



### Marketeers

The Georgian College Marketing Course Group with instructor Kamran Khozan and Ila Kellermann, 5th from right, Kellermann, director of Rosewood Shelter

for Battered Women was with the group who are aiming to raise \$10,000 for the shelter.

## Shelter gets a boost

Rosewood, an emergency shelter for battered women and children, is to receive an unexpected gift from the Georgian College Marketing Course Group.

The group was asked to select a product, service or idea to market within a specified time.

It unanimously agreed on Rosewood. And its target is to raise \$10,000 for the shelter by April 11.

It costs the centre over \$200,000 to operate on a 'bare bones' budget some of which comes from the Ministry of Community and Social Services.

Ila Kellermann, Rosewood's director, said the shelter is running at 105 per cent capacity, providing shelter for 12 people. It could house up to 10 more people by opening the third floor of the building.

Fire regulations require a fire escape installed before the third floor is occupied.

The strategy of the marketing group, under the tutelage of Kamran Khozan, is selling 'rungs' of the fire escape at \$100 a rung.

The group is approaching people in the

Midland, Penetanguishene, and Orillia areas for support.

So far 30 percent of people approached by the group have made a donation.

Kellermann said the project was "...like a God send."

## Evacuated area

Midland Fire Department was called to a fire on King St. shortly after 1:00 p.m. Monday afternoon.

"We had some combustible material burning in the basement near a gas boiler," said Fire Chief Hal Belfry.

The fire in the H & R Block office on King St.

caused police officers and firemen to clear half-a-block on the east side of King St. from Bay St.

Belfry said the evacuation was ordered because there was concern the fire could cause the boiler to explode.

The fire was later brought under control.

## Chamber plans await budget

The Midland Chamber of Commerce have to put a number of projects on the back burner until the Midland Town Council passes the 1987 budget.

According to Chamber President Brian Downer, chamber officials will not be making a final decision on a proposal to join the Midland Business Improvement Area (BIA) in a \$15,000 radio advertising campaign on CHAY FM until their budget proposal is finalized by town council. The project was proposed to the board of directors of the chamber at their February meeting by a representative of the BIA.

The choice of a replacement for former Manager and Industrial Development Commissioner Matthew Parry, who resigned

earlier this year to return to his own consulting business, will also not be made until after the budget is brought down and the chamber allotment is made official by council. Until the chamber finds out how much is being poured into their annual budget, they will not know whether they can afford hiring a manager/industrial development commissioner, or just a manager.

The president, who would not disclose how much the chamber requested in their 1987 budget proposal, said these issues will be on the top of the list when the budget is passed.

The town's budget is expected to be brought down in May.

## Harbour drops annexation bid

For the time being, Village of Victoria Harbour officials have dropped their proposal to annex a part of Tay Township.

Earlier this month, the five-member council voted to discontinue any work on annexation negotiations concerning Robins Point.

Although the two councils had not discussed the matter formally, the village had begun the required red-tape with the Ministry of Municipal Affairs to annex the parcel of land that is located east of the village.

Harbour Councillor Paul

Charlebois said he voted in favour of dropping the annexation bid because he felt at this time, the village can not afford the move even with the added tax-base the village would take over.

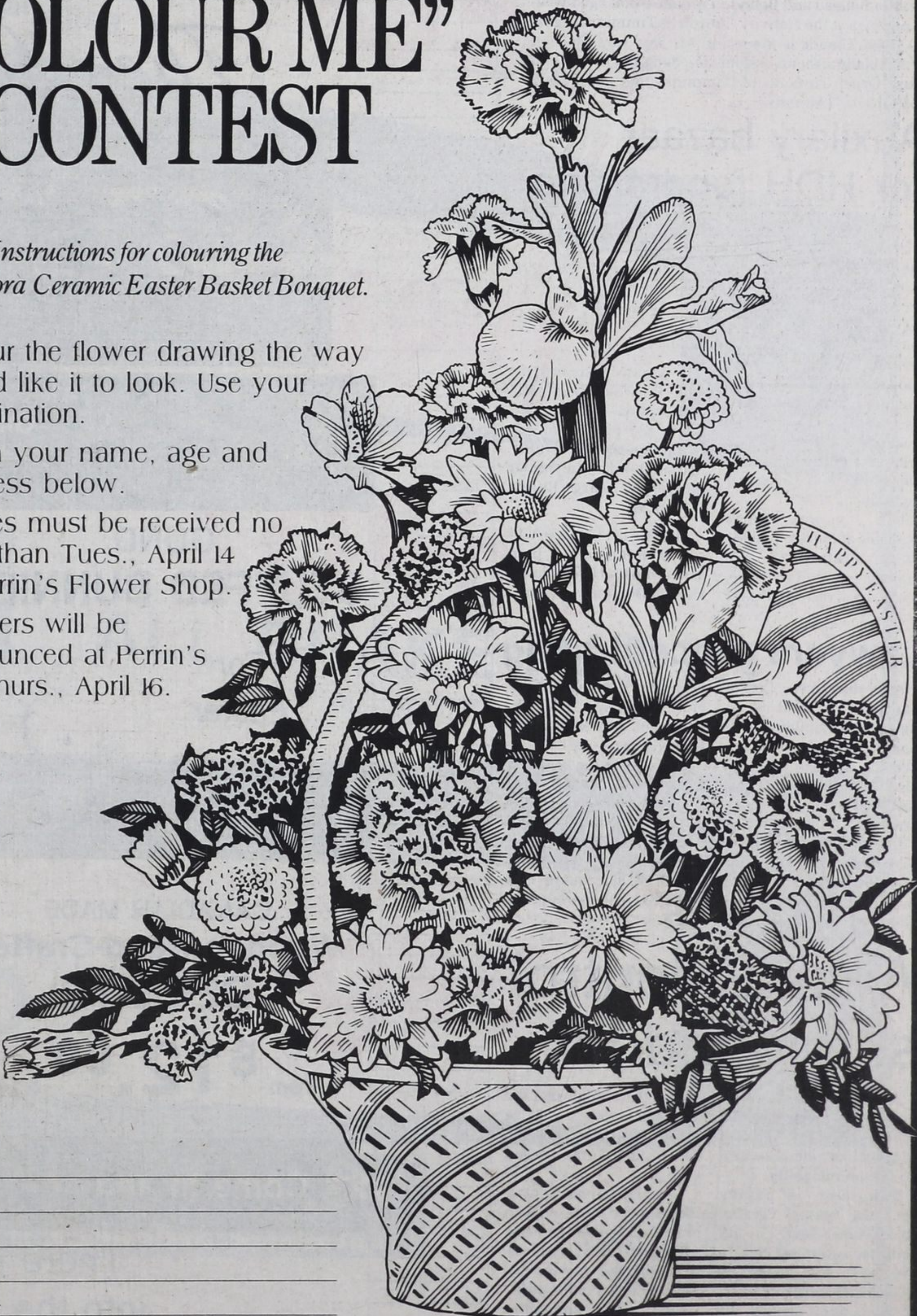
"It wouldn't be cheap to purchase the land and we don't have the facilities to facilitate the area right now," said Charlebois. "A few years down the road, it would have paid for itself, but we can't afford it now."

"We haven't done enough homework on this yet," said the councillor.

## THE TELEFLORA "COLOUR ME" CONTEST

Instructions for colouring the  
Teleflora Ceramic Easter Basket Bouquet.

1. Colour the flower drawing the way you'd like it to look. Use your imagination.
2. Fill in your name, age and address below.
3. Entries must be received no later than Tues., April 14 at Perrin's Flower Shop.
4. Winners will be announced at Perrin's on Thurs., April 16.



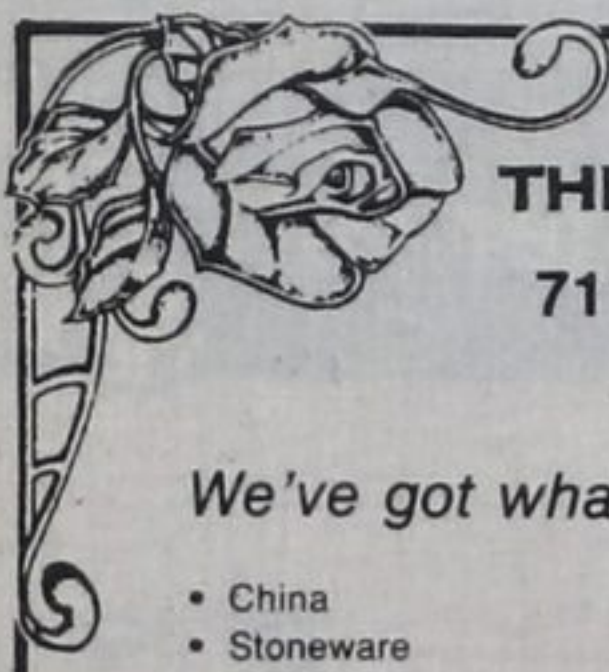
Name \_\_\_\_\_

Age \_\_\_\_\_

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