Anyone who knew Herb would agree that he leaves a legacy of kindness and respect. Many J.M. Schneider Inc. (Schneider’s) employees appreciated that Herb stopped to say hello and took an interest in them. Even after the company was sold, Herb remained connected to employees through his visits to Courtland Ave., his participation in the meetings of the Hickman Age Club, his attendance at retirement parties and his work in the community on behalf of the Schneider family.

Herb was a member of the third generation of the Schneider family to work for the company started by their grandfather, John Metz (J.M.) Schneider in 1880. Herb took on leadership roles in the plant and in the personnel and public relations departments.

Herb’s concern for employees was evident throughout his career, whether he was in the plant or in the personnel department. During the launch of the 100th anniversary book, “A Legacy of Quality,” Herb said to the retired employees, “Through your work, you were as much a part of the ‘Legacy of Quality’ as J.M. was when he formed the company 100 years ago.” Herb spoke from the heart about his appreciation for employees.
Herb's career began much like that of any other Schneider's employee— as a student, in the plant. As a student worker, Herb worked in the creamery, pork cut, poultry, export and livestock. In 1942, upon graduating from the University of Guelph with a Bachelor of Science degree in Agriculture, Herb began his career as a production supervisor working in the sausage department and general administration. His starting wage was $40 per week. Like his brother, Howard and cousin, Fred P., Herb was expected to train from the ground up to ensure that a complete understanding of the business was achieved.

He was also involved in the construction planning for many of the buildings and additions which went up through the 1950s, 60s and 70s. In June 1962, Herb was promoted to plant supervisor and by December, he was promoted to vice president of operations.

In December 1963, Herb was promoted to assistant general manager of the company.

In 1969, a re-organisation to improve the coordination of various company functions led to Herb's appointment as director of operations and vice-president responsible for the coordination of plant operations, engineering, industrial engineering, purchasing and quality control.

Herb's boss was the newly appointed president, Ken Murray.

1948 Highlights
- Herbert, Howard and Frederick Schneider join the company.
- 25th Annual Sales Conference included a trip to Schneider's Stock Farm.
- Sales were $772,000.
- A boom year— wages and salaries almost double what they were before the war.
- Prices also doubled.
- Advertising on radio, streetcars, in newspapers, literature and in stores.
- Promotional film, "The Meat We Eat" shown throughout Ontario and Northern Quebec by Schneider's goodwill ambassadors, Wally Copeland and Ted Cudmore.
- Schneider's Sunday Intermute music sponsorship on CFRB Toronto radio.
- Twenty-Five Year Club has 44 members with a total of 1278 years of service.
- 600 employees in plant, office and sales.
- 62 families have more than one member employed.
In 1971, Herb was appointed vice-president, personnel and public relations. One of his enduring projects was the establishment of the Schneider's Employees Memorial Grove at Laurier Creek Conservation Area in Waterloo in 1973. Trees are planted in the grove in memory of Schneider's employees instead of flowers being sent to the funeral. A card is sent to the family letting them know that a contribution to the tree and the grove maintenance has been made. The official dedication ceremony was held in 1963.

Herb was pleased to present Suggestion of the Year plaques to those employees who made the most valuable suggestions for improvements within the company. The Schneider family believed in recognizing and rewarding talent. Herb credited employees with having a profound affect on the company's development and progress.

Suggestion Award

John Waterston is being presented with cheque for his small wheeling suggestion for reducing moving costs.
In 1973, Herb celebrated his 25th anniversary with the company and was inducted into the Twenty-Five Year Club. In his write up for the employee newspaper, The Dutch Girl, Herb admitted that he did not have much choice about coming into the family business, but, fortunately, he enjoyed it. Had his last name not been Schneider, Herb thought he might have tried becoming an architect given his interest in drafting. However, he also enjoyed working with people so Herb’s new role as vice president, personnel and public relations suited him well.

Herb was committed to understanding the role that meat provides in nutrition and was actively involved with the Canadian Meat Council. He sat on the Public Affairs & Marketing Committee as a member and past chairman, and provided leadership to their Meat Awareness Month activities such as the "Meat Makes Sense" campaign.

Herb was also a member of the National Institute of Nutrition and spoke on subject of meat nutrition to many groups over the years. He believed in one fact being undeniable – "Our physical and emotional well-being depends on our nutritional intake." He called it sensible eating when drawn on a varied base of foods, including meat. In August 1991, Herb was made a lifetime member for his valuable input as a member trustee.

Herb was one of the Westers in planning for the company’s 100th anniversary in 1990 and began to prepare for the historic milestone as early as 1984.

In 1989, the event planning for the centennial celebration kicked into high gear with a major book in the works. The sales conference incorporated a major heritage module with appearances by Herb, the Dutch Girl and other notable Schneider’s leaders. A book launch ceremony was held at the Centre in the Square in Kitchener and many displays showcased the company’s history throughout the year.

Herb and Betty attended the picnics organized for employees and their families in Kitchener, Calgary and Vancouver. In their letter of thanks to Herb, the Calgary social committee wrote, "Your being here makes everyone feel they are part of the Schneider family and you represent a company that cares about its employees."

The art department built a parade float that had an 1890 theme on one side and a 1990 theme on the other – employees and their children were costumed and in place on the float for the Oktoberfest parade.

The 100th anniversary book, "A Legacy of Quality," was distributed to all employees, retirees, customers and suppliers. Herb also ensured that all libraries in Canada who would benefit from the addition of the book to their collection received them as well.
In 1991, Herb retired from the company after 43 years in the business. He continued to serve as the Chairman of the Board of Directors for Schneider Corporation until 1997. In his address to the shareholders at the Annual Meeting on March 29, 1997, Herb reflected on what the Schneider legacy meant to him. "For me, what is most important is that the principles and values on which our business is run are the same as they were when the business was founded. Over the years, the words that represent us may have changed slightly, but what they mean is still the same: integrity, fairness and an uncompromising commitment to quality."
Herbert J. Schneider Scholarship Fund
A scholarship was set up in Herb's name to provide financial assistance to children of employees who demonstrated the values for education and well-roundedness that Herb epitomized. Since 1990, 32 students have been awarded an H.J. Schneider Scholarship to assist them in attaining their college or university dreams.

FAMILY

Herb's grandfather was J.M. Schneider, founder of the family company. Herb did not work with J.M. who died in 1940; however, he enjoyed many fond memories of visits with his grandfather. In describing the qualities J.M. possessed, Herb said, "In my mind, the most important qualities of Grandpa were his compassion, his frugality, and his honesty."

Herb's family consisted of parents, Norm and Etta, his sister, Brita, and brother, Howie. Herb and his wife Betty had four children, Gretchen, Eric, Nancy and Kurt. He was a proud grandfather to Sarah, William, Liya, Bryce, Chelsea and Michael.

Herb began a lifelong passion for skiing at the age of 9 when the Chicopee Ski Club was formed. His whole family took up the sport. In summer, Herb enjoyed sailing and spending time with family on Georgian Bay. Herb and Betty enjoyed traveling to Germany to discover more of their genealogy. They also spent much time visiting family and friends in other locations all over the world.
In 1984, Herb realized that the Schneider’s archives had to be brought together in anticipation of 100th anniversary celebration. The role of company historian/archivist was shared by Herb with long time advertising manager, Henry Bergen and Al Meyer, a retired payroll manager. The gathering of the archives and the need to organize them led to hiring the company’s first professional archivist, Dorcas Williams. In 1988, Dorcas moved into a communications role and Karen Trustler was hired to manage the archives.

The archives facility was built on the old 5th floor of the Courtyard plant with state-of-the-art preservation techniques as well as environmental and security controls to house thousands of photographs, files, ledgers, films, advertising, reports, board minutes and other artifacts from the company’s 100 years of operation.

The Schneider Family Archives at University of Waterloo
In June 2005, the Schneider Family Archives were relocated to the University of Waterloo.

The Schneiders Meet Exhibition at Joseph Schneider Haus in Kitchener
The two Schneider families have often been confused as the same family in the K-W community and in 2004, a display highlighting the distinction between the two families was put together by the Joseph Schneider Haus staff, Herb and Betty and the Schneider’s Archives staff. At the exhibit opening, Herb spoke about the many interconnections between both families who lived in the same neighbourhood and knew of one another. He gave credit to the pioneering spirit that enabled both families to each create something solid from nothing.

Invitation to the University of Waterloo opening of family archives
1997: Herb’s PG collection
2004: Herb speaks at the exhibit opening
2004: Herb and his wife Betty, their son Kurt and his wife, Catherine and Ken MacAuliffe (UW Professor)
LASTING CONTRIBUTIONS

In 1984, Herb realized that the Schneider’s archives had to be brought together in anticipation of 100th anniversary celebration. The role of company historian/archivist was shared by Herb with long-time advertising manager, Henry Bergen and AI Meyer, a retired payroll manager. The gathering of the archives and the need to organize them led to hiring the company’s first professional archivist, Dorcas Williams. In 1989, Dorcas moved into a communications role and Karen Fuscaldo was hired to manage the archives. The archives facility was built on the old 5th floor of the Courtyard plant with state-of-the-art preservation techniques as well as environmental and security controls to house thousands of photographs, files, ledgers, films, advertising, exports, board minutes and other artifacts from the company’s 100 years of operation.

The Schneider Family Archives at University of Waterloo

In June 2003, the Schneider Family Archives were relocated to the University of Waterloo.

The Schnieder Meet Exhibition at Joseph Schneider Haus in Kitchener

The two Schneider families have often been confused as the same family in the K-W community and in 2004, a display highlighting the distinction between the two families was put together by the Joseph Schneider Haus staff. Herb and Betty and the Schneider’s Archives staff. At the exhibit opening, Herb spoke about the many intersections in both families who lived in the same neighborhood and knew of one another. He gave credit to the pioneering spirit that enabled both families to each create something solid from nothing.

P: INVITATION TO THE UNIVERSITY OF WATERLOO OPENING OF FAMILY ARCHIVES
Q: 1991: HERB’S P31 COLLECTION
R: AT THE ARCHIVES OPENING, HERB AND HIS WIFE, BETTY, THEIR SON, KURT, AND HIS WIFE, CATHY, AND KEN MCLAUGHLIN, UW PROFESSOR
S: 2004: HERB SPEAKS AT THE EXHIBIT OPENING
Like all members of the Schneider family, Herb served the community with dedication and generosity.

**Supporter of the Schneider Male Choir**

In the late 1930s, a group of Schneider employees led by Herb’s father Norm and Robert Klaehn, decided to form a male choir. The Schneider Male Choir has sung on radio broadcasts and in many Ontario churches as well as participating in exchange visits with other countries. Herb and Betty carried on the family interest in the choir and were instrumental in organizing events in Germany when the choir toured there. Over the years, the choir has been a much appreciated advertising medium for the company. In 2002, Herb and Betty were awarded a Honorary Lifetime Membership in the Schneider Choir.

In accepting the honor, Herb said, “I couldn’t have asked for a better public face for the company than what the Schneider Choir has provided.” When he passed, it was one of Herb’s wishes that the Schneider Choir sing hymns at his memorial service, and those in attendance were greatly moved by the beautiful harmony. Herb would have been very proud of them.

**Oktoberfest**

In 1969, the idea of celebrating the German tradition of autumn festivities as one large event was agreed upon by various leaders in the Kitchener-Waterloo community including the four major German-Canadian clubs. The selection of the official Oktoberfest beverage by a panel of experts from local clubs was held in Schneider's research and development kitchen. Company involvement did not stop at products; there were also sponsorships of the parade, cooking contests and many employees worked as volunteers at the festival. Herb was involved with the planning of the festival for many years. He also attended the annual Schneider's customer party held during Oktoberfest.

**Town and Country Dinner**

Herb chaired the committee meetings that were organized to get the annual Town and Country dinner off the ground in the late 1980s. The success of the exchange between retailers, processors, producers and the chambers of commerce was evident in the strong attendance of 750 at the first dinner. Other committee members donated Herb with providing the “energy and persistence that made the event click.” Proceeds from the events were donated to local youth organizations and the Food Bank.

---

Herb’s Other Contributions to the Community:

- Grand River Conservation Foundation’s Living Classroom Campaign for Outdoor Education
- Waterloo Regional Children’s Museum
- Sat on the K-W YMCA Board of Directors as did his grandfather J.M.
- Member of the Waterloo County Area Planning Board
- Sat on Waterloo Township Council

---

By Karin Treadler with pictures from Orontis Pinnell and Krislay Earnack 2006

---

SCHNEIDERS

Famous for Quality

WE REMEMBER AND THANK HERB SCHNEIDER