

# News

## Earth Day marks new beginnings for Hoseltons

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The HEC is not confined to businesses alone. Individual annual memberships are available for \$25. The HEC is a two-fold organization for the promotion of sustainable living. The first part is to promote Canadian-made products created from recycled or renewable resources such as the combination of aluminum and wood. The second part is to be an outlet of information regarding new developments in urban tree research and education with a membership community for the sharing of information.

The Web site will launch Apr. 22 : [www.hoseltons.com](http://www.hoseltons.com)

The first partnership has been established between HEC and Maple Hill Tree Services of Hornby, ON. Maple Hill has created a renewable resource division for product HEC will carry. The company recycles wood byproducts, such as urban tree wood traditionally rejected because of the inherent risk from steel or metal. Now, Maple Hill is recycling that wood into products of use to society, e.g. furniture and bases for the Trees For Life.

It was 40 years ago — 1968 — that brothers Carl and Gord Hoselton began work together in Camborne. Carl was creating animals from wood. The pair attended outdoor art events together, which led to the foundation of Hoselton Studio Limited, officially incorporated in 1971. The company relocated to Colborne in the mid 1970s.

"We wanted to do something that was spectacular for the company and also good for the community and town, to mark the 40th anniversary. I wanted to do something from my heart," Jan says.

One of five children of the late Gord Hoselton, Jan became CEO of the Hoselton's in August 2006.

This is also a year of other significant anniversaries. Jan marked her twentieth year in the business. Employee Al Buttars, foundry supervisor and master mould maker, has been with the company 35 years. Production manager Shawn Hoselton, grandson of Gord, marks his tenth year with the business.

It was just over a year ago, Jan's idea began to germinate.

"We started with wood, so I wanted to go back to recognize our roots. That's where the trees come in, because they're important to everyone globally.

The environment is important both personally and corporately to Jan.

"We meet or exceed the environmental requirements for our industry," she says.

On staff at Hoselton Studio as the resident artist, Peter Horton of Brighton, and Jan developed the aluminum tree

design.

Hoselton Studio sculptures are renowned the world over. On a global map in the Colborne studio showroom, coloured pins mark places where Hoselton sculptures now reside. The works are often presented as international awards of recognition, of friendship, for excellence and are part of private collections. Notably, they are the awards of the Prince's Trust in England used this past November.

"I just love it," Jan says of the design. You can see it in her face, the way her fingers reach out and touch the polished and brushed aluminum trees.

"Everyone who buys a tree will receive a registration card with a follow-up certificate. When we receive their registration card, we count their donation to the Canadian TREE Foundation. They also become a member of the Hoselton Eco Community for one year. We send them a numbered certificate so they can track on the Internet where their funds are being used. Other environmental information will also be available on the Web site."

Further, plans are afoot to have an annual Hoselton Eco Community product design produced for ongoing registration and membership renewals. To date, there are 15 registrations for Hoselton Eco Community exclusive retail status.

Further plans are afoot. The future goal is to see about four mini art media studios where product will be made under the Hoselton Eco Community brand. "The criteria will be sustainable, renewable and Canadian-made," Jan says.

"We are looking at partnering with school boards and corporations to further educate the kids about arboriculture for the future, adopting the Canadian TREE Foundation's motto of 'Right tree, right place'."

"The Packaging Association of Canada is using the Trees for Life program for its inaugural gala awards Apr. 22," Jan notes of the Hoselton program's corporate launch, the same day as the tree planting in Colborne. She will be making the award presentations.

The Trees For Life Program will be exhibited at the juried Green Living Show Apr. 25-27 in Toronto. The Hoselton Trees For Life will share space with a cherry coffee table produced by Maple Hill Tree Services.

"This is so exciting!" Ms. Hoselton says of the new developments. "A tree represents so many things to so many people: knowledge, life — even family.

"Trees For Life is dedicated to the Hoselton immediate and extended families to initiate our commitment to reducing our carbon footprint."

# New school site up to trustees

BY MANDY MARTIN  
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This much is agreed: a new elementary public school is wanted in Cramahe Township. However, where to put the school will be up to the Kawartha Pine Ridge District School Board trustees.

At the end of the night Apr. 10, it was a stand-off for the 17-member public accommodation review committee formed to select a new school site, despite a new offer of land on which to

build a new school. The stalemate of Mar. 3 continued with no consensus on one of two sites under consideration.

The review committee disbanded last Thursday night — with the stipulation it would accept whatever site the board of trustees decides, probably some time this June.

The two proposed sites for building a new school to accommodate an estimated 286 students are: on the existing nine-acre Castleton Public School land, or a 10-acre lot offered for

sale by Pete Williams at the southwest corner of Purdy Road and Parliament Street at the north end of Colborne.

The offer of the Williams land, made since the committees last meeting, was incorporated into Apr. 10 committee discussions.

Both the existing Castleton Public School and South Cramahe Public School are slated to close. Work must begin this fall to satisfy provincial requirements for \$6-million in provincial grants to build the school by 2009. There is no grant money for either

demolition of the Castleton Public School, or for purchasing the Williams land KPR associate Director of Education Sherri Summersides reiterated last Thursday.

It was an evening of heartfelt presentations to the committee from supporters of both sites at South Cramahe Public School Apr. 10. Presenters included two South Cramahe students, Castleton and South Cramahe Public School parents and residents.

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