

# Extensive planning underway Wildlife Centre's future depends on fund raising

Fund raising for the Wye Marsh Wildlife Interpretation Centre will begin in earnest in February. The immediate and very real goal is to raise enough money to keep open the Centre. A long range goal is to create an equivalent of an Ontario Science Centre for wildlife.

About to begin now is the creation of a five year plan for the former federally operated wildlife centre. The Friends of Wye Marsh, a non-profit, volunteer group, convinced the federal government last spring to give them responsibility for the Centre and the surrounding marsh. The government had announced a year ago that the Centre would be closed as a cost saving measure.

The Friends, as part of the agreement with the federal government, received both a grant and a loan. The loan is to be repaid

starting after five years.

Brochures are being prepared for home delivery starting in January. An element of the planned fund raising campaign is to time the delivery of the brochures four or five days before a telephone call is made asking for financial support.

Richard Synergy, the man hired recently to be in charge of fund raising, says that the first stage of the telephone campaign will target all of Simcoe County. Paid and volunteer workers could take as long as six months to cover the county, working in evenings, Synergy said. He estimated that \$500,000 could be raised through a well thought out and executed campaign.

Synergy had high praise for the Midland Chamber of Commerce's fund raising effort, to raise money for a Chamber building.

Synergy called the Chamber campaign "classically structured." The Chamber people are doing a "beautiful job," he said. "I could compliment them for 20 minutes." An "enormously productive meeting" was held with Chamber representatives he said.

The Centre fund raisers need to know in advance what the Centre represents, what can be done to make the Centre a focal point of Simcoe County, and the cost. Fund raising follows from having a budget, he said. The Ministry of Tourism is helping prepare the five year plan.

Fund raising will be an annual event. The fund raisers hope is that, as a result of the appeal for money, new people will visit the Centre and the marsh. The fund raisers are confident that once people who have supported the Centre sight unseen have visited, those people will increase their

support when approached again.

Ideally the Centre will raise enough money to meet its immediate financial needs, and more, the extra money to be spent on capital improvements that will add to, and change, the Centre.

The fund raisers are not counting entirely on individuals for money. However the general ratio of support for good causes is 70 per cent public, 30 per cent business.

Synergy described the ideal goal as the creation of a "very special resource in Simcoe County, so that we and our children will have a better opportunity to understand the world we live in."

People might think of the Wye Marsh Wildlife Centre, because of the geography, as a Midland feature, he said. But the Centre is a "Simcoe County resource."



## Hard to say who's having more fun!

In cooperation with a McDonald's restaurants' Fire Prevention Week (Oct. 7-13) promotion, Victoria Harbour's volunteer firefighters went all out to make last Tuesday something special for their Junior Fire Chiefs. After picking up Gina Falconi, 10 (left) from Victoria Harbour Public School, and Brian Rawson, 7, (right) from St. Mary's School, in big fire trucks with sirens, the real firemen turned on the water: (from left) Dennis Esterbrooks, Ron Steele, Bill Rawson, and Bob Larmand.

-Photo by Paul Sanderson

Nov. 26  
Nurses interested in taking part-time BScN. program in Barrie, should meet Laurentian University representatives at 7:30 p.m. in Georgian College's Barrie campus New Academic Building, Room E221, 7:30 p.m.

Nov. 27  
Stella Gianetto and Gwen Patterson will speak about Penetang church records at a Descendants of the Establishments meeting, 7:30 p.m., Visitors Centre, Establishments, Penetanguishene.

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Funeral Director



### HOW CAN I MAKE KNOWN MY FUNERAL PREFERENCES?

Usually your preferences can best be made known by your pre-planning some or all of the funeral service with a funeral director.

If you feel reluctant to give "instructions" to your family, you might make a list of preferences and suggestions covering your wishes. We have simple forms which will help guide you as you fill them out.

After completing the forms which entail no obligation on your part, then advise your family about your preferences and where you will keep the Pre-Plan Form.

We find people have a greater ease of mind once this is done, just as after filing a will or setting up an insurance program. It takes a load off the family later on and it makes sure your preferences will be respected.

There are many choices and options in pre-planning. You would be well-advised to discuss them with your funeral director. We will be glad to explain your options in detail. To help you reach an informed decision, we can also give you some reading material for your study. Stop by, or phone for your free copy.



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## Midland man seriously injured

An accident on Highway 12 last Friday afternoon caused serious damage to the vehicles involved and resulted in the occupants being taken to Huronia District Hospital.

Robert Crawford, 45, of Midland, was driving on Highway 12 in the westbound lane when his car fishtailed and entered the eastbound lane, hitting a 1978 Pontiac driven by Kenneth Edgar, 39, of Midland.

The two drivers received minor injuries, while Keith Crawford, 34, of Midland a passenger in one of the vehicles received major injuries. All were taken by ambulance to Huronia District

Hospital.

Total damage to both vehicles is estimated at \$13,000. No charges are being laid.

## Airport keeps them flying all winter

Although a steady schedule of private and commercial flights keeps Huronia Airport, on Tiny Township Concession 8, busy all winter, the less hectic season allows time for monthly excursions by student pilots of its Four Seasons Flight Academy.

Two instructors accompanied about 10 students on a cross-country flight to Ottawa, over the weekend. Four private airplanes, including one from Barrie Airport flight school, departed Huronia at noon Saturday, and returned late in the day Sunday, after an overnight stay in Ottawa.

Cruising at about 125 mph, the flight lasted only about one hour and 45 minutes each way. For the return trip, the group chose a relatively scenic route along the St. Lawrence River to Oshawa.

Last week's excitement at the Tiny Township airport was the arrival of a sleek Citation 500 executive jet, on a business trip from the United States, Airport manager John O'Hara looks forward to between 20 and 25 such visits each year.

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