



First woman president

Elizabeth Conway is the first female president of the Huronia Tourist Association. She succeeded Moreland Lynn of Midland last

week, during the annual meeting of the association. Also for the first time in HTA's

18-year history, a woman won the HTA's annual Boyd Robertson Award.

Lynn steps down as HTA leader

Moreland Lynn's successor as president of the Huronia Tourist Association is Elizabeth Conway of Horseshoe Valley Resorts. Conway is the first female president in the HTA's 18 years.

Pat Cowden is the Midland Chamber of Commerce's representative for

1988. Fred House and Helen Dubeau from Penetanguishene are HTA board members for 1988.

HTA plans for 1988 include the printing of a larger number of Simcoe County guide maps and other publications; appearing at more trade shows on a co-op basis with member

chambers of commerce; creating a photograph library for use by members; and production of Huronia Magazine, 95 per cent of the print run to be distributed outside of Simcoe County to potential visitors.

The 1987 Boyd Robertson Award winner was

Ann Binkley of Raesgo Advertising of Barrie. Binkley is the first female recipient of the award.

Motivation was the theme of the special speaker at the annual meeting, held last Wednesday in Barrie. "People walked out of there last night on top of the world.

It was amazing. The importance of treating tourists well was really emphasized," Midland Chamber of Commerce general manager Carol Baker said.



Chamber plans U.S. publicity

Midland will have a higher profile at northern U.S. border crossings in 1988.

The Huronia Tourist Association will increase distribution of HTA, and HTA member, brochures at border crossings. Midland Chamber of Commerce general manager Carol Baker said as many as 20,000 of next year's run of 75,000 Midland Chamber of Commerce brochures will be distributed at border crossings. "The U.S. market is a

real good market - one we want to tap into."

The Huronia Tourist Association this year on a small scale hired a person to keep brochure racks at border crossings full.

The Midland Chamber of Commerce hopes to increase its profile in the U.S. The Chamber is going to be represented in late October at the Canadian Market Tourism Show in New York state. The major emphasis of the display will be tourism.

Water weakness is highlighted

Midland's water supply and storage system might not be adequate in case of a major fire. So says Fire Underwriters Survey.

The company inspected the town's water supply facilities and distribution system in June, 1986. The report was received last month.

This month the town's public safety committee noted improvements to the water delivery system underway this year, such as new wells, and a storage

tank which will be constructed in Midland's west end, where much of the home construction in the town is underway.

"The management and operation of both the water supply facilities and distribution system by the Midland Public Utilities Commission appears to be good. The maintenance program carried also appears to be generally good," Fire Underwriters Survey concluded.

Band wants recruits

The Midland Lions "Touch of Class" Steel Band is looking for new members for our Junior Band, boys and girls 9 to 12 years old.

2 p.m. Place: St. Pauls United Church King St., Midland (south door, next parkette)

A special get acquainted day is on Sunday Oct. 4 at

For further information contact Musical Director, Kay Mounter at 526-7141.

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