



A new Chamber of Commerce will be busy in the next year putting Acton on the map. Chamber executives are (front row, left to right) Marlene Graham, Len Taitman, treasurer; Susan Poulsen (secretary); Jannie Kulken, first vice-president; Steve Dawkins, president; Ted Tyler; Justice of the Peace Joseph Hart, who swore in the new executive; (back row) Reg De Coia; Paul Nelson; Bill Cook, second vice-president; Larry Greaves; Doug Fread; and Corey Herrington.

(Herald photo)

Be aware of tourism projects: Bingham

Speaker applauds Heritage Acton

By CHRIS AAGAARD
Staff Writer
Municipalities shouldn't let tourism opportunities pass by, two tourism experts told Acton's Chamber of Commerce Monday night.

Colin Chedore and Dave Bingham were guests at the Chamber's annual general meeting which stressed Acton's potential as a tourist stop.

"Acton and Georgetown have a lot to offer tourists," Mr. Chedore, marketing manager for the province's ministry of tourism, told the Chamber.

He pointed out that the region already boasts scenic geography, and recreational attractions such as the rural Fall Fairs and the Canadian Open golf tournament in Oakville.

Both Mr. Chedore and Mr. Bingham, a consultant with the Festival Country Tourism Association (of which Halton is a part), said municipalities should not rely solely on the province's "Yours to Discover" campaign to generate revenues from tourism.

Instead, they said, municipalities should make themselves aware

of the programs the tourism ministry offers to support local tourism projects and emphasize their own attributes as tourist spots.

One such project, in which Halton region is currently involved, is the Municipal Tourism Awareness Program. Once completed, the program will give the region a better idea of its tourism potential.

Mr. Bingham showed a film describing the benefits of tourism on local economies. Tourist dollars offer tax relief for permanent residents, build facilities which the tax base might not normally support, create jobs and

have an immediate effect on the local economy.

He applauded the Chamber and groups

like Heritage Acton for having taken "the lead in the development and promotion of tourism in the area."

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By CHRIS AAGAARD
Staff Writer
Since it began in 1979, Ontario's "Yours to Discover" tourism campaign has steadily lured tourists into the province, especially from south of the border.

Colin Chedore, the man who is responsible for the campaign in the province's ministry of tourism told the Acton Chamber of Commerce Monday night "Yours to Discover" was launched to snuff out some bad impressions people had about Ontario.

"We left a negative impression as a vacation destination - Sleepy, Hollow and Dullsville," Mr. Chedore said.

To offset that image, Yours to Discover is packaged in colorful and award-winning tele-

vision advertisements as well as advertising in 17 major North American magazines.

As part of the province's bicentennial, a newspaper insert will soon be published to give people some vacation ideas.

Tourism in Ontario is also widely promoted in Europe and at trade and sportsman shows in Canada as well as the U.S.

Promotion of the province's tourism opportunities will get even more aggressive, Mr. Chedore said. Competition from the northern United States will be close, with many American locations offering to take Canadian money at par.

The Yours to Discover campaign has resulted in millions of tourism inquiries, he said.

Liberal delegate meeting

The Brampton-Georgetown federal Liberal association and the Brampton-Georgetown Women's Liberal Commission will be holding a general meeting Tuesday, Feb. 28 to elect delegates and alternatives.

Those selected will be

attending the annual meeting of the Liberal Party of Canada (Ontario).

The delegate meeting is being held at the 2nd Floor meeting room at the Chinguacousy Public Library, starting at 7:30 p.m.

For more info call Lyn Callahan 459-4035.

Poll workers needed

The Brampton-Georgetown federal Liberal association are looking for people to act as enumerators and poll workers in the next

federal election. For more information call 459-1597.

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Fresh breads are easy to make

You can recapture the old-fashioned goodness of home-baking in your own kitchen with delicious, warm-from-the-oven breads and other baked goods.

Fresh breads, cakes and biscuits are surprisingly easy to make. Adding a hot, flavorful ingredient like coffee to a bread recipe makes preparation even simpler.

By melting the butter, margarine or shortening in hot coffee and allowing it to cool to 115°, you'll save a step and a dirty saucepan.

Here are just a few tempting, fresh-baked recipes developed by the Folger Coffee Kitchen.

MOLASSES OATMEAL BREAD

5 1/2 to 5 3/4 cups all-purpose flour
2 packages active dry yeast
1 tablespoon salt
2 cups warm strong-brewed Folger's coffee (115°)
1/2 cup light molasses
2 tablespoons cooking oil
1 1/2 cups quick-cooking rolled oats
1 slightly beaten egg white

In large mixer bowl combine 2 cups of the flour, the yeast, and salt. Add coffee, molasses and cooking oil. Beat at medium speed of electric mixer for 2 minutes. Add 1 cup of the remaining flour. Beat at high speed 1 minute. Stir in oats and enough of the remaining flour to make a moderately stiff dough. Knead on floured surface till smooth (about 5 minutes). Place dough in lightly greased bowl. Turn once. Cover, let rise in warm place till double (1 1/2 to 2 hours). Punch down. Divide in half. Cover; let rest 10 minutes. Shape each into round loaf on greased baking sheet. Cover; let rise till double (60



COFFEE ADDS HEFTINESS AND FLAVOR to fresh-baked breads and cakes.

minutes). Brush with egg white. Bake in 375° oven 40 minutes. Makes 2 loaves.

CINNAMON STREUSEL COFFEE CAKE

1 package 2-layer-size regular cake mix (no pudding)
1 package 4-serving-size instant vanilla pudding mix
2 tablespoons cooking oil
1 1/2 cups strong-brewed Folger's coffee, cooled
2 eggs
1/2 cup all-purpose flour
1/2 cup packed brown sugar
1/2 teaspoon ground cinnamon
1 tablespoon butter or margarine

In large mixer bowl blend cake mix, pudding mix, oil, coffee and eggs. Beat 2 minutes at medium speed of electric mixer. Spread batter evenly in greased and floured 10-inch tube pan. Combine flour, brown sugar and cinnamon; cut in butter or margarine. Sprinkle over batter. Bake in 350° oven for 40 to 50

The country received wide exposure through the media during the games, Mr. Pomeroy noted.

"It's a beautiful country and surprisingly easy to travel in," he said.

He urged Acton's business community to get behind the tourism efforts of private industry, the regional government and the Festival Country Tourism Association.

"Tourism is one bright light in the industrial world right now," Mr. Pomeroy said.



PETE POMEROY said, "And with the Olympics, they wanted to show the country off to the world."

Pizza crowd bothered

A 36-year old Delrex Boulevard man who was bothering patrons Saturday at 2:15 a.m. at the Guelph Street Royal Pizza parlor was charged

with being intoxicated in a public place and kept in a cell at the Georgetown Halton regional police station overnight.

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