

Join the Club

Back in 1968 I was looking for some type of a club to join. Somewhere that I would meet new people, maybe learn something through any seminars that would be offered and at the same time expand my social life. I don't recall where I got the name of the Young Men's Advertising and Sales Club but it sounded as if this would fill the bill. I found out the time and location of their next meeting and showed up to find out what it was like. The meeting was very enjoyable, drinks first, then a nice dinner, a guest speaker and fellowship after. I enquired as to what I would have to do in order to join. The process was quite simple. Fill out a form detailing my name and address and give them some money. I came home that night a member of the YMASC.

I think that I must have made a good impression at that first meeting because I was immediately made Chairman of Membership. This must have been a sought after position because nobody in the club seemed to have the qualifications to take it on. As Chairman of Membership it was my job to find new members. That should be easy. The first idea that I had was to contact members of the previous year who hadn't renewed their membership and convince them to come back. The directors gave me a list of recent members with unpaid dues and that was my start. One name on the list was a Frank Gardiner. I told the directors that I would start with him. They all advised me not to call on him. "He is just a trouble maker", they all echoed. "We threw a celebration party when he left in a huff last year and said he would never return. It was a red letter day for the club". Not being one to turn my back on a challenge I phoned Frank and asked him to join me for lunch the next day.

We were to meet at a restaurant and I arrived first. There were not many people in the restaurant and shortly later Frank appeared. We had never met but he determined that I was his lunch companion and came right over to me. The first thing he said to me was, "I don't care what you have to say I'm not going back to that God damned club. I only came here because you offered to buy my lunch". I replied, "Hi Frank. I'm Brad McInnes. Nice to meet you".

We had a very long lunch and at the end Frank decided to come to the next meeting with me. When we showed up I was surprised to hear all the moaning and groaning that came from all the other members. Frank has a rather fragile personality and I was hoping this wouldn't upset him but he managed to bear up through the onslaught. By the end of the meeting Frank decided that he would renew his membership and come back into the fold. Another chorus of moaning and groaning. Not only that, but Frank announced that he would write a regular column in the club's magazine. A lot more moaning and groaning. I knew that Frank would mellow over the years. But, he didn't.

Things started to go well after Frank had attended a few more meetings and as the annual election of directors would soon be coming up Frank decided he would run for one of the director positions. With Frank included on the ballot there were 7 members running for 6 directorships.

Frank decided to show his 6 opponents the fine art of running a campaign and topped off his campaign by riding into the election night meeting on a motorbike while his passenger threw **VOTE FOR GARDINER** buttons around the room. All of this was so impressive that when the results of the voting were announced for the 6 directors Frank had come in 7th. Maybe next year. Not being one to hide his failures under a bushel Frank persevered and finally did become a director and then on to becoming President of the YMASC for the club year 1971 – 1972.

Frank has remained a good friend of mine over the years. It's a tribute to the type of relationships you can make and maintain over the years through an association such as the Young Men's Advertising and Sales Club.



Brad McInnes
YMASC President 1970 - 1971

