

# FWIO Convention

The Women's Institute Leadership Conference was held May 13 to 15 at Queen's University, Kingston. The theme was "Educate - Initiate", and one of the hot topics at the conference was waste management, with The Honorable Jim Bradley, Minister of the Environment, and a panel of experts addressing this issue. Group workshops focussed on issues in leadership, and we have brief reports from some of the participants.

## PUBLIC RELATIONS AND PUBLICITY

Workshop leader Rena Cunningham, Past Provincial Public Relations Officer, described the Public Relations person as a vital link to the community. She should publicize successful programs and activities in order to foster understanding and goodwill, and build

positive public attitudes.

Develop a good relationship with local media by preparing material carefully and delivering it on time. Build pride in your organization, outlining its objectives in clear, precise language. Historical excerpts from your Tweedsmuir History book will create public awareness of the valuable information preserved in these books.

Be sure your membership is well informed, motivated and enthused. Good publicity and good public relations are everyone's responsibility, and word-of-mouth is your strongest promotional tool.

— by Jean Sills

## PROGRAM PLANNING

Bev Brown Elfving, ROS Norfolk County and Myrtle Stone, Provincial Board Director of Subdivision 20, led the workshop on program planning.

Good programs don't just happen; they have to be planned in advance, taking into consideration the objectives and interests of the branch members.

Workshop participants formed three groups, and were assigned specific responsibilities with respect to planning a program for waste management. Group One offered "Blue Box" collections, paper collection and the mechanics involved in waste management awareness as possible sub topics; Group Two investigated resources in the topic area, and Group Three suggested scavenger hunts, garage sales and craft items from recycled materials as fun activities for this topic.

Resource materials on Program Planning, Managing Meetings and Evaluation Sheets are available for organizations from OMAF offices.

— by Jean Hyatt

The FWIO Leadership Development Conference was held in Kingston this year as part of our practice to move events to different locations around the province. It gave the ladies in the Kingston area an opportunity to participate in the organizing of a provincial event. I hope they enjoyed the experience. Their help was invaluable and I would like to take this opportunity to thank them from all of us.

Being on the organizing committee for an event such as this is no easy task and is very time consuming. Those people donate their time over a period of at least a year; they are to be commended. The committee consisted of Lorianne Schmidt, Joan Law, Elaine Williams, Joan Playle, Marcie Johnston, Rena Cunningham, Peggy Knapp, Joyce Canning, Lera Ryan and myself. Some of the things the committee must look at are: 1) Venue: Traditionally a university has been chosen as it is more economical than a convention centre. Whatever the facility it must meet certain criteria a) does it have a large room to accommodate a plenary session?

b) are the buildings too spread out?

c) is there an adequate number of rooms for workshops?

## Between the Lines

Margaret Munro



d) Is it available to us when we need it? Universities are not available year round.

e) Can food be served to a large number of people in a relatively short time?

f) reasonable travel access?

There are many other considerations, but these are the main ones, and until we can find a facility that has everything at a price we are willing to pay, there will be a compromise.

Evaluation - did you fill one out if you attended? This is your chance to give input to the committee so that problems can be rectified next time around. It also doesn't cost anything to express your approval and does a lot for the members of the committee.

One of the comments which was passed on by the 90th anniversary committee was that the agenda was too crowded, not leaving enough time to socialize and get to know your neighbours. Most

delegates at Kingston thought there was a good balance and that enough time was given to view displays, or buy supplies. However, a few thought there should be less free time and more organized events - well, nobody's perfect and the committee made notes.

The purpose of the conference was to make us all aware of waste management and recycling in particular, and one of our goals is to initiate 100 new waste management projects across Ontario. I know by the mail that a number of you immediately get on the ball and that municipalities are listening and acting because of your actions. If everyone who was at the conference acts, think of the impact across Ontario. You are not just one woman, you are one of many. Let us know what you are doing; we are looking for feedback from everyone. This is your chance to protect our land and water for future generations, a chance for entrepreneurs. I know you can and will rise to this challenge - Go for it, WIs of Ontario!