

# Penage Road WI Up by 10

Women interested! Women involved! That's the Penage Road Women's Institute who won last year's Membership Recruitment Challenge by gaining 10 new members in the past year. So, just how did we do it? Here's how:

**Bring a friend!** – Each member was encouraged to bring a prospective member to a monthly meeting. Hopefully at some point during the meeting, that individual felt that we had something they were looking for – fellowship, education, community involvement and/or a social time out.

## Follow-up and Kindly Reminders

– Phone captains call every member and prospective member about four days before each meeting reminding them of the motto, roll call and items to bring. Members with email are sent the agenda a week in advance.

**Organize Interesting Meetings** – A written agenda is available at each meeting and includes quotes and ideas and an outline of members' needs. An interesting and varied program is the essential element of each meeting. Attendance draws and member recognition by the President are also an integral part of every meeting. Enthusiasm and humour is helpful! Prospective members want to come back and join the WI!



Standing from left to right are new members Carol Somerset, Barbara Smatlanek, Luda Curich and Ira-Jane Wilton. Seated left to right are Lynn Hansen, Lynn Saari and Darlene Beaudoin. Absent: Dr. Linda Ambrose, Patsy Fairburn, Lynn McLaren and Eija Hietaharju.

**Be Visible in Your Community** – Calling cards (similar to business cards) were created by our President to give to prospective members and friends; they noted our Branch meeting time, location and a contact person. Introduce yourself as a Women's Institute member at all social functions and other volunteer organization events. A bulletin board in our community center displays WI pamphlets and photos of members in action to inform the public of our activities. Bookmarks and brochures are also distributed to guests at our annual fundraiser or "Friendship Morning."

**Give Membership Gifts** – We did! A gift of membership was presented to Dr. Linda Ambrose, author of *For Home and Country: The Centennial History of the Women's Institutes in Ontario*.

Remember, the difference between ordinary and extraordinary is that little extra. So, make a difference! The new member going to the FWIO Provincial Conference in Oshawa in June 2004 is Barbara Smatlanek. Have fun Barbara!

Submitted by Helen Thompson-Makela, President, Penage Road WI, Sudbury, North Central Area.

## Woman of Excellence in Agriculture Award – Call for Nominations

Since 1996, the Federated Women's Institutes of Ontario (FWIO) have recognized the significant contribution made by women in agriculture at the Royal Agricultural Winter Fair (RAWF) by presenting them with the prestigious Woman of Excellence in Agriculture Award (formerly called the Excellence in Agriculture Award).

FWIO invites you to recognize a deserving woman who has tirelessly contributed to excellence in agriculture at the Royal Agricultural Winter Fair. The Award is open to all women

currently or previously involved in agriculture at the Royal Winter Fair. The nomination package must include:

- a typed profile (not to exceed 500 words) describing the work of the nominee, particularly volunteer activities at the Royal Winter Fair
- letters of recommendation (not to exceed one page each) from three nominators to include their contact information
- the nominee's contact information.

The closing date for submission is September 15 each year. The winner

will be selected by an appointed committee of FWIO representatives and will be notified by September 30. Call the FWIO Provincial Office for a nomination package.

Send the completed nomination package to:

Woman of Excellence in  
Agriculture Award  
c/o FWIO  
7382 Wellington Road 30  
RR 5, Guelph ON  
N1H 6J2  
Fax: 519-836-9456