

FWIO Spring Meeting Highlights

The new FWIO office on the Marden Road, north of Guelph, was the setting for the opening of the spring Board meeting on the evening of March 22nd. The FWIO Executive, Board of Directors, invited guests and you - the members - showered the office with many needed items. Among the items greatly appreciated are dozens of tea towels, several bathroom towel sets, a coffeemaker, a tea kettle, cups and saucers, staplers, desk sets, waste baskets, lots and lots of pencils, and numerous other items.

The following morning, FWIO President, Donna Russett, welcomed Board Directors to the Barrie Hill United Church where the meeting was resumed. The following highlights some of the reports presented throughout the two-day agenda:

Media Workshop

A Media Workshop with Susan Sommers - an experienced journalist, public relations consultant, marketer, and speaker with over 20 years of experience in communication - was first on the agenda. Susan gave an overview of the elements required to produce a comprehensive public relations/media relations program. Her presentation included how to develop and use a media kit, how to write a media release, how to compile a fact sheet on your organization, and how to meet the media. She remarked: "There is so much competition you have to stand out, and you have to have an image that will work for you when you're not out there."

ACWW Report

Peggy Knapp, ACWW Area President for Canada, reported that Valerie Fisher, ACWW World President, will be visiting Ontario on her way from Australia to the FWIC Convention in Truro, Nova Scotia. Her itinerary includes a luncheon at the new FWIO office and a visit to the Adelaide Hunter Hoodless Homestead and the Erland Lee (Museum) Home.

FWIO Information Video

The production of an information video about the FWIO is now completed. Its object is to talk about the Women's Institute - where they began, what they have accomplished, and where they are heading in the future. One copy of the video will be available in each Area for programming.

Centennial Committee

Margaret Zoeller, Chair of the Centennial Committee, reported that the Rules, Regulations and Entry Forms for the Song Competition were to be mailed soon, so check with your Branch Secretary. Please note the November 30, 1994, closing date for Song Competition entries. For more information contact Margaret Arnott, RR1, New Liskeard, Ontario, P0J 1P0, (705)647-4825.

Also keep in mind that the deadline for an intent to enter the Quilt Competition is December 31, 1994, and the entry deadline is March 31, 1995. For more information about the Quilt Competition contact Lois Urstadt, RR5, Owen Sound, Ontario, N4K 5N7, (519)376-9876.

Conference '97

In her report, Conference '97 Chair, Peggy Knapp, recommended that the 100th anniversary celebration be held at the Hamilton Convention Centre from Tuesday, June 16 to Sunday, June 22, 1997. She reported that the site offered excellent support and services, including large board and executive meeting rooms, use of a large theatre, 100 free parking spaces, and close proximity to shops, restaurants, churches and the birthplace of the WI - the Erland Lee (Museum) Home.

Executive Recommendation

The Executive recommended that the Federated Women's Institutes of Ontario purchase the rights to the successful book produced by the Selwyn WI - Environmentally Friendly Household Hints.

Program Co-ordinator

In her report, Glenna Smith reinforced the 1994 program planning theme: "Concern for the Family Means Concern for Composting and Water Conservation."

She encourages everyone to work with their District Program Co-ordinator and make a chart recording member's habits concerning water use and composting. Record the habits now, and again at Area Conventions. Hopefully they will have improved considerably!

She also encouraged everyone to be aware of what is and is not accepted in their local blue boxes and landfill sites. Do you know? If you don't, find out now!

FWIO Historical Records

The FWIO historical records are now housed in the University of Guelph Archives and Special Collections, where they have been deposited on permanent loan. The collection will take about a year to process at which point they will be opened to the general public.



Margaret Zoeller (left), Chair of the Centennial Committee, and Donna Russett (right), President of the Federated Women's Institutes of Ontario, proudly display the 100th anniversary plate for the first time at the March Board meeting.

Photo courtesy of the Guelph Mercury.