



**THE**

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## WILFRED JOSEPH HOPPINS

Wilfred Joseph Hoppins died suddenly in Holy Cross Hospital, Calgary on December 30, 1963, after a short illness.

He was born June 6, 1910 on the family farm at Huxley, Alberta. On this farm he grew up, attended the local schools and later graduated from the Olds Agricultural School. Here on the farm, under the influence of wise parents who were early pioneers of the district and active in developing farm organizations, Wilf learned to love the land and to understand the fears and hopes of farm people. Love of the land and its people were the guiding lights in his very distinguished career which ended all too soon.

All his life he was active in the United Farmers of Alberta. In 1933 he became president of the Junior section and held that post for 4 years. He served as a director of the Senior Organization in 1939 and later left the Board to join the Co-operative Section of the Organization as a petroleum supervisor. During that time he established many of the U.F.A. Co-op bulk stations throughout Alberta. In 1946 he was made Assistant Manager and in 1951 General Manager of the U.F.A. Co-op. It is difficult to describe the fine work he did in this position. It could be measured in the growth of the Organization which has been phenomenal. It could be measured in savings made by Alberta farm members which are in the millions of dollars. It could be measured in the staff he developed - loyal, efficient and knowledgeable men and women devoted to the welfare of the farm people. But, perhaps it can be measured best by what the Organization accomplishes in the years that lie ahead, for surely the foundation he laid of people and principles was his greatest contribution to U.F.A. Co-op and will continue to bear fruit in the future, even though he is no longer here to inspire and lead us.

He was interested in all Co-operatives. The insurance companies benefited greatly by his work and his ideas. He sat on the Board of Directors for

several years and was vice-president for the past 3 years. Here again the success of these organizations is an attestation of his hard work and ability. Perhaps even greater importance should be given to his work with the little co-ops. He was never too busy or too tired to drive a hundred or two hundred miles to meet with the local Board of Directors who had a problem and his wise counsel enabled many a co-op to survive and grow rather than go under. No one can estimate his contribution to the co-operative movement because so much of his work he told no one about.

It was in the field of general farm organization that he made his greatest contribution and where he will be missed the most. Wilf understood the aspirations of farmers better than most. He understood the need for a farm union and the difficulties it faced. These things he could talk about and explain to other organizations and his many friends in the business world. In no small part the success of farm organization and the harmony that prevails in Alberta is due to his efforts. He was especially interested in the Farmers' Union and Co-operative Development Association and spent a great deal of time and effort getting it established. It was his hope that this would be the beginning of a new kind of farm organization in Alberta that would do much to enable farm people to help each other. Gold Eye Camp was another project in which he had special interest, as he believed this could be an instrument to interest young people in not only co-operatives and other farm organizations, but also in all those things which make our lives fuller and richer.

Above all else Wilf was a farmer. He took a deep interest in the farm at Huxley, operated by his brothers Frank and Norman and more currently by his son, Kenneth, as well. There was nothing he liked better than to seed the fresh earth in the spring and combine the grain in the fall. It had been his hope that in a few years he could return full time to the farm, not to retire but to take an active part in its operation. That was home. This was

a farm and helping to operate it was an important job. Here he could be among his farmer neighbors - sod busters as he called them. This dream cannot now be realized, but his plans will be carried out and the Hoppins Farm will continue to flourish and nourish those who till its broad acres.

In the city of Calgary he was active in community work. The Exhibition and Stampede and the Chamber of Commerce received his attention. He was a member of the Petroleum Club and the Ranchmens' Club.

Wilf was a faithful member of the Catholic Church. He lived his religion better than most. He was a Knight of Columbus.

He was a family man. A pretty school teacher, June Ryan, caught his fancy and they were married in 1939. Their union was blessed with six children. They were a devoted group enjoying each other at work and play. Much of Wilf's success can be attributed to the help and understanding he received from June, who believed in those things he believed in and shouldered more than her share of the load in rearing the family when he found it necessary to be away from home.

Above all else he was alive - he lived life to the full at all times. Whether at work or play he did it with zest and enthusiasm so that everyone enjoyed being with him. He was a happy man enjoying his family, his work, the bull sessions with the boys, a game of cards, a good field of wheat or a fine herd of cattle.

To his family we can only express our deepest sympathy. Their loss has been very great - their consolation is that they enjoyed having him for the years he was spared to be with them. His memory will be an inspiration for them always. For those who worked closely with him, our lives are richer for having that privilege. Wherever he went and whatever he did he left things a little better.



## BOARD APPOINTS NEW GENERAL MANAGER

Following a meeting of the Board of Directors held on January 3, 1964, Mr. George Sayle, President, announced the appointment of William McCartney as General Manager of U.F.A. Co-op Limited. Mr. McCartney will succeed the late W.J. Hoppins, who died suddenly on December 30, last.

Mr. McCartney was born November 24, 1921 in Belfast, Ireland and came to Canada with his parents in 1927. He was educated in public schools at Vulcan, high school in Calgary and studied Business Administration at the Henderson Business College. Later he graduated from the Banff School of Advanced Management, 1959 class.

Consolidated Mining and Smelting employed him for one year in their accounting office at Yellowknife. Later he spent three years with the Canadian Pacific Railway, first in their purchasing and later in their payroll department. He joined the U.F.A. Co-op in 1946 as an accountant clerk. In 1948 he became chief clerk, in 1949 joined the audit department, in 1950 became Credit Manager and in 1953 Manager of the Farm Supply Division. He has held this latter position until the present time.

He served in the Canadian Army during the Second World War and was discharged as a first lieutenant.

In 1941 he was married to Pauline Hickman and they have two children, Dan - 18 and Lindsay - 13. He is a member of the Alberta United Services Institute, the Glencoe Club and the American Management Association.

In announcing the appointment as General Manager Mr. Sayle stated that Mr. McCartney had a distinguished record with U.F.A. Co-op.

His work with the Farm Supply Division has been outstanding and the experience he has gained fits him particularly well for his new position. The growing needs of farm people for supplies of all kinds means that U.F.A. Co-op will be expanding rapidly to meet these increasing needs. The Board feels, Mr. Sayle concluded, that Mr. McCartney is particularly well qualified to guide this programme.

