

A View from Here

By Margaret Eberle

Finally, it's quiet again!!! The riot outside my window has been very distracting. Each spring a row of sunflowers is planted across the garden. But unlike the rest of the garden, they are not harvested. And when the first snowfall arrives, the bluejays find the sunflowers. For the next few days there are between twenty and thirty streaks of blue hanging upside down and sideways on the sunflower heads. They collect a seed, fly to the nearby spruce, eat the seed and return, screaming all the time. WHAT A SIGHT!

But the sunflower heads are empty now, and my thoughts wander to planning next year's garden.

This is also the time for the Women's Institute Branches to begin planning. At the annual meetings in April, the activities and memories of the past year will be reviewed, and new plans made for the year that lies ahead.



What goals are being set in your Branch for the upcoming year? How many new members do you want to sign up this year? How can you help a new Branch get started? What community project will

you focus on? What educational program will your Branch offer? How will your Branch learn more about the Women's Institute? What will your Branch do to promote the WI in June?

Do your Branch plans include producing a memento for our Centennial year? Which fundraiser will produce a donation to the Park House fund? What new ideas did your Area President get from the workshop "Call to Order"? Are plans being made to attend Conference '94 at Geneva Park near Lake Couchiching and the FWIC Conference in Nova Scotia?

Take time to plan and set goals so that your Branch will be an active, vibrant part of your community.

Remember, "Goals are like stars; they may never be reached, but they can always be a guide."

Margaret Eberle is the President of the Federated Women's Institutes of Ontario.



From the Provincial Program Co-ordinator

By Glenna Smith

"Stand Up, Speak Out, and Be Proud to Be a Women's Institute Member"

I'm proud of the many ways you showed that you were proud to be Canadian in 1992. Now, as you continue to be proud Canadians in 1993, let's also be proud Women's Institute members. Organize your programs around this theme, and get to know your organization better this year by working towards the following objectives:

- make the Women's Institute more visible to non-members, the media and government;
- make more aware of our strengths;
- make members more aware of our structure; and,
- make members proud to be members.

Fulfill these objectives in the following ways:

- create a video for Branch use;
- increase media and government awareness through personal contacts, videos and presentation booklets;
- inform the government of our concerns and actions through a letter writing campaign;
- design a communication pamphlet for members;
- chart the structure of the FWIO;
- and, build communications between the various levels of the WI.

And, of course, you could always challenge other Branches throughout Ontario to come up with a promotional slogan for the Women's Institute.

Remember, our long-range plans are to entail the following:

1992 - 1993 - Our Personal Environment

1994 - 1995 - Our Community and Family Environment

1996 - 1997 - Our Global Environment

What more appropriate way of focusing on the personal environment than to learn more about "YOU" as a member of your Branch, District and Area WI, and as a member of the FWIO, FWIC and the ACWW?

Please write and tell me your ideas on how to promote our theme and our great organization.

Glenna Smith is the Program Co-ordinator for the Federated Women's Institutes of Ontario.