

## SPORTSMEN'S SHOW

Thank you all who made our Sportsmen's Show booth a success this year. Fifty members volunteered their time, talent and energy. From the reports I have received I understand that all enjoyed working together and dealing with the public. Unfortunately we could not accommodate those who phoned in at the last minute.

Claire and Richard Smerdon designed and constructed our booth and did a marvellous job. The cooking fire model and display of different kinds of wood generated much interest.

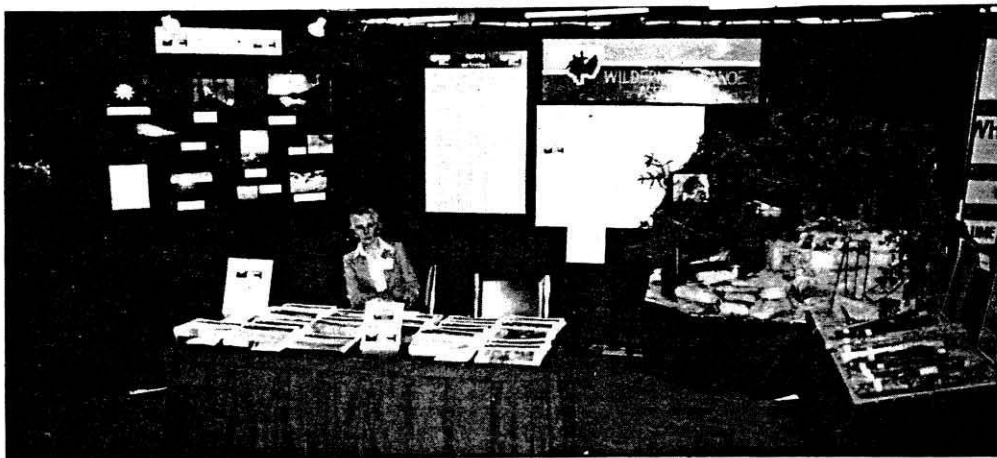
Since last year we have tried to improve the booth and better represent what the WCA is all about. We concentrated on a main theme and made a trip-board listing all our spring trips. A pamphlet was available outlining the WCA.

In past years the main expense has been equipment rental. To reduce future rental costs we acquired some basic equipment including a folding table. Richard and Claire have made the backdrop of fireproof draperies, the

trip-board and other signs. We rented this year the projector setup and 2 chairs. It may be worthwhile to buy also this equipment so in the future the cost for our booth would be minimal.

Altogether I feel we accomplished what we set out to do at the Sportsmen's Show: publicize the WCA, and involve as many members as we could. The results were good. We talked to a great many people about wilderness canoeing. More than 40 new members joined.

Thank you all who helped. A special thanks to Richard and Claire Smerdon who worked so hard and to Ted Steeves who is storing all the equipment for the booth. Also thanks to Gerry Lannan who helped me with the organization of the booth and who will be in charge next year. If you have any suggestions for 1986 please contact him. (Gerry's phone number is: 416-244-0238.)



Report: Jan Tissot  
Photo: Toni Harting

### REFLECTIONS ON THE WCA BOOTH AT THE SPORTSMEN'S SHOW

Concerns have been raised recently, at both the Annual Meeting and at Directors' Meetings, about the cost and value of the WCA's participation in the Sportsmen's Show in Toronto. The following reflections and thoughts are a response to these concerns from Jan Tissot who has chaired our Sportsmen's Show Committee for a number of years.

Over the past twelve years our presence at the Sportsmen's Show has given us a great deal of contact with the general public. The booth was initially set up to focus on canoeing and to attract new members. In the third issue of Beaverdam, a predecessor of Nastawgan, it was commented that the membership doubled to more than 100 members. In keeping with the requirement of the Sportsmen's Show Organization to have an attractive, well-designed and informative display, our booth gradually evolved to become more sophisticated.

We can be proud that the WCA can muster so much talent and enthusiasm to present a booth like ours. The results speak for themselves. Today we are at the Sportsmen's Show to focus on canoeing and to attract new members. But our mandate is also to draw attention to environmental issues and conservation measures. The image of the booth reflects this. In our special way, we contribute to environmental protection, and communicate this to the general public. Because of this unique blend of activity and publicity the WCA has become a respected

voice in conservation circles. Both Nastawgan and our booth at the Sportsmen's Show are in large part responsible for this image.

If we want to continue this image we have to be prepared not only to put our best effort into it but also to be willing to fund the booth. With most of the permanent display items acquired, the cost of the booth should decrease significantly.

The WCA is lucky to have this golden opportunity at the Sportsmen's Show. Most of our members made their first contact with the WCA at our booth. Let us not forget that a Club needs new blood on a continuing basis.

I feel we should express our thanks to the Sportsmen's Show Organization and I hope that our relationship with the show will continue for many years.

Jan Tissot