

# Are you a Harvey Hero?



Ken McDermot, Chair



**Georgetown  
Hospital  
Foundation**

I would like to personally challenge the small business community of Halton Hills to join me in supporting *Investing in Care – Close to Home*, the Campaign for Georgetown Hospital with a minimum pledge of \$5,000 contributed over the next three to five years.

Your donation at this level will help to build and sustain the best quality, advanced healthcare right here, close to home. The Campaign has already raised over \$5 million but we need your help to get us to our goal of \$6.5 million for the most important hospital expansion in more than 50 years!

Many corporate recognition opportunities are available. Donations of \$5,000 or more are permanently recognized on the Campaign Donor Wall in the new ER and the Main Donor Wall in the hospital lobby. The Hospital Foundation is also pleased to recognize our corporate donors in social media, in the local newspaper, and on the large TV monitors throughout the Hospital.

You can even use the Hospital Campaign logo and our mascot Harvey in your own promotional material to align your brand with exceptional home-town care at the heart of your community.

Thank you to the following local businesses who have already accepted the small business challenge:

Bratin Auto  
Brooks Heating & Air  
B2C  
Colin & Jeannie Brookes, Edward Jones  
Buttle & Tavano Professional Corporation  
Ray Chesher, Your Home Today Realty  
The Cornerstone, Women's Professional Group  
Mike Francis, State Farm Insurance  
Generations Physiotherapy Centre  
Georgetown Chrysler Dodge Jeep Fiat Ltd.  
Gresswell Family, Alta Electronics  
Marc Henein, ScotiaMcLeod  
Jill Johnson, Johnson Associates RE  
Ken McDermot, PuroClean Property Rescue  
Red Lemon Hair Salon  
Shoeless Joe's Georgetown, Isa & Brenda Mehementi

Now is the time to accept this challenge and inspire others to follow your lead!

*K. McDermot*

**Ken McDermot  
Chair, Georgetown Hospital Foundation**

The Local Small Business Ambassador Group: Ken McDermot (Chair), Nathalie Brooks, Colin & Jeannie Brookes, Trevor Buttle, Mike Francis, Marc Henein

# A Ted Bit Oops, how the heck did that one get by me?

Okay, I have a confession.  
Last week I made a faux pas ('mistake' to those who aren't remotely bilingual.)

I screwed up a quote in my column about forecasting the weather.

It was the part about our native Ab-origines and how they observed the grass before it rains.

It should have read "If the grass is *dry* in the night, the clouds will weep before morning."

However, when I wrote it, I typed 'wet' not 'dry.'

I'm so embarrassed.

News editor Cynthia Gamble caught it— naturally, *after* approximately 23,000 newspapers were on the street.

Thankfully, it didn't go online that way.

I did briefly consider going out with a pen and tracking down all the newspapers and making a change— but then I thought that wasn't very practical...

In this business, these things do happen and we simply have no other resolve but to say 'oops' and carry on.

Years ago, in the 1980s, I read a column by *Toronto Star* columnist Joe Slinger.

He wrote about journalism, and put together that column just minutes before going out the door to talk to some journalism students at Ryerson.

He said that was the *wrong* way to write. He stressed the importance of writing, rewriting, a second rewrite, and all the little tricks of the trade that he used to hone his writing style.

And the one thing that he said in that column has always stuck in my mind.

He said your mind and your eyes are like an old married couple— the one doesn't always communicate what he means, but the other knows what he meant anyway. When I proofed last week's column, my eyes saw 'wet' and my mind read 'dry.'

In his column, Slinger suggested that reading a column/story aloud was one way of catching those little 'mistakes' that the mind and eyes have missed.

He suggested (jokingly I think) taking it into the bathroom and reading

it aloud might be a means of catching those 'oops'.

I'm not sure I could do that here at *The Independent & Free Press*. I would probably receive some funny looks if I was heard reading to myself in the loo.

He added having another set of eyes read it is also a good idea, but of course, having said that, it's best if that other set of eyes reads it *before* going to press, not after.

Slinger also talked about writer's block, and ways and means of getting over it.

After writing a column since 1990, I know about writer's block.

It's a fact of life.

Any journalist who says he or she can 'turn it on' is not being 100 per cent honest.

Yes, there are times one can sit down and simply write, but at the same time, more often than not, the writer has to work at it a bit. The key is to not work too hard.

Slinger suggested if one became blocked with a story, the best way to counter it is

to walk away from the story and read or do something totally unrelated to what you're working on.

I've done just that, and miraculously, when I return to my computer, the ideas and copy flow like water over a dam.

I clipped Slinger's column decades ago, and stuck it up on the

wall in my darkroom at home.

I know it's still there, but I'd have to move a pile of junk out of the way to get to it— when not in use anymore, old darkrooms tend to collect 'stuff'.

However, after all these years, I've somehow retained many of his suggestions, and in doing so, hopefully it made me become a better writer.

So like the old married couple, my eyes and mind might need to be reminded to check up on each other once in a while. Hopefully, I'll manage to NOT miss items of that nature again.

But I don't expect I'll be taking it into the bathroom at work to read it aloud.

I'm just not sure my co-workers are ready for that.

—Ted Brown can be reached at  
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**TED  
BROWN**

*When I proofed last week's  
column, my eyes saw 'wet'  
and my mind read 'dry.'*

## Interested or have questions?

**Please contact the Georgetown Hospital Foundation:**

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