



By Cindy Lockhart

Pride in the WI

Pride is the most successful ingredient for a successful and satisfying membership in a Women's Institute Branch, or in any organization. If a member is proud of her Branch, she doesn't hesitate to invite others to join. She is proud to be identified as a WI member of a particular Branch and proud to work on their many projects.

Pride in your Branch must always be the ultimate aim of your programs. This pride is developed and instilled by concerted efforts to:

- expand your Branch membership by offering new and appealing projects
- share your leadership and numerous other skills with your community
- elevate the status of your members by presenting them with various membership awards
- recognize the special achievements of both Branch and community members
- organize and publicize your enjoyable and memorable meetings and special celebrations.

The time and effort spent in these areas can only work to expand the feeling of pride in the heart and mind of each one of your members.

Contribute your time and resources to your Branch. Talk about your Branch work and activities. Invite new members to join your Branch. Attend your monthly meeting, your District Annual and your Area Convention. Wear your WI pin. Perform your committee duties promptly.

Serve in your office with commitment and dedication. Be excited about the Women's Institute!

Be a successful and satisfied Women's Institute member. But most of all, be proud of the WI.

The WI Image

It is important to publicize our quality image. We must advertise and promote ourselves in the community. Establish an advertising budget, if at all possible, to let people know what the WI is doing. Be proud of our accomplishments and bask in the spotlight. We must brag!

The media should be aware of what we do. We should invite the press to all our special occasions, our District Annuals and our Area Conventions. As well, grab the opportunity to invite community leaders and the media to Branch meetings.

Are you working hard at our Membership Recruitment Campaign? The incentives to Branches who gain new members in the period from April 1, 2001, to March 31, 2002, are outlined on page 7 of the *Summer Home & Country*. Which Branch is going to be the lucky winner of one paid registration to the provincial conference in June 2002 in Sault Ste. Marie? So keep inviting those guests to become members. And if you hold interesting meetings and programs, they will come!

Thank you to everyone who took the time to fill out my questionnaire. The results are forthcoming. However, everyone seemed to express the same feeling that the WI needs to be strong and vibrant in the years to come for the betterment of all communities.

Remember, we must have fun while we are helping others. It's great to hear what is going on across the province, so feel free to call, fax or email me at any time.

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Valued Service for Farm Families



Bethesda Reach Women's Institute member Corinne Croxall was honoured for her outstanding volunteer service to help bring seasonal child care to farm families. Corinne credited many others involved in the program, such as Barbara Evans. "I just feel a lot of people have done a lot of work," she said. The program started 14 years ago when a group of WI members were challenged by the national organization to help provide rural child care. "I think the thing we're most proud of is the fact that after the government funding was removed, we managed to keep ours going." Educating farmers to realize that their children must be taken care of some place other than the field or in the stable has been critical to the success of the program.

Photo courtesy of Ron Pietroniro, Uxbridge Tribune.

Submitted by Doreen Brethour, PRO, Bethesda Reach WI, Ontario.



Mountview Hall Gets Face Lift

The Mountview Women's Institute Hall at the Country Heritage Park in Milton serves as an interpretive centre for Women's Institute history. WI volunteers work at the Hall during the summer greeting visitors and answering questions. On Saturday, June 16, ACWW Conference delegates were bused to the Park for a barbecue and quilt auction. ACWW President Hilda Stewart took part in a ceremonial tree planting at the site. In preparation for the visitors from all parts of the world, Halton District WI Branches painted the outside of the Hall, while Wellington South District WI members cleaned and planted the flowerbeds. From left to right are Bryce and Ann Burrows, Edith Eedy, Jean Hume, Ruth Laking, Glenna Smith, Myrtle Reid and Isobel Rankel.

Submitted by Edith Eedy, PRO, Guelph Area WI.