

The Essex Free Press is an independent weekly newspaper, locally owned and operated by The Essex Free Press Limited

The Essex Free Press is published every Wednesday from
16 Centre Street, Essex, ON N8M 1N9
Tel.: (519) 776-4268 Fax: (519) 776-4014
Email: essexfreepress@on.aibn.com
Website: <http://essexfreepress.reinvented.net>
Publisher: Laurie A. Brett



The opinions expressed on this page are those of their original authors and do not necessarily represent the opinion of The Essex Free Press, its Editor or Publisher.

Non-profits dealt new Bingo card

Discouraged, frustrated and running out of ideas. These are some of the things we've been hearing from volunteers and non-profit organizations that are struggling to deal with fundraising shortfalls as a result of declining Bingo revenues. There's not much security in relying on fundraising to keep important programs and operations running – ask any church or community-based program. But working a schedule of Bingos has, until recent days,

allowed many non-profits to subsist with fewer worries.

Many of us know the Bingo halls of Windsor well and can exchange tales of late night encounters with serious players, colourful language and overflowing ashtrays. It has been a fact of life for many of the organizations that we believe in and want to support. A few hours of volunteer work at a Bingo has been the consummate volunteer's way of supporting the cause.

Now that revenues are on the decline, many non-profits are having to deal with a new fact of life that poses some difficult challenges. Groups are asking themselves, 'What types of activity do we want to engage in that will yield revenues equal to those lost?'

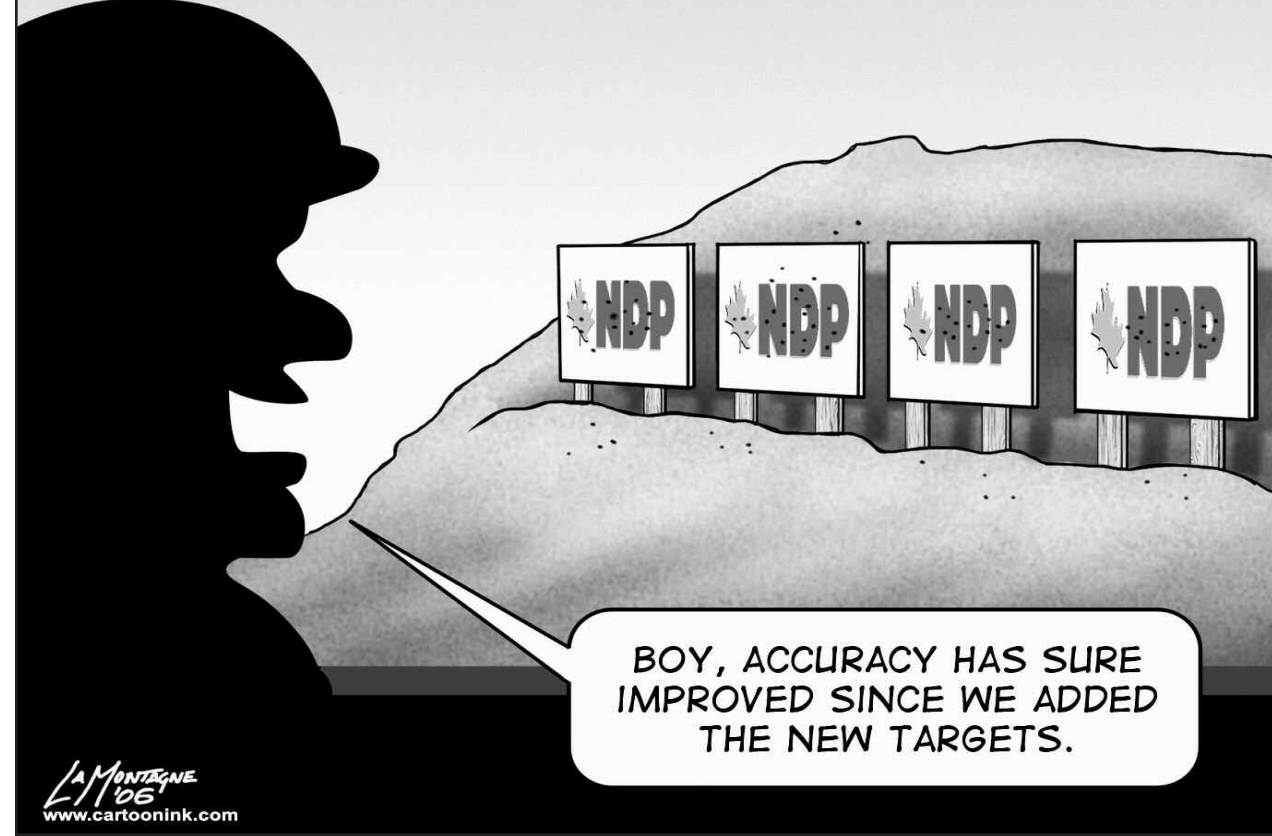
Unlike the steady call of numbers at the Bingo hall, the responses to this question are merely trickling in. Golf tournaments, a lucrative substitute, will shortly come to an end as the seasons change. Raffles, yard sales and fish fries, while still popular, are already fundraising mainstays for many organizations.

Despite our best efforts to collect ideas, both through the "Question of the Week" and through conversations with organizations affected, our list of ideas is short but perhaps it will spark an idea or two.

- Theme nights (any theme!)
- Game nights
- Murder mysteries
- Amateur talent nights
- Bazaars and old-fashioned carnivals
- Coffee houses with a cultural twist (poetry readings, speakers' series, local history events)
- Competitive sports contests
- Feasts (fish fries, pork roasts, spaghetti dinners, soup luncheons)
- Product sales (mugs, T-shirts, hats and scarves, jewellery, calendars)

If you have a fundraising idea you'd like to share, be sure to pass it on to one of our local organizations. They can certainly use your help!

MEANWHILE, ON THE CANADIAN FORCES FIRING RANGE...



La MONTAGNE '06
www.cartoonink.com

editorial

laurie brett

It was a grim week for Ford and all the birds of prey were circling overhead to make the situation even worse by their analysis. The statement in local media, delivered by people who should know better, was that only GM will be a significant player in the future! One even said Ford's interests will lie in India and China rather than North America. With due respect to Asian growth, it's the U.S. and Canadian markets where improvement will come.

Ford will emerge from the Way Forward program much better off than these analysts tell you. Most of them are chronic naysayers and their record shows it. I don't believe the casting plant will close anymore than I believe the Essex Engine Plant will close. Remember, Essex Engine is Ford's most efficient engine facility and was put together 25 or so years ago by legendary Ford executive Bill "The Hawk" Hawkins. Bi-national politics dictated that Ford had to show sacrifices in Canada to keep the UAW and Washington

power brokers off their back. Down the road, what actually happens may be substantially different. Ford is doing big busi-



opinion
bill gay

ness with its striking new Fusion sedan. New products coming on line include the Ford Edge, a new mid-size crossover vehicle with the utility of an SUV and the power of a new 3.5L V-6. Going on sale in 2008 will be a re-worked F-150 and a new full-size crossover based on the Fairlane wagon concept.

One of the corporation's big strengths, and one not to be underestimated, is its independently owned Ford dealer network, which in

Windsor/Essex includes powerhouses like Ken Knapp Ford in Essex and Lally Ford in Tilbury. Manufacturing is only part of the equation for success; it's the retailers that must move the cars over the curb.

It is apparent that some members of the media harbour a dislike of all three members of Detroit's Big 3, and just move around deciding which one to take a shot at this week. Remember, it was just a few months ago that the elite of Canada's newspapers told us General Motors was all but through. Have you checked GM's stock price on the NYSE lately? Ford has been a big part of this area for over 100 years, and they'll be here for many more.

Now if we could just get the Detroit Lions (owned by family patriarch William Clay Ford) going the right way! Sunday's 34-7 loss to archrival Chicago was not the best Sunday afternoon. But like Ford Motor Company, the Lions will see better days, and it will be sooner rather than later.



- Laurie Brett**, Publisher
- Sarah Fisher**, Editor
- Karen Callies**, Advertising Sales
- Cathy Campbell**, Accounts & Circulation
- Pam Sovran, Sarah Krauter**, Office
- Daniel Schwab**, Staff Reporter
- Tom Warwick, Lana Garant**, Graphic Design
- Gary Ramsay, Wilber Brett, Judy Brett, Randy Chedour, Doug Boylan**, Production

Subscriptions
Canada: \$37.10
U.S.: \$80.00
(Prices include GST)
Payable in advance to The Essex Free Press Limited.

Advertising
Advertising is accepted on the condition that, in the event of an error, the portion of the ad occupied by the error, will not be charged for, but the balance will be paid at the usual rate. It is the responsibility of the advertiser to check their ads on first publication, and the publisher accepts no responsibility for errors in multiple insertions. The Essex Free Press reserves the right to reject or edit any advertisement likely to offend community standards and/or the laws of the land.

Display Advertising Deadline: Friday at 4:30 pm

Copyright
All layout composition, artwork, news copy, editorial copy and photographs produced or owned by the Essex Free Press are the exclusive property of the Free Press and are protected by copyright law. These materials may not be reproduced without the written consent of the publisher.

Share your **OPINIONS**

LETTERS POLICY – The Essex Free Press welcomes letters to the editor that are of interest to our community. Letters should be typed or neatly written and present the issues as clearly as possible in 300 words or less. All letters must contain the name, address, and daytime phone number of the writer. Anonymous letters will not be published. We reserve the right to edit for length, clarity or reject letters over matters of libel, legality, taste or style.

We acknowledge the financial support of the Government of Canada, through the Publications Assistance Program (PAP), towards our mailing costs. Second Class Mail Registration No. 1495.