



VERSATERM

**WHY
ATTEND THE
2008
VERSADEX
CONFERENCE?**

- Windsor Ontario is the Southernmost city of Canada
- City borders Detroit Michigan
- Known for it's safe community, great food & shopping
- Host Hotel boasts 4-diamond luxury amenities
- Wine & Cheese event hosted at Hiram Walkers, home of Canadian Club
- Roaring 20's themed Gala Event
- Celtic Karaoke featuring a St. Patty's Day theme
- Great Partner Program
- Registration information will be available in June at www.versaterm.com



Versadex Conference

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Welcome Wine & Cheese Event



It's almost impossible to imagine driving along the old section of Walkerville and not seeing the beautiful architecture of what remains as one of the oldest buildings built by a man who literally put Canada on the map!

The Hiram Walker legend stems back to 1856 when 468 acres of land was purchased by a Douglas Massachusetts businessman who liked the fact that Canada had lenient liquor laws. At the time, Hiram Walker was making his famous whiskey in Detroit. Walker's original investment of \$40,000 for the land afforded the opportunity to build a flour mill, a distillery and a hog farm on lands thought to be settled by the Ottawa Indians and the great chief of Pontiac.

In 1870, the Walkerville Distillery became the largest operation of its kind and in the new Confederation of Canada, Walkerville attained village status with a population of 800.

It was important to Hiram Walker to have his employees close to the many businesses that the Walker family owned, and townhouses were built to house these employees and their families. Several of these town homes still exist in the Windsor area to this day! Amenities lacking in larger urban

areas were offered to the people of Walkerville, including street lights, well-paved and drained streets, a water pumping station, running water, it's own police force and a fire department all at Hiram Walker's expense.

Hiram Walker had some very influential friends including Thomas Edison, and Henry Ford which will explain why he was the first to have electricity in his town. Hiram also used his empty warehouses to store the vehicles that were manufactured by Henry Ford in Detroit.



"Walker's Club" whiskey was growing throughout Canada, United States, and Europe being named the spirit of choice by the many well-known including Al Capone.

Several U.S. distillers petitioned Washington around 1880 for legislation that required imports to designate their country of origin hoping this would limit Walker's growth. Hiram Walker complied and soon his whiskey and empire were named "Canadian Club". Not only did putting the "Canadian Club" name on all labels bring attention to Canada, it distinguished the Hiram Walker recipe from everyone else.



While on vacation in Italy with his wife, Hiram visited the Pandolfini Palace in Florence along with many other famous palaces and grand homes. Hiram fell in-love with its architecture and decided to recreate the many nuances of these masterpieces at home.

Drawing on the talents of architect Albert Kahn, the opening of the magnificent building took place in October 1894. Erected at the cost of \$100,000 the Canadian Club Brand Centre was built for the purpose of providing offices for Hiram Walker and his sons.

This old building known as an outstanding example of Italian Renaissance architecture was named "A Commercial Palace" by many. Because Hiram Walker was a good friend of the Edison family, this building was the first in North America to have electricity.

The building is constructed of a sandstone base, with Roman brick and terra cotta trim. The building has a partial steel frame, which was imported from Germany.

Construction lasted two years mainly because the Ontario Terra Cotta and Brick Company, suppliers of the brick were unable to deliver their goods on time. Because of the delays, some of the Terra Cotta was substituted for carved stone pieces. The main entrance of the building boasts a

Visit our conference website for more details: www.police.windsor.on.ca

Hiram Walker Landmark in Windsor, Ontario

pair of ornate hammered bronze gates, now black with age and a pair of lamps copied from the Strozzi Palace in Florence. Other features were included in its interior such as a kitchen and dining room with a side entrance for staff, but it also boasted a barbershop and an exercise room.

When the west wing was added in 1915, a swimming pool was constructed in the basement. The pool was available to employees and their families until about 1945 when it was closed and floored over to create much needed file space. An old locker room still exists across from the pool area with the original lockers still in place.



Living quarters were built on the second floor at the front of the building to accommodate the many guests from across the country rather than having them stay in hotels. Facing the Detroit River was the board room, board of director's lounge and a formal dining room.

During the prohibition days, many rumrunners would cross cases of the Canadian Club whiskey through a tunnel that runs under the building and under the Detroit River to the waters edge in Detroit. The tunnel has long since been closed off however; the entrance to the tunnel looks the same as when it was built in the air circulation room in the low cement basement of the building.

The C.C. Brand Centre tour allows visitors to take a walk back in time. The interior remains a delight, basically untouched since construction. Antique brass partitions fill the main tour entrance; this area was the financial area and operated as a bank. The employees would attend this area to pick up their pay checks or advances. The floors are made of ceramic mosaic and were designed from the pavement in the church of San Miniato at Florence.

Dark red Vermont marble steps lead to the reception centre. Numidian marble columns with capitals copied from the Zorzi Palace in Venice are throughout the main areas and stairway. Each of the main offices features a fireplace with a different hearth in each. One office's fireplace is trimmed in marble from Egypt while another; yellow Mexican

onyx. These are just some of the interior features that greet the eye during the tour. Most of the wood is oak, with individual offices finished in mahogany, walnut or gumwood.

The architect and Hiram Walker, who was an avid antique collector, made a special trip to the Chicago World's Fair in 1894 to purchase furniture and accessories to be used in some offices. Some of the purchases made at the World's Fair in 1894 are still displayed throughout the building. A bronze lantern light fixture hangs in the entrance of the building. The fixture, an exact replica of the one that hung in the famous Borghese Palace dates back to 1548.

A prized possession of Mr. Walker is the boardroom table made from oak also purchased at the Chicago World's Fair. This table filled the board of director's lounge for many years and continues to remain in the same space that now features an art gallery. This art gallery is trimmed with the wood of one tree; a walnut circasium, an extremely rare tree only found in China. On the walls is a collection of pieces including pieces from the World-famous "Group of Seven" artists.



At the top of the stairs is a room that once was the private tasting room of Mr. Walker who would bring special guests in to taste his spirits. Displayed in showcases on each corner of the room are the original whisky bottles and labels which surprisingly look almost the same as the bottles look today.

In the 1900's, Edward Chandler Walker, Hiram's eldest son created a uniquely shaped bottle at the request of Al Capone that was shaped like a flask and featured the wrought iron gates from the front of the Centre on the back of the bottle. These bottles were made of a heavier glass to prevent breakage and its slim design made them easier to ship.

Located on the second floor is the Sniffing Room where tourists are educated about the different products and are shown how to properly "sniff" the whisky. Tasting mats are available to participate and are instructed on how to complete them.

The formal dining room has been converted to a video room where tourists watch an eight-minute educational presentation about Hiram Walker's recipe.



Walker was the only distiller to blend corn, rye malt and barley malt and place the mash into oak barrels. Bourbon oak barrels are used because the oak creates wood sugars. The mixture is stored in the oak barrels for a minimum of six years and then double distilled.

At the time the mixture is stored, the alcohol content is 72% however, during storage the evaporation process takes place and the alcohol content is reduced to 40% at bottling. The barrels are drained and refilled right away. These barrels are charred every 4th time to ensure the sugars are being properly activated in the oak.

This process is the same process that Hiram Walker used in 1858 when he first started making his whisky. Today, the Windsor distillery is only one of six distilleries throughout Canada. This may be due to the taxes that our Canadian Government charges; a whopping 83% per bottle and yet, Canadian Club continues to make a large profit with their product sales.

The offices on the main floor each have their own personality and old-world charm. Large ledgers sit on the desks allowing tourists to view original hand-written financial entries about the company's accounting. Each office has a separate mail shoot and connecting doors that lead from one office to the other due to the strict rules placed on the executives.

While in Windsor, the wine and cheese event will include tours and whiskey tasting inside this famous Windsor landmark! The perfectly manicured grounds face Detroit Michigan and is an amazing location to kick-off our 1920's themed events. This wine and cheese event is included when you register for the 2008 Versadex User's Conference. See you there!

Travel Guide to Windsor, Ontario Canada

Welcome to Windsor

Windsor is located just south (yes SOUTH) of Detroit Michigan, home to one of the busiest airports in the United States. Windsor does have its own Airport, serviced primarily by Air Canada. However, we anticipate that many delegates, even those from Canada, will be flying into Detroit Metro Airport, as there are major differences in cost between the two airports. Here are a few examples from Expedia as of May 9th, 2008.

City	Detroit Metro (DTW)	Windsor (YQG)
Anaheim (SNA)	410	985
Austin (AUS)	324	963
Bakersfield (BFL)	509	1060
Calgary (YYC)	718	1243
Denver (DEN)	366	923
Fredericton (YFC)	760	997
Halifax (YHZ)	586	946
Kansas City (MKC)	322	826
Medicine Hat (YXH)	1010	1348
Miami (MIA)	316	890
Ottawa (YOW)	621	822
Phoenix (PHX)	244	1133
Regina (YQR)	635	1132
Sacramento (SMF)	335	1044
Salt Lake City (SLC)	487	943
San Diego (SAN)	402	1075
Santa Barbara (SBA)	493	1040
Saskatoon (YXE)	639	1127
Seattle (SEA)	435	982
Tampa Bay (TPA)	210	971
Vancouver (YVR)	551	1321
Victoria (YYJ)	816	1400

Airport Shuttles

As in the past, complimentary shuttle service will be provided between the local Windsor Airport and the conference site from Sunday September 21st through Saturday September 27th.

Unfortunately, delegates choosing to travel into Detroit Metro Airport will be responsible for paying for their own ground transportation to and from the airport and the conference site. The wildcard in dealing with arrivals and departures at Detroit Metro Airport is potential delays at the International Border. The border is just like that box of chocolates in Forrest Gump: you never know what you'll get.

To make sure our delegates have as few difficulties at the border as possible, arrangements have been made to provide a shuttle service from Detroit Metro Airport to the conference site from Sunday September 21st through Saturday September 27th for a fee of \$45.00 CDN per delegate, return. We are confident that this is the best deal in town for transportation to and from Detroit Metro airport; one-way taxi is about \$75.00 US. When you register, you will be asked to indicate which airport you will be flying into. The fee for the shuttle service for each traveler will automatically be added to your registration costs unless you specifically opt out of the service.

