producer: **Don Willcox** 

Producer: Peter Kent

Hosts: Kelly Crowe, Jeff Hutcheson

#### 3. "TRIVIA COMPANY"

\*Best "Quiz/Game Series"

"Light Entertainment" category. Exec. Producer: **Don Willcox** 

Producer: Peter Kent Host: Johnnie Walters

#### SILVER WINNERS:

1 ."OOPSY DAISY"

\*Children's Series

"Children's Programming" category.

Exec. Producer: Don Willcox

Producer: Bob McNea
Host: Oopsy The Clown

#### 2. "SWING SENSATION"

\*"Music/Variety Series"

"Light Entertainment" category. Exec. Producer: Don Wilcox

Producer: Peter Kent

Hosts: The Sensation Jazz Band

Promotion Manager Reg. Sellner entered two on-air promotional announcements, each 60-seconds in length. Of 148 total entries and 24 winners, both promos received GOLD awards!

#### PROMOTION

GOLD WINNERS: "Presented in recognition of the advertising and promotion achievements of individual stations in support of Canadian programming and community involvement."

### 1. "A NORMANDY PILGRIMAGE" - 60 seconds

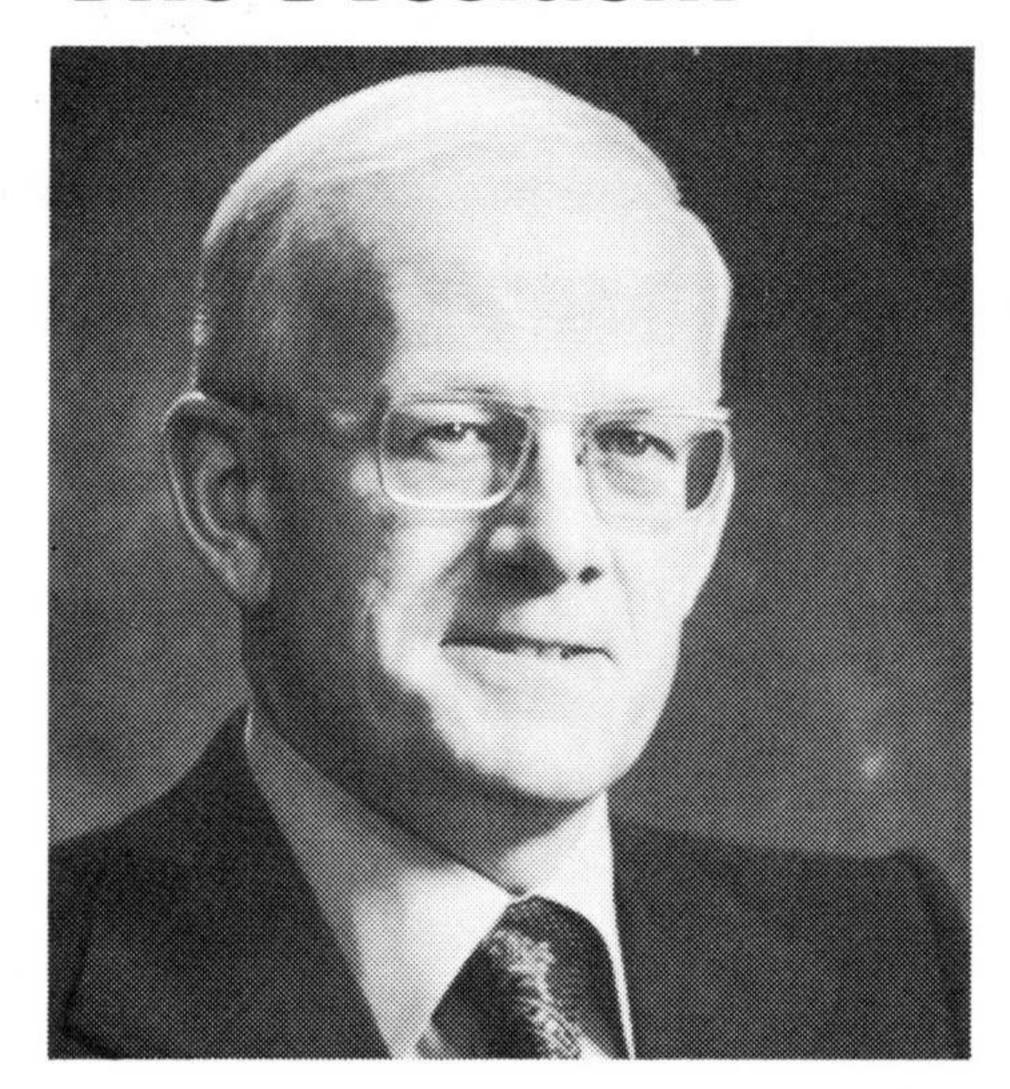
Exec. Producer: Reg. Sellner

Producer: John Arajs

#### 2. "TRIVIA COMPANY" - 60 seconds

Exec. Producer: Reg. Sellner Producer: Lisa Lackenbauer

## The President



On the occasion of the first edition of a new venture, it is my pleasure to welcome the readers to a new means of communication as "CAPsule" joins the coffee bar as our first string news source. It provides, as well, an audience for those who wish a chance to use their writing skills.

This is a fine, new initiative which will be the better for the participation of everyone, and I offer my sincere best wishes for its success.

W. D. McGregor

## The Editor

The beginning of anything new is, at best, uncertain, and that was underscored many times prior to this first edition of "CAPsule". Be we did it with a great deal of enthusiasm, "stick-to-itiveness", and satisfaction. The editorial staff had a general direction set in terms of format, and with this first step we'll achieve our goal. However, we need the help of everyone at CAP Communications. We need information about things that are happening . . . we need interesting bits about employees that are fit to print . . . we need feature ideas, and we are not adverse to having anyone submitting articles or ideas. It's your paper . . . so share in it. Give us your comments, but be gentle on our egos. We are new, we would very much like to age gracefully.

If this initial surge of enthusiasm is an indicator, "CAPsule" will be around for

## Production Preview...

Commercial time was cleared during those days of intense snow fall last month to make room for CKCO-TV's live "Storm Updates". These brief reports originated in the newsroom, where a production camera was set up and patched directly to master control. Paul Brent, Kelly Crowe, and Brent Hanson anchored the bulletins, while John Arajs, Peter Graham and Dan Bailey shared the camera duties. Paul Nyhout, Martin Ferguson ("Ferg") and Dave MacNiel co-ordinated the live cutins, while the intercom communications were patched through the house phone system using Gary McLaren's extension. A pre-packaged Dubner Graphic was used for an opening and closing.

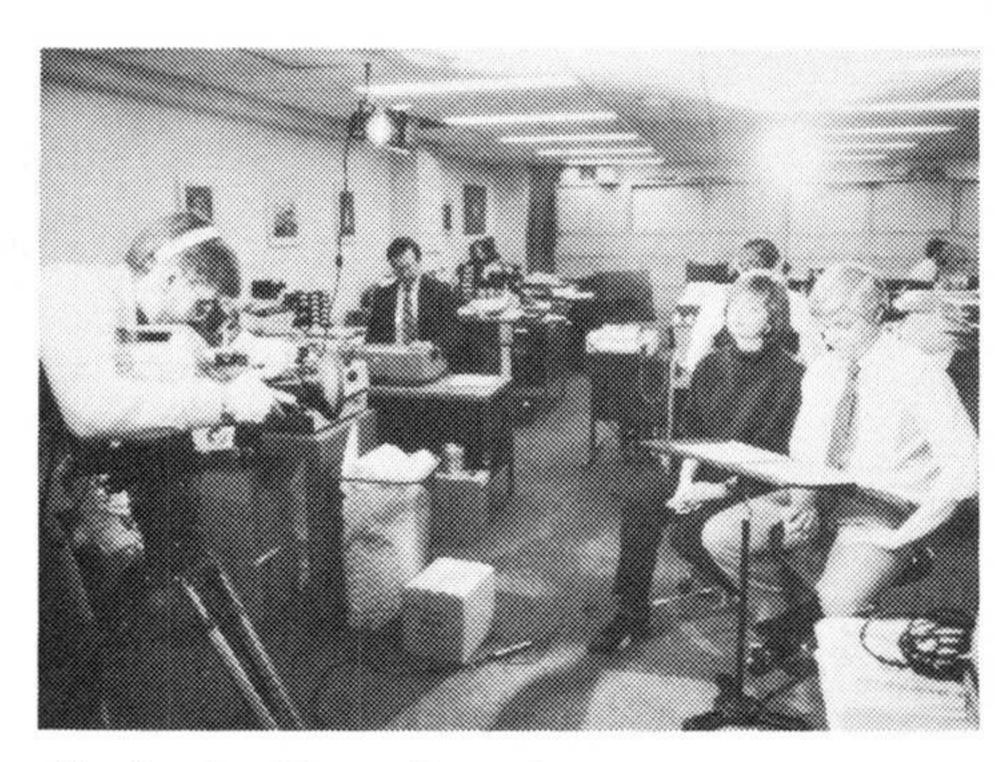
"Kloset Komics", a recent Amateur Comedy Show taped at the University of Waterloo "Humanities Theatre", is in the post-production stage for all of you who are wondering. And another new childrens' show is in the offing. "Camp Caribou" is a new venture being produced by CTV's children' consultant, Janis Nostbaken. The Saturday morning fare will teach youngsters lessons in life via a camp setting with two local camp counselors as hosts.

The latest S.M.P.T.E. sessions have included a seminar at "Omnibus Computer Graphics" in Toronto, a tour of "TV Ontario", and the unveiling of "The



a long time. The gestation period is over — the growing process has just begun.

Fill Mon



Production Storm Reports

Sports Network" facilities, also in Toronto. The 'Really Big Show' of the year is about to begin however, as the Society of Motion Picture and Television Engineers presents the first ever I-Max motion pictures shot aboard the space shuttle last year. The dates have not been announced, but the location will definitely be the Ontario Place "Cinesphere". A notice will be posted on bulletin boards when further details are received.

## Cont'd from cover story



Alaine Plante, of CKSH-TV, Sherbrooke, addressed "CAN PRO" Members.

CAN PRO '85 has left its mark, and its honours, with CKCO-TV. The award presentations held on closing night, March 26th, and to be aired on CKCO in the near future, were filled with moments of pride for those in attendance, and certainly for those whose efforts behind the scenes made it all possible. Five gold awards plus two silver is indeed an accomplishment!

BUT BEWARE "CAN PRO '86"! CKCO will do better than ever — extending more warmth and hospitality than participants have ever seen, while playing the role of host broadcaster! And as for awards?! Well . . . rumour has it that plans are already underway to set records at home!

# David Carswell Takes To The Skies

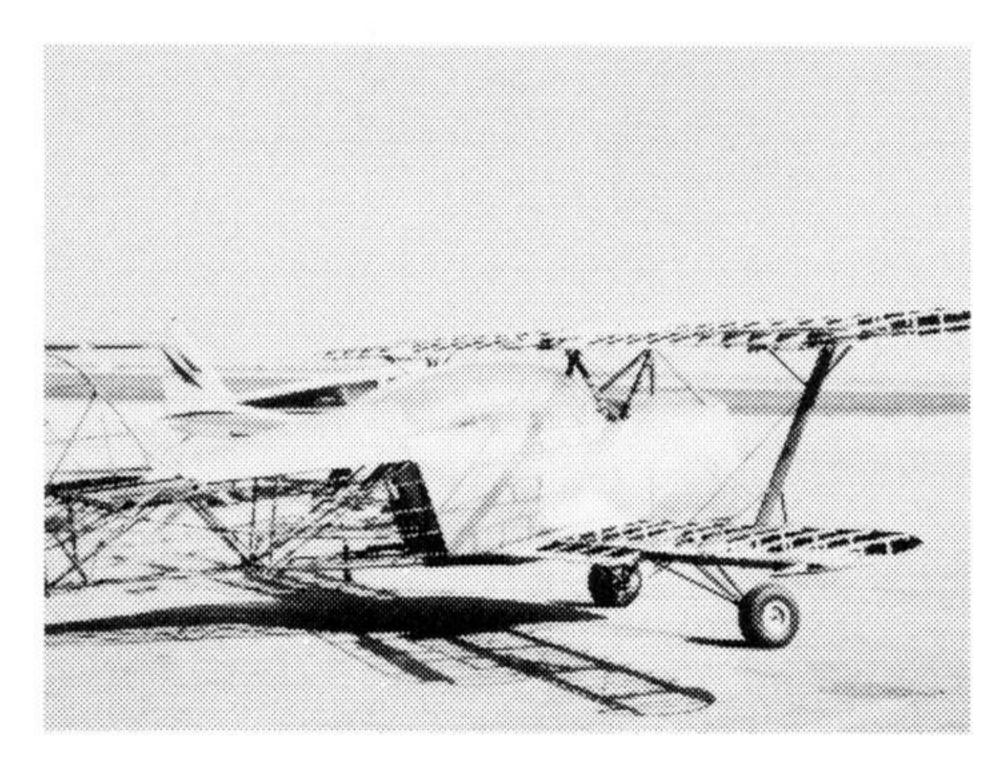
It's a bird, it's a plane, NO, it's our own David Carswell of the News Dept. in his homemade STEEN SKYBOLT. Started in April of 1980, it's due for completion in April '85.

Dave first became interested in airplanes in his pre-school days. His interest at that time was confined to model planes. The models became larger and larger and eventually became radio controlled. After several years of being involved in radio controlled models that performed various aerobatic feats he turned towards the real thing. He obtained his pilot's license 6½ years ago and hasn't looked back. Since buying the real thing would tax his income heavily so he decided to build his own.

The Steen Skybolt was designed by LaMar Steen, an Aeronautical Engineer from Colorado. It's wingspan is 24 feet and it has a length of 20 feet (A little big for the basement, Dave). It is a two place aerobatic bi-plane that is stressed for unlimited aerobatics. It has a 4 cylinder, 360 cubic inch, 200 horsepower Lycoming engine (for those of you interested in stats). Top speed is 200 MPH with a cruise speed of 130 MPH. It can travel 520 miles or 4 hours which ever comes first.

Dave's plane should be completed in early spring and ready for its first test flight. Jane Cellini intends to be there to see if it gets off the ground and to get a picture of the proud pilot. Aerobatics can be dangerous (better than sex, for getting the adrenilin flowing), especially if you lost page 3 of the instructions!

## GOOD LUCK, DAVE!



Dave Carswell's soon-to-be-completed "Steen Skybolt".

# Dialogue in Stereo

CKKW-AM STEREO's music has evolved into a refined spectrum of the hottest Adult Contemporary selections available. "Chicago", "Julian Lennon", "Bill Joel", "Kim Carnes", "Hall & Oates", "Phil Collins", and more! On weekends, in addition to a 'feature artist', Stereo 1090 provides the best "Solid Gold Memories".

March 4th to April 10th, CKKW gave listeners a chance to win invitations to the "STEREO 1090 Winter Beach Party", at which three lucky couples won a week at the new Jamaica, Jamaica Resort Hotel in Jamaica, including hotel, airfare, and three meals a day. The best Caribbean costumes at the party won the trips! (sounds like Monty Hall should have been the M.C.?!)

The "2nd Annual Chicopee Ski Rodeo" was held Saturday, March 2nd, presented by CKKW and Miller High Life. Fun was the prime ingredient of the day — from the 'Big Bad Bag Race' down North Hill, to the 'Kiwanis



"The slush Cup" awed spectators at the Chicopee Ski Rodeo.

Kavaliers', to the two 'Armed Forces T-Birds' that performed a fly-past. Also included in the day's events were the 'Canoe Race', 'The Miller Pitcher Race', 'The Slush Cup', and out-door barbecue, and dancing to live entertainment.

How would you describe CKKW now? We are currently looking for a positioning/marketing phrase to use on the air and in advertising. "Hear The Difference" . . . "Just Listen To Us Now"? Use the "C A P Suggestion Box" for yours.

## A Mission For Dana

Changes are taking place in CKCO-TV's Copy Department. Dana Culp, a television copywriter at the station for the past five years, left for Amsterdam on March 29th.

Dana, a born-again Christian, was evangelizing at the 1984 Summer Olympics in Los Angeles when she realized she'd like to continue spreading the word of God in different parts of the world. Through many 'divine appoint-ments,' such as meeting missionairies posted in the Netherlands, and through promptings of the Holy Spirit, Dana decided to seek opportunities in Amsterdam.

"Through another small miracle", Dana said, "I had the address of a 'Youth with a Mission' worker in Amsterdam. I wrote to him and through much prayer and guidance decided to apply for the "Go Team" leaving from Amsterdam for Southern Europe."



Dana Culp . . . Embarking on a Mission for God.

The "Go Team" consists of twenty to twenty-five dedicated Christians from various parts of the world who will travel to Greece and Yugoslavia, will deliver street ministries, and be involved in open-air preaching. "Street Ministries" involves "witnessing", or talking to people on a one-to-one basis. "open-air preaching" is speaking to a large crowd.

"Youth with a Mission"'s Evangelistic tool is a mime drama entitled "Toymaker and Son", which is an allegory of the gospel of Jesus Christ. The "Go Team", which Dana will be associated with, will be performing "Toymaker and Son" several times during their travels.

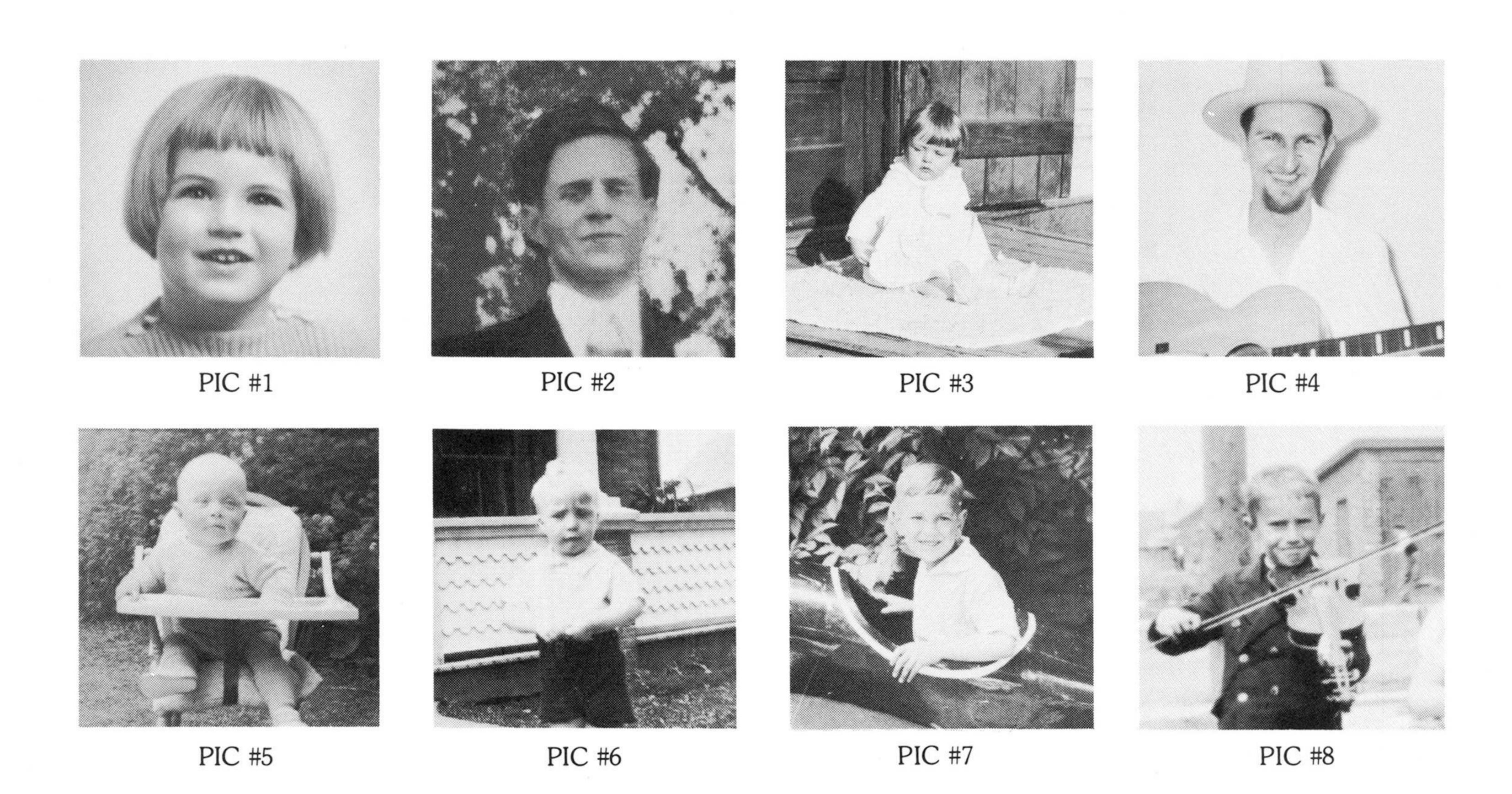
Dana will be returning to Kitchener at the end of August. She is planning to attend a Discipleship Training School (D.T.S.) in Hollywood, California, in September of this year.

# Executive Pin-Ups

HERE IT IS!! Your 'executive' at their best!

See if you can match the snapshot with the name. One winner will be drawn from all correct entries, and will receive a MYSTERY prize!

Included in the portfolio are: JOHN POLLOCK, BOB McKEOWN, HAROLD ZISTER, DON WILLCOX, REG. SELLNER, PAUL TURCHAN, DON MacDONALD, and last but not least, DAN SUTHERLAND, our handy-dandy-fixer-upper!



Submit your entry to Alison Laverty, Accounting Dept., no later than May 15th.

1	5
2	6
3	7
4	8
NAME:	
DEPARTMENT & EXTENSION:	

## BENEFIT PLAN

## "Points of Interest"

## PRESCRIPTIONS:

- \*\$25.00 deductible per year per family.
- \*claims are to be submitted on a calendar year basis.
- \*claims for 1984 **must** be submitted as soon as possible after December 31st.
- \*before submitting, claims should be at least \$50.00 over the deductible amount.

#### **VISION CARE:**

- \*company pays \$50.00 towards frames every 24 months (effective from your first claim).
- \*lenses whenever required.
- \*contact lenses are covered **up to** the amount of regular eyeglass lenses.
- \*sunglasses are **not** covered.
- \*Vision Care forms **must** be completed by the supplier when the glasses are picked up, and the receipt attached.

#### **DENTAL CARE:**

- \*basic preventative is covered.
- \*take form to dentist for completion.

Forms for all of the above are available from the Payroll Department. "Dental" and "Vision Care" forms should be taken with you for all appointments.

When filing any claim, the papers **must** be properly completed in the appropriate sections, or they will be returned to you to complete before processing.

COURTESY OF YOUR FRIENDLY, NEIGHBOURHOOD PAYROLL DEPARTMENT!

# Video Q Marketplace Television

VIDEO-Q MARKETPLACE TELEV-ISION is CAP's newest division. Formed in 1982, Video-Q was a separate company under the management of CAP. In late 1983, Video-Q Systems (1982) Inc. joined CAP as a full division of the company and is now known as VIDEO-Q MARKETPLACE TELEVISION.

VIDEO-Q operates in the Greater Toronto area with systems installed in 67 prime supermarket locations from Oshawa to Burlington. We feature instore television advertising shown on strategically placed monitors in five major supermarket chains, including MIRACLE FOOD MART, A & P, DOMINION, FOOD CITY and IGA outlets.

VIDEO-Q continues to gain advertiser acceptance by both in-store and out-of-store advertisers.

In-store advertisers use VIDEO-Q because their advertising appears in the shopping environment right at the point of purchase. Out-of store advertisers use VIDEO-Q because of its ability to provide them with extra television exposure to a large and growing audience.



VIDEO-Q store installations



VIDEO-Q's audience is now over 1,000,000 per week and tests conducted by A.C. Nielsen show sales increases in VIDEO-Q advertised products as high as 28%.

Since its inception, VIDEO-Q has been an exercise in growth and experimentation. Growth to achieve dominance in Canada's #1 market. Experimentation to find the best locations for VIDEO-Q equipment and to discover the most effective means of using television to achieve sales success for advertiser's products in a shortened commercial format.

VIDEO-Q commercials are 5, 10 or 15 seconds in length with no sound. VIDEO-Q is a true demonstration of the sales effectiveness of television pictures.

VIDEO-Q has two offices. The Sales and Marketing of VIDEO-Q is handled from our Toronto office at 85 Eglinton Avenue East. Production and company operations are handled here at good old 864.

Our staff in Toronto includes Barry Stranks, General Manager; George Chandler and Bill Perkins, Sales; Cynthia Croll, Secretary.

Kitchener staff includes Walter Hulme, Manager; and Jewel Hendry, Secretary.

## Notable News

Comedian/writer Fred Allen once said that California is a great place to live. . if you're an orange. Maybe it's better if you just visit. Photographer John Johnston and Dave Gerry recently made a foray into lah-lah land. The strangest encounter they had was with a man who was juggling chainsaws on Venice beach. After the show Dave asked for an interview . . . and he asked for fifty dollars. Dave told him we didn't do that sort of thing and backed away as quickly as possible. You don't argue with a man who's holding a smoking chainsaw.

Two other newsroomers headed for the coast in March. Reporter Brent Hanson stormed Los Angeles looking for good windsurfing weather and some perfect '10's. News director Peter Ferguson travelled to the San Francisco area to check out his son's future inlaws, the wedding is in April.

Vacations and winter storms have produced a lot of job juggling in the newsroom. Reporters Kelly Crowe, Paul Brent and Brent Hanson were the voices of doom during our live inserts throughout the storm.

You know the weather's turned foul when the weatherman can't get out of his driveway. We sent the courtesy

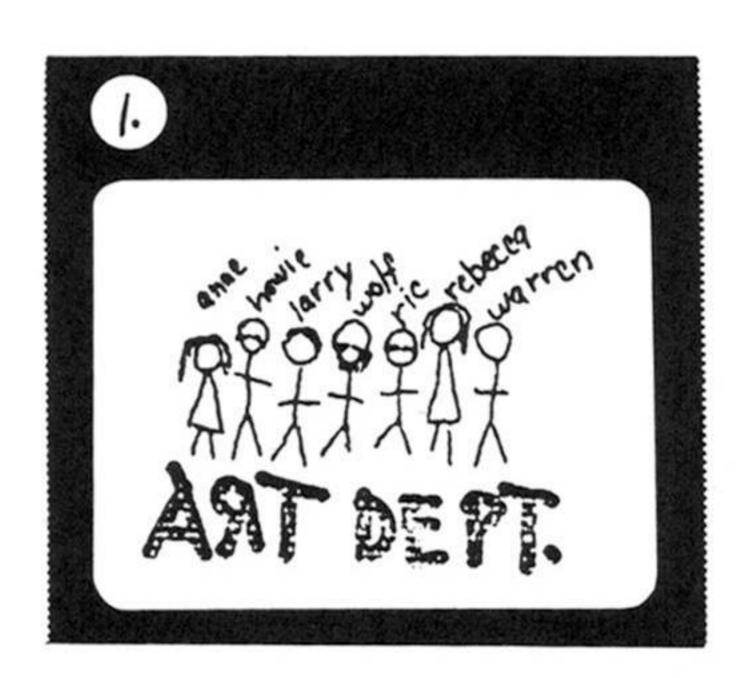
cruiser to pick up Dave MacDonald one blustery afternoon.

News co-anchor Pamela MacKenzie won't soon forget this winter. She spent at least ten hours trying to get from Ottawa to Toronto one day by plane. And then was forced to put her car into a ditch to avoid a multi-vehicle pileup on highway 401.

A final note, you can look for reporter Joy Malbon at the weekend weather-board. She'll be filling in for Mary Pat Hannan who's expecting her own bundle of joy near the end of May.

# Graphic Details From Your Art Department:

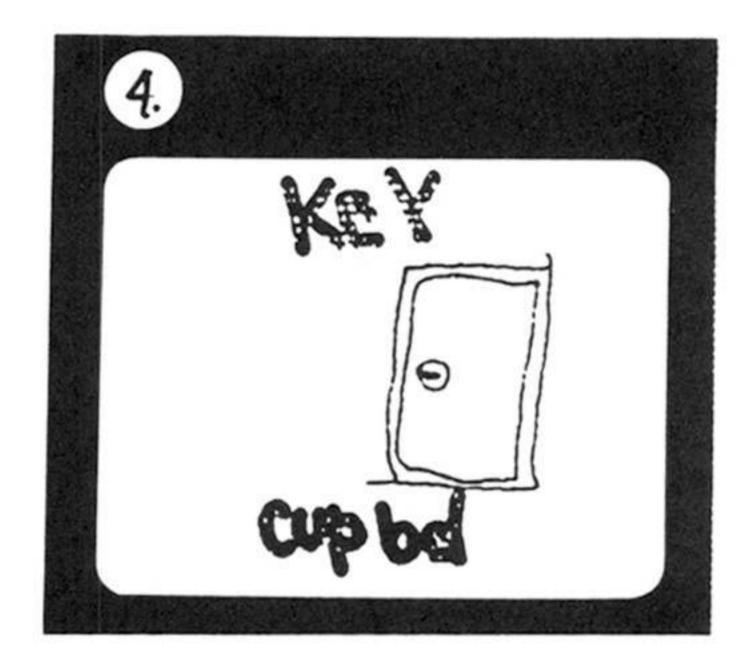
The most exciting thing to hit the Art Department in the last little while has been the C.B.G. 2 DUBNER — a character and graphics generator. So it seems appropriate to use its print-out facilities to help illustrate a little about the Art Department, its people, and what they do. As you'll obviously notice by the drawings, they've really come to master the DUBNER and its many features . . .



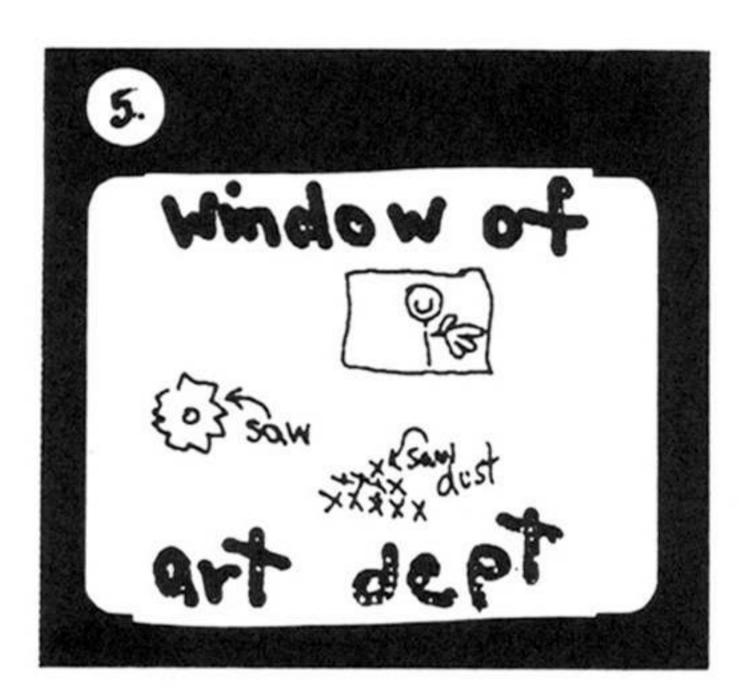




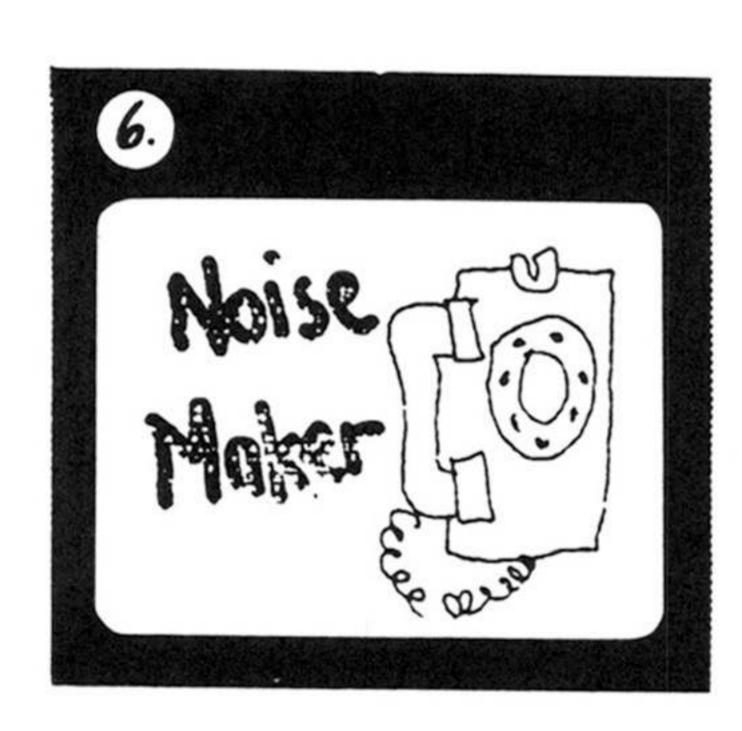
Larry works in shop. He builds things and gets sawdust on all the props.



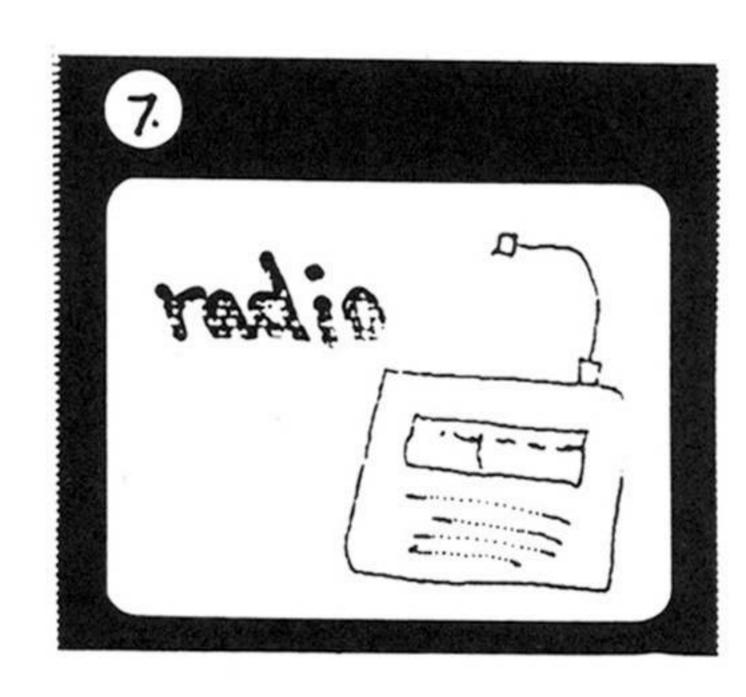
All keys are kept in here. At times, its hard to find the key to get into the key cupboard to get the key to unlock the drawer to find the key . . .



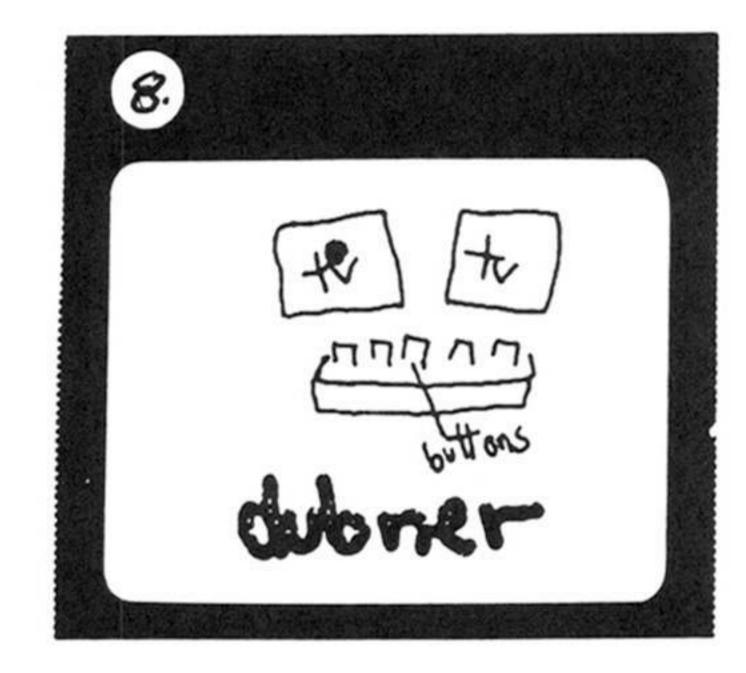
Window in shop is handy for tours. People can look into Art Dept. for the shop (where the sawdust is).



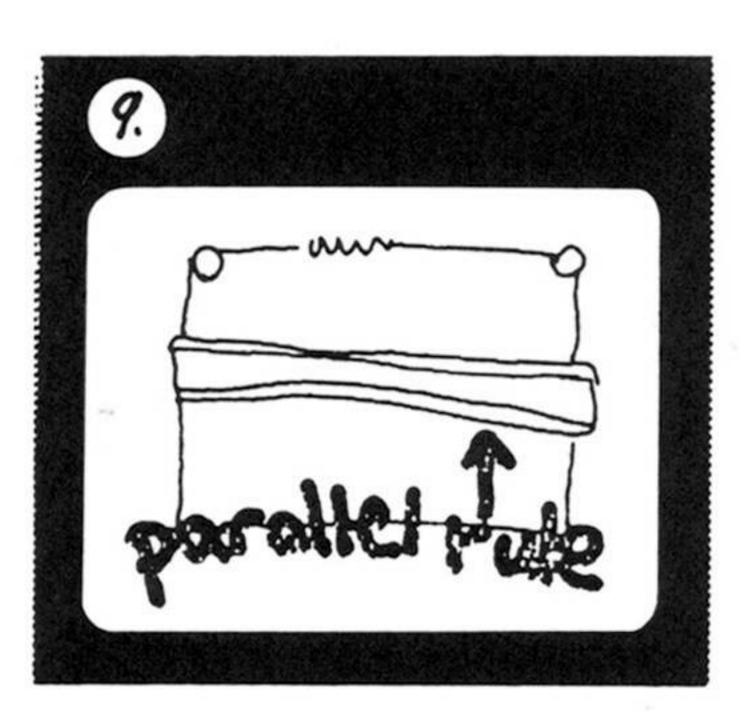
Most of the day is spent answering this thing.



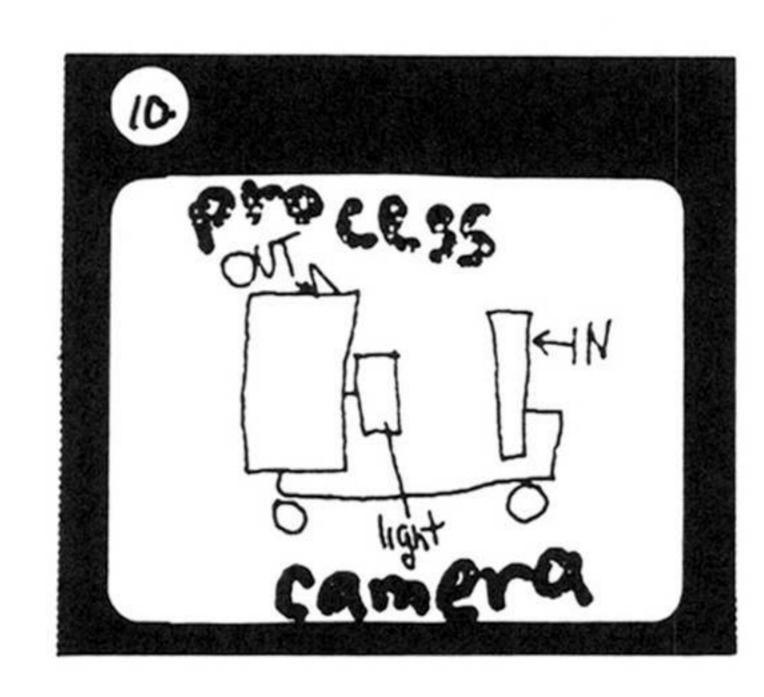
Can't work without it and usually can't work with it 'cause it's on 'wrong' station.



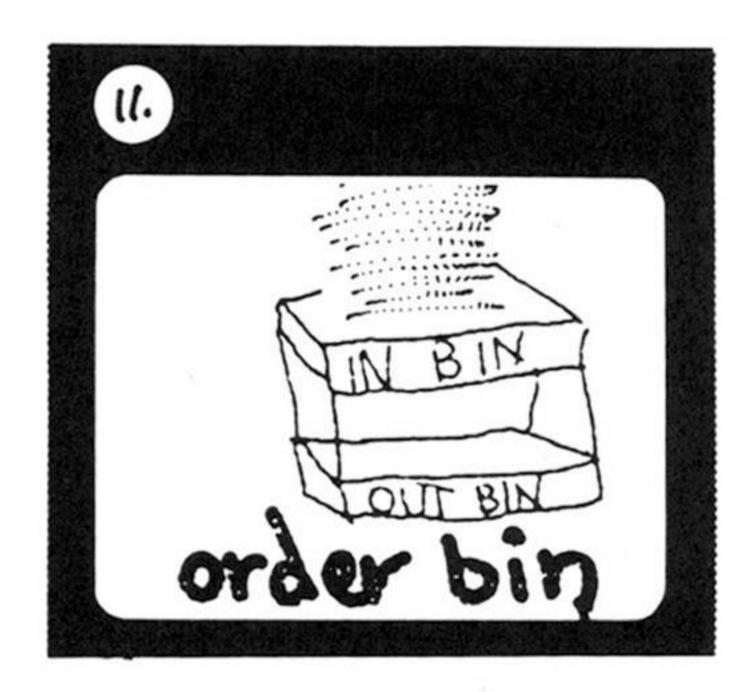
Think up idea and draw it at same time (to save time), and a couple animations happen.



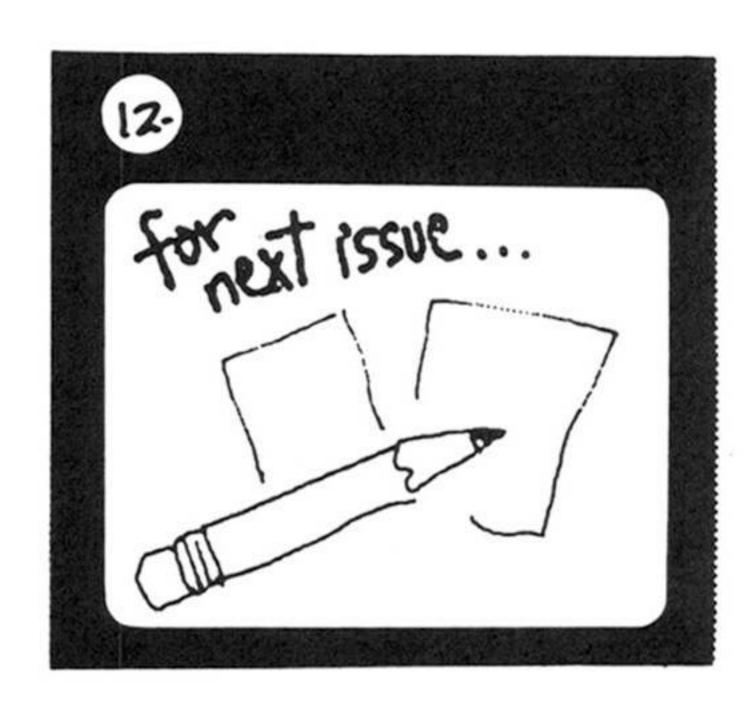
Tool used for keeping stuff straight and quickly cleaning off everything on desk.



Put rough info "IN", hit lights and camera card comes out. (Cameramen usually say they're not straight!)



Important for getting orders and doing something with them. Also very important for last minute orders from entire building.



Coming up . . . possible strategies in trying to acquire and keep pencils and paper to write things down with, and on.

# Learning Disabilities — "The Invisible Handicap"

Su McKillop, TV Traffic Supervisor, has an eleven-year-old son with a "special" problem. David has difficulty reading—he's just one of many youngsters suffering form a "learning disability".

"When people see a child in a wheelchair or with a white cane", says Su, "they make allowances for that particular handicap. With David, they see a normal looking, bright and healthy boy — and expect more out of him. It can sometimes be *more* difficult to deal with than a physical handicap, it's an "invisible" one."

Estimates are that more than 10% of the entire population is affected, from mildly to severely, with a learning disability. That's three or four kids in every classroom. Many of these people exhibit puzzling behaviour that seems to have no real cause. They are not class "dummies", they generally have a very high I.Q., but they cannot learn properly in a normal classroom environment.

Some years ago, parents of these misunderstood, misdiagnosed children, banded together to form the "Association for Children and Adults with



Su McKillop, TV Traffic Supervisor

Learning Disabilities" (A.C.L.D.), in order to help other parents and their learning disabled children get proper diagnosis and treatment. Su McKillop became aware of the A.C.L.D. through her son's school counsellor. In looking for more information concerning his area of exceptionality, the counsellor suggested Su look up the organization.

She did, enrolling David in the Saturday morning "Kaleidoscope Program" — a ten week session at

Cameron Heights Collegiate where youngsters aged six to twelve rotate through the areas of arts and crafts, drama, gymnastics and swimming. She was so impressed at how much David got out of the program, she agreed to take over as publicity director for the K-W chapter. The local office, or "Resource Centre", is located at Suddaby School, 171 Frederick Street in Kitchener. The office and phone (743-9091) are staffed by volunteers who are always eager to help parents, teachers and children alike.

Su has persuaded three other "CAP" employees: Deb Salibasic (TV Traffic), Deb Hopkins (Radio Copy), and Jamie Niven (TV Master Control), to help in the production of an upcoming TV series on Rogers Cable, "All Children Learn Differently". She also spearheaded fund-raising drives from "CAP", and with the aid of Elaine Economoff (who raised \$506.00), Deb Salibasic (with \$196.40), the A.C.L.D.'s fourth annual "Rollerama" managed a tidy \$6,500.00. She's still actively raising much needed dollars — so if you shop at Zehrs Markets, save your tapes. Su will take them!

# "Capsule Comments"...

Paul Reekie, TV Master Control, has a most unusual pet. His bird, "Scruff", has learned to whistle the CKCO-TV music theme!

Congratulations to **Alex Spiridonov** (formerly of TV Master Control) — we've heard of being kicked upstairs before, but downstairs?!? Effective March 25th, Alex assumes new duties as "Tape Editor". Best of luck, Al!

Paul and Mary Jane Francescutti became proud parents of a baby girl on April 11 — the first in a long line of heirs for our TV Director!

Best wishes to **Tracy Roth** of CKKW Traffic . . . on April 13th she became the new Mrs. David Hallman!

Dennis Faucon replaced Paul Freer as TV News Photographer, then undergoes further changes this summer when he gives up the singles' scene to marry!

Rick Howe of TV Master Control joins the growing cast of "soon-to-be-wed" bachelors. He's alter bound in April.

TV Master Control has more wedding bells on the way . . . **Randy Ricketts** is building a new home for himself and his "soon-to-be" bride.

Lori Levac joined "TV Traffic" on January 7th, where she schedules National sponsors . . . welcome to the team, Lori!

Dale Parsons, after a stint in the Sarnia 'Copy' Bureau, takes over Dana Culp's word processor here at the mother house. Taking Dale's place in Sarnia as Channel 42 Copywriter is Eric Nixon. Eric has worked in TV Master Control

and the Newsroom on a part-time basis for the past three years.

Welcome back **Cathy Parise** . . . who returned to "TV Traffic" after a maternity leave with her first child, daughter Lee Ann, born July 31, 1984. Wedding bells toll for **Kathy Fedy** of our Newsroom, who will become Mrs. Brad Duncan this June in Walkerton.

TV Director John Matlock, brother Chris (a part-time editor), and former C A P'er Mike Sayk (now of "Motion Picture Video" in Toronto), will be heading down to the National Association of Broadcaster Convention in Las Vegas.

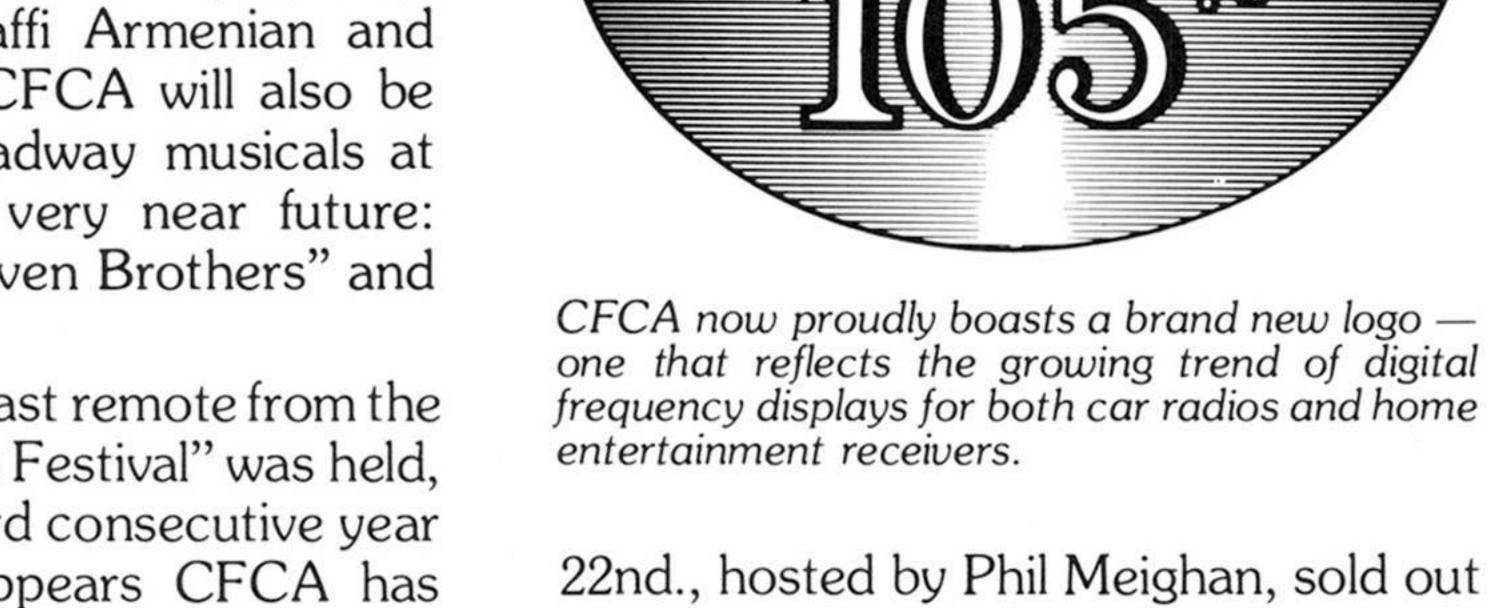
Dan C. C. Bailey has moved up to Production Photographer, and already has a shoot set for Seattle, Washington.

# CFCA-FM Stereo 105.3 — "Nice and Easy Does It"

1985 has been, and will continue to be, an exciting and busy year for all associated with CFCA-FM. Since January 1st., CFCA has presented a number of shows including "The Best of British" at the University of Waterloo Arts Centre, "Gigi" at the Centre In The Square, and the "K-W Symphony Orchestra" with Raffi Armenian and Agnes Grossman. CFCA will also be presenting two broadway musicals at the Centre in the very near future: "Seven Brides of Seven Brothers" and "Oliver".

A six-hour broadcast remote from the "Elmira Maple Syrup Festival" was held, representing our third consecutive year of involement. It appears CFCA has established a tradition with our annual broadcasts. Gary Parkhill, Phil Meighan, Fred Merritt, Paul Scott and Bob Farrow were on hand March 30th in Elmira.

CFCA's first annual "Tip of the Bay Do-Nothing" weekend excursion was sold-out. The trip to Picton March



22nd., hosted by Phil Meighan, sold out in just two days. (Who says radio doesn't work?!) There is enough demand to warrant another bus trip to another exotic place.

Stay tuned, '85 is shaping up to be another great year for CFCA-FM . . . your Entertainment Information Station!





Published by the Public Relations & Promotion Department of C A P Communications Limited.

Send contributions to the Editor.

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Capsule Editor:

Bill Inkol

Contributing Writers:

Mike Beeston Alison Laverty Jane Cellini

John Matlock Pam Sahli

Sandy Clarke Bob Coleman Dave Gerry

Rick Waurechen

Walter Hulme

# Happy Anniversary!

5 YEARS: **BRIAN CLEMENS** Engineering Dept. January 7, 1980 **GORD HATTON** TV Sales January 21, 1980 PAUL REEKIE TV Master Control January 28, 1980

10 YEARS:

PETER KENT TV Producer February 19, 1975

WAYNE KOOYMAN Sports News March 24, 1975

C. MARTIN FERGUSON ("Ferg") TV Master Control April 7, 1975

**25 YEARS:** 

DON WILLCOX TV Program Director January 4, 1960

30 YEARS

ERIC SUTHERLAND Supervisor of TV Operations March 7, 1955

HAROLD ZISTER Secretary-Treasurer March 14, 1955

# Fore Golfers!!

The third anual "C A P Communications Golf Tournament" is taking shape for 1985. This year there have been improvements to allow just about everyone a chance to play. The date is set for Saturday, June 1st, at the nice and easy "Beaverdale Golf & Country Club", just outside of Cambridge. The event is open to all 'C A P' employees, and a guest. The guest may be a spouse, boyfriend, girlfriend, or just friend. (So girls, two years of complaining that you can't play are over . . . let's get out there and tee it up!)

Golf will begin at 1:45 p.m. for everyone, in what is referred to as a shotgun start. A dinner, dance, and prize presentation will follow, and we are encouraging everyone (golfers or not!) to come to the dinner/dance!

Cost is still being determined, but it promises to be a bargoo-oon! So set aside June 1st and plan to be there. If you have any questions, see any of the following golf committee members: Pat Fitzgerald, Tom Keller, Jeff Hutcheson, Jeff Soltysiak, Art Baumunk, or Don Cameron.

