



Atrium NEWS

A newsletter for members of the Atrium Club Inc. December 2011

Atrium Businessman of the Year: Congratulations!



"Mainfreight doesn't do recessions."

Those were the words of the Otahuhu-based freight operator's straight talking managing director Don Braid, published in a company newsletter in July 2008, as the financial crisis bore down on the global economy.

To the benefit of shareholders, Mainfreight has delivered on his statement - largely growing earnings and revenue between 2008 and 2011 and cementing its reputation as one of the most well-managed and best-performing NZX-listed firms.

In the 12 months to March 31 Mainfreight posted a record revenue of \$1.34 billion. At \$91.58 million, earnings before interest, tax, depreciation and amortisation were also a record.

And if you got market recognition for the commitment and effort put in to training at the Atrium, shares might just be a point or two higher. There is a lesson or two for all of us in the intensity that Don, Peter Tanner, Rick Shanks and others bring to the workouts of the mid-day men.

The NZ Herald says:

Mainfreight's Don Braid rose above a solid field of finalists to be named New Zealand Herald Business Leader of Year.

"His company has been a shining example of success amid tough global economic conditions.

Braid has earned a reputation within the market as a straight talker and one of the most effective NZX-50 bosses.

While many companies have been battenning down the hatches this year, Mainfreight has been on the acquisition trail - purchasing a Netherlands-based freight business which operates in Belgium, France, Romania and Poland and Russia.

The company posted record earnings and revenue for its last full year and has continued to break records this financial year.

Braid said Mainfreight was on track to push close to the \$2 billion sales mark by March next year.

The firm's shares have been one of the best performing stocks on the NZX, returning more than 20 per cent in the year to date.

Forsyth Barr analyst Rob Mercer said the market had confidence in Mainfreight after it managed to grow revenue and market share and outperform its peers during the global financial crisis. "

The other finalists were not pussycats.

Other finalists were: Briscoe Group managing director Rod Duke, NZX chief executive Mark Weldon, ex-Fonterra chief executive Andrew Ferrier, Xero founder Rod Drury, LanzaTech chief executive Jennifer Holmgren, Ngai Tahu Holdings Corp chief executive Greg Campbell, TZ1 founding chief executive and former Microsoft New Zealand chief executive Helen Robinson, Farmers/Whitcoulls owners David and Anne Norman and Ryman Healthcare chief executive Simon Challies.

WELCOME TO MAINFREIGHT NEW ZEALAND

Around town, or around the world, with over 160 branches and an extensive agent network we deliver wherever your goods need to go.

We balance speed and cost by using road, rail, sea & air transport to meet your delivery requirements.

From one small parcel right through to full shipping containers we can meet all your general freight transport needs domestically and internationally. Our specialist teams can meet your specialised freight transport requirements for hazardous goods, perishables, fragile items, liquids, fashion, government services, and more.

The Mainfreight Difference is our people, our culture, and how we can improve YOUR business. Our approach is fresh and our solutions are unique. You can measure the difference in our performance and in your results.

Mainfreight - where customer service is an attitude, not a department.



Spring Time

A message from the President



What a day it was! A magnificent Auckland summers day, palatial surroundings, fine food, superb wine and great company! The 2011 Atrium Christmas Party at Jimmy and Gilda Kirkpatrick's home on Paratai Drive was indeed a day to remember! Over 100 members, partners and guests turned up and thoroughly enjoyed themselves on one of the few decent days we have had so far this summer!

A special thank you to Jimmy and Gilda for lending us their home and being such gracious hosts!

A big thank you also to Reece Warren and Graeme McKenzie for supplying the alcohol on extremely favourable terms – there are lots of thirsty throats at the Atrium. Georgia McCombe supplied superb vocal accompaniments and Murray Tanner and his trio were on their usual top form.

Once again, the auction was a major hit with Mark Sainsbury doing a superb job as MC. The bidding was brisk and vigorous and thanks to all those members who dug deep and purchased items they never thought they would need but suddenly found a burning desire to have!

When all was said and done, we raised approximately \$18,500 for the Club which will put us on a good footing for the New Year and enable further items of equipment to be purchased.

I wish all of you a very merry Christmas and for those who indeed to overindulge during the festive season, have no fear! Ivan tells me he is going to spend his break devising new and more strenuous programs which will be available for members in the new year, at no extra cost!

Have a cool Yule!

Best wishes,
Peter Spring
Chairman



I stopped believing in Santa Claus when I was six. Mother took me to see him in a department store and he asked for my autograph.

[Shirley Temple](#)

Chairman	Peter Spring
Secretary	John Bukowski
Treasurer	Steve Bradford
Commeiice	Reece Warren
	Carl Howard-Smith
	Peter Tanner
	Gerrit Remmelzwaal
Director	Sean McCombe
Number One Trainer	Ivan Ivanovic
Masseurs	Graham Wilson, Bill Bennett
Chef	Ben Pouili

What's going on.....

Birthdays in December

1st Peter Williams
7th Steve Bradford
10th Tom Matthews
12th Bryan Rive
15th Simon Barnes
18th John Malyon
19th Colin Churchhouse



21st Bill Clark
22nd Peter Spring

Birthdays in January

6th Richard Kitt
7th Warren Robinson
8th Chris Rolfe, Rick Shanks



Opening Hours

All of us at the Atrium wish you a great Christmas and a stress free holiday season. Take very good care. We close just before you complete the one 2011 session that would get you in to shape, and open for fitness new year resolutions on the twelfth of never.
Closing: Friday 23rd December at noon.
Opening: Monday 9th January, 2012

Our Heritage

Old Fashioned in the Best Possible Way

The Atrium is an Incorporated Society established nearly four decades ago by a small group of Auckland businessmen. Their motivation and mandate was to create a club and culture that would cater to their fitness needs as well as offering an environment of loyalty, honesty and fellowship. The Atrium is a non-profit organisation that is run and managed by elected members.

Today these traditions are alive and well and on offer to those who appreciate what the club stands for. Atrium remains an all male fitness centre and is one of Auckland's best kept secrets. With a membership of less than 160 you are a recognised, valued and welcomed member of a very special club. Join us in a trial membership and see for yourself!

Awakino Lodge



Built in 1884 as a general store, this iconic building is now a newly renovated French provincial style lodge providing home away from home accommodation in coastal Taranaki / Waikato. The Lodge is perfect for a spell of R and R with

all amenities provided.

There is a large fully equipped French Provincial kitchen, 4 Bedrooms, 2 bathrooms, Huge lounge, 50 inch LCD TV with SKY and MYSKY, an extensive video library and books and magazines for all tastes.

The Lodge is heated by two 14 KW Heat Pumps and a large woodburner. The ensuite has underfloor heating and the 2nd bathroom has a large stand alone bath.

PLUS A SPA AND SAUNA

So there you have it - a mid-week chance to escape the stress and strain of the city and enjoy the ambience and tranquility of Rural France in NZ. Tariff \$250.00 per night for the Lodge - up to 4 people. \$25.00 per night to the Atrium.

Talk to Gary Wycherley



Presidents Corner

50 reasons Peter Spring is trying to get fit. Number 27.....Amanda Beard



Amanda Beard, USA swimmer, participated in the 1996, 2000, 2004 and 2008 Olympics, winning seven medals.

What are you reading?

I've just finished a novel loaned to me by John Kier. "Sophie's Choice" by William Styron. It's a complex, difficult and courageous philosophical novel. It opens as Stingo, a young American southerner, journeys north in 1947 to become a writer. It leads us in to his intellectual and emotional engagement with his neighbours in a Brooklyn boarding house. Nathan, a tortured brilliant Jew, and Sophie, his lover, a beautiful Polish woman who bears the grim wrist tattoo of concentration camp....and whose past is strewn with death that she alone survived. A story of the holocaust, where the author cuts away from the darkness, and then returns again, and again. With such telling force on many an occasion I didn't want to turn the page.

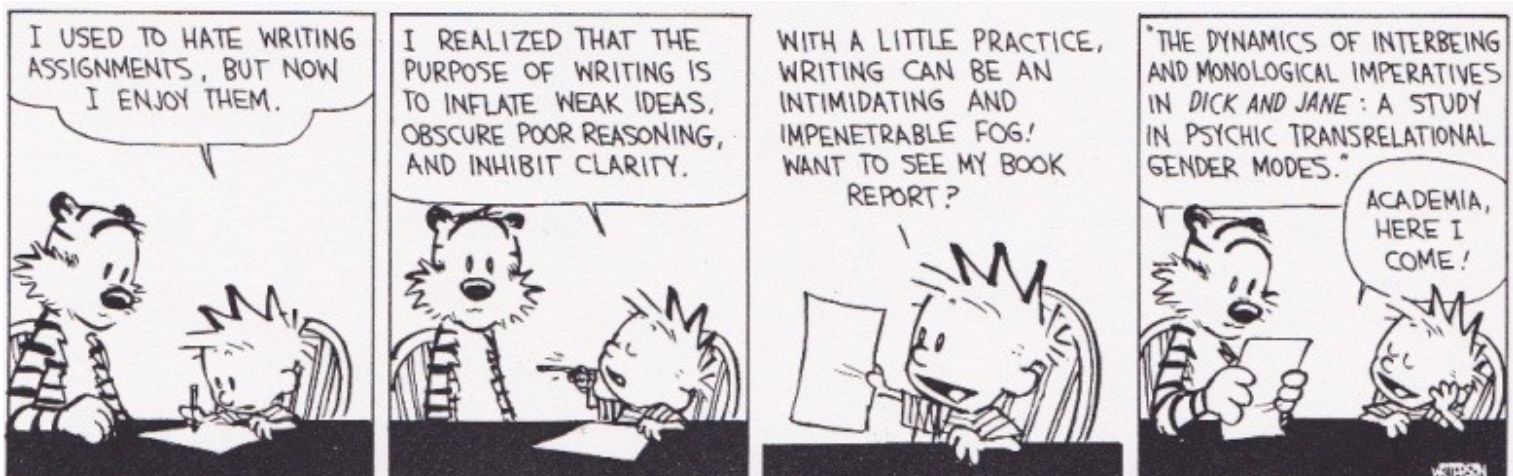
Maybe the most challenging read of my life, as the chilling dark secrets we uncover one by one are part of the history of a terrible passage in human behaviour, but at the same time...insights in to what it is to be human. We are the people we meet, the books we read, and the experiences we have.

"In the case of good books, the point is not how many of them you can get through, but rather how many can get through to you." - Mortimer Adler, (1902-2001), American philosopher, educator and editor

NSA...life as it happens to me

Before a mad scientist goes mad, there's probably a time when he's only partially mad. So hang in there, this is when he's going to throw his best parties.

It's an experience that has made me reflect on the novels that have allowed me this reading of "Sophie's Choice. We might talk more about that."



Merry Christmas

On behalf of the team at the Atrium, I want to wish you and your loved ones a great Christmas and a Happy New Year. The Club spirit is strong, and that's in part due to you, and in part to the great work of the committee. And to the leadership of President Peter Spring. As you advance in to the festive season, enjoy yourself. Sensibly. The team in the Atrium wish you a great holiday and look forward to working alongside you again in 2012.

Festive Greetings, Sean

Ten Tips To Talk To Santa About...Ivan

Christmas is a time to relax with friends and family and a glass or two of wine: festive foods and a glass or two of wine: and lots of laughs: and a glass or two of wine. It's fantastic and we look forward to the work pressures being lifted for a time. And a glass or two of wine. Here's my tips for those of you that don't want to put pressure on your waistline.

If you *are* drinking a glass or two, stick to red wine or white spirits (gin, vodka) and soda water or tonic water. Why? Ask me in the gym.

Drink a glass of water in between each alcoholic drink – this will keep you hydrated, and you will be astounded how well you will feel the next day (even with a hangover). Somehow, if you drink *sparkling water*, it feels like you are still drinking.

If you are off to the cocktail party, decide before you go how many drinks are appropriate. When the nibbles come round, take one at a time, don't get yourself a plate.

Whether it's at the party, or the dinner on the day, turkey is a great source of lean protein – so it's great to eat, but try and leave the crispy skin off!

Instead of the pudding/ pavlova/mince tarts, try a nice fruit salad with yoghurt.

A slice of cake will generally take 45-60 minutes of moderate pace walking/ jogging on the treadmill to burn off! If you have a big night at a Christmas function, make sure to put in more effort in the gym over the next couple of days! It's as simple as that!

Try and eat slowly – this way it'll be easier to notice when you are full, and the chance of overeating is reduced. Eat to enjoy the food, rather than eating in front of the computer or TV – this will also stimulate your metabolism to function better. If you focus on eating when eating, your body will respond and your metabolism will work more efficiently!

Always pick up the smallest plate, then choose one quarter meat, one quarter carbohydrates and half vegetables – and there you have it....a nutritionally balanced meal that will not expand your waistline!

A final take home point... if you are training regularly but not getting the results you want, you are doing something wrong!

Talk to me or Sean.

And on any one occasion...plan to make it just a glass or two!

Thomas Fletcher Says.

An occasional note that acknowledges asking questions is more revealing than playing the saxophone.

The question. During the Christmas season I see references everywhere to "Victorian" Christmas celebrations — house tours, store windows, magazine advertisements, etc. What I wonder is whether people in Victorian times waxed nostalgic about prior eras. Christmases idealizing the late 1700s? Or did prior generations have enough sense to appreciate their own time?

The answer Sense has nothing to do with it. It's just that you can't miss it if it won't go away. Nostalgia, like antacid tablets, Shortland Street, and Paul Holmes, is a product of modern urban industrial society, which is continually assaulted by change (AKA progress, for the optimists among us) and where most people have lost their sense of connection to the land.

Longing for the past dates from the early 19th century, not long after the start of the industrial revolution in England. (The word nostalgia wasn't widely applied to said longing until after World War I, having previously signified a pathological case of homesickness.) Early promoters of nostalgia included the poet William Wordsworth and the novelist Sir Walter Scott, whose novel *Ivanhoe* (1819) launched a fad for chivalry. Romantic literature appealed to city folk, now a bit disenchanting with urban life (as the philosophies of a previous generation had not been) and thus inclined to a sentimental view of the lost joys of nature, childhood, and the past.

Not coincidentally, our modern idea of Christmas also dates from the early 19th century. Prior to that time celebrations of Christmas varied widely among regions. (In Puritan New England, Christmas wasn't even a legal holiday until 1856.)

Several things changed that, among them Clement Moore's poem *A Visit from St. Nicholas* ("Twas the night before Christmas ...," 1822) and Charles Dickens's *A Christmas Carol* (1843). The success of the latter work and the many other Christmas books and articles Dickens wrote later was greatly amplified by the rise of large-scale commercial publishing and helped fix the Victorian era as the classic Christmas setting throughout the English-speaking world.

Other contributors to the Victorian Christmas tradition include Prince Albert, husband of Victoria, who popularized the Christmas tree, previously a German custom. And we mustn't forget English artist John C. Horsley — in 1843, the same year *A Christmas Carol* appeared, he designed the first Christmas card, depicting a family party with the words "A Merry Christmas and a Happy New Year to You" below.

Merchandised sentiment eventually replaced pre-industrial holiday traditions. Victorian celebrations had some inherent charm, of course. But it was only by dint of constant repetition in the media that frosted window panes, carolers, top hats and long dresses, and (in America) fat guys in red suits became "iconic" of Christmas, as we pop-culturati say. Harmless enough, I suppose.

But next time you get the warm fuzzies watching some Victorian Xmas special on TV, remember you feel that way in part because you've been trained to. And because Thomas said so.

