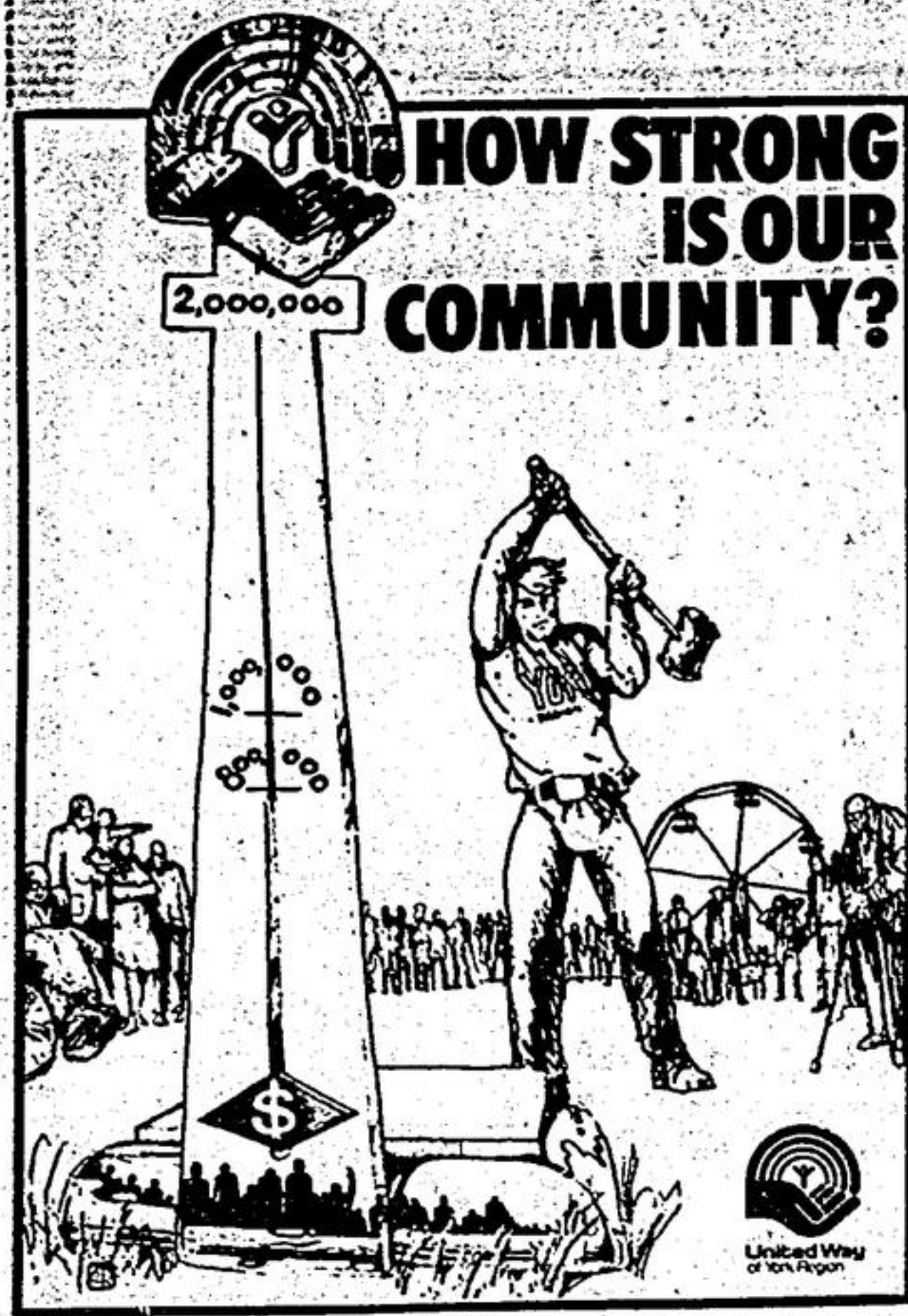


# Corporate rep enjoys fundraising



Officials are hoping to raise \$2 million in the 1983 campaign for the York Region United Way.

"The only real problem I've had campaigning for United Way" says American Express project analyst Nito Morcos-Brown, "is that businessmen seem to think most of their donation will go toward a huge United Way administration."

"But if you look at the facts, it simply isn't so," noted Morcos-Brown. "United Way of York Region's base operational cost has decreased by 6 per cent over the last five years. Their projection for the coming year is that 85 per cent of all funds raised will go directly to the 25 human help agencies United Way supports."

When it comes to facts and figures, this 26-year-old dynamo knows what she's talking about. Named the first ever Employee of the Year for American Express Canada Inc. last year, Morcos-Brown is a project analyst on all Amex and subsidiary operations. She scrutinizes all projects and makes cost cutting recommendations.

In 1982, Morcos-Brown worked as a volunteer on her company's in-house United Way campaign. She and her committee blitzed Amex with a variety of fundraisers — everything from bake sales, to contests, to group employee rallies.

This year Morcos-Brown is working full-time on the United Way York Region Campaign as a "loaned representative" from American Express. She's a bonus addition to Amex's corporate contribution to United Way York Region.

For the next two months Morcos-Brown and Frank Pidgeon, a retired executive from Imperial Oil who is sponsored by Travelways Ltd., will bring all their varied experience to serve under the expert leadership of United Way Markham Chairman, Richard Crispi.

Crispi, a Markham insurance broker, insists that the citizens, employees and corporation of Markham, the wealthiest area in Canada haven't contributed enough to United Way of York Region. The Ontario average per capita donation to United Way last year was \$8.15, but Markham checked in with a slim \$1.68 per person.

"Our social services need financial help right now!" says Crispi. "Markham alone should be able to come up with a million dollars this year."

Two other corporate "loaned representatives" are working along with executive director Bob Higgs at United Way headquarters in Richmond Hill.

Vern Colby comes courtesy of the Ontario Fire Marshall's Office (from the Solicitor General Ministry), and Len Tweedie of the Bank of Nova Scotia has returned for his third campaign.

Tweedie, who is 62 and retired, says he has never worked harder. "Sure it's a full time job" laughs Tweedie "I expect to put in 8,000 kilometres on this campaign. York Region is a pretty large territory to cover, you know!"

Tweedie and Colby will be lining up corporate and employee support of United Way everywhere north of Richmond Hill. United Way's Bob Higgs says "We couldn't do the campaign without the "loaned reps". They bring incredible organizing skills, and they're able to work full-time with the volunteers."

When asked why American Express chose her to join York Region United Way's campaign, Nito Morcos-Brown answered modestly, "I think it's because I'm a people person. I enjoy meeting with people in every sort of environment. I think Campaign '83 is something I can really sink my teeth into."

Without a doubt, Morcos-Brown will prove a credit to her company. More corporate "loaned reps" are desperately needed by York Region United Way, and campaign executives are turning to the major corporations for more help this year than ever before.

Campaign '83 for United Way of York Region begins Sept. 26, and lasts through Nov. 11, 1983. Volunteers are needed now.

For further information please contact: United Way of York Region, 10265 Yonge Street, Richmond Hill, Ontario, (Telephone 884-0132).

## Thornhill may be designated

Thornhill may soon have its own Heritage Conservation District, joining many other communities in Ontario.

In addition to working on the Unionville Heritage Conservation District Study Plan, Heritage Markham — with the help of two summer students — have also been preparing a preliminary plan for Thornhill.

Bill Wylie, of Heritage Markham, recently appeared before the town's planning committee to receive approval to distribute an information pamphlet at this year's Thornhill Village Festival, Sept. 24.

The area being considered runs along John St., from Yonge St. to Henderson Ave., and is bordered by the Don River to the north.

"This is the oldest part of Thornhill, where most of the historical homes are located," said Mr. Wylie. "A number of them are already individually designated."

A Heritage Conservation District consists of a collection of buildings, streets and open spaces that are of special interest and value to the community.

Designation of individual properties or districts does not prohibit the owner from making necessary repairs or improvements, it simply provides safeguards for those elements of the property or area worthy of preservation.

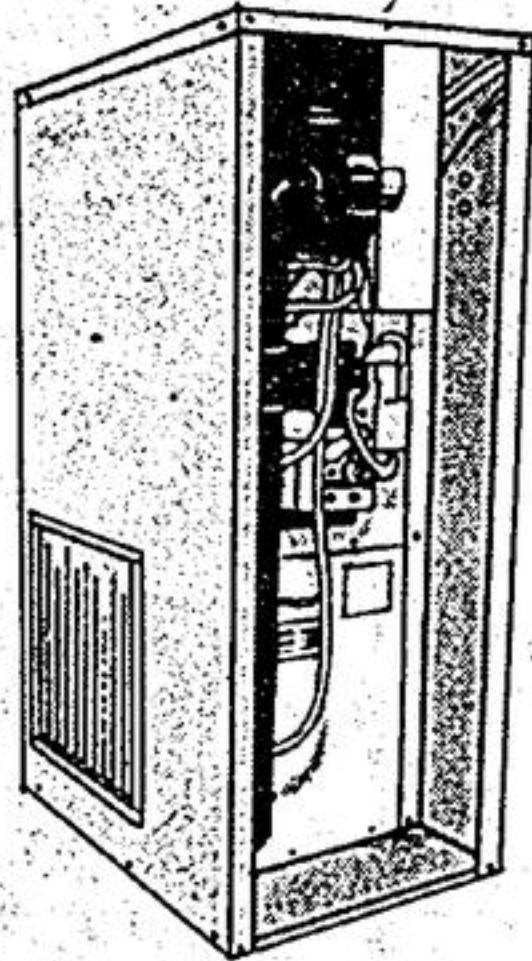
As a preliminary step to inform and obtain response from Thornhill residents, Markham Heritage, with council's approval, will be distributing its pamphlet on a possible Heritage Conservation District in Thornhill at this year's festival.

According to Mr. Wylie, this is simply an information process and just the beginning of the work that will have to be done. He added that public meetings will be held, but no dates have been set.

Their request to distribute an information pamphlet was approved at last week's council meeting.

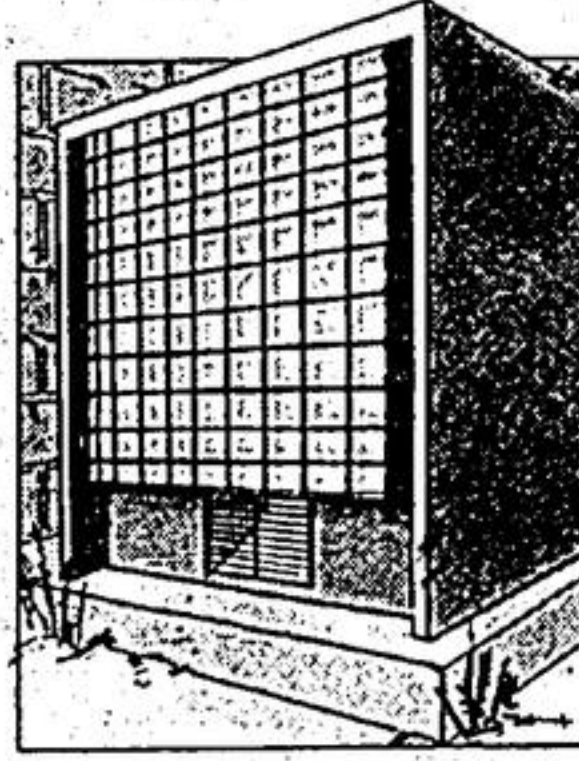
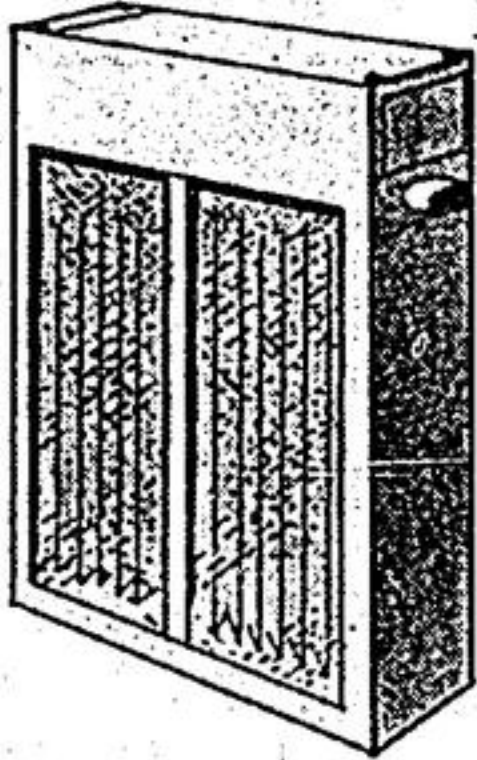
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**NOTICE OF PUBLIC MEETING**

TAKE NOTICE THAT a Public Meeting of The Liquor Licence Board of Ontario will be held at the OFFICES OF THE LIQUOR LICENCE BOARD OF ONTARIO, 55 LAKESHORE BOULEVARD EAST, TORONTO, ONTARIO, on TUESDAY, OCTOBER 4th, 1983 at the hour of 2:30 o'clock in the afternoon, at which time the Board will hear applications in accordance with The Liquor Licence Act, and Regulations thereunder.

The following establishments have applied for a licence of the class indicated, and the application will be entertained at the aforementioned location and time:

- (The) Market Place Restaurant  
5000 Highway #7  
Markham, Ontario  
Dining Room Licence or Dining Lounge Licence  
Applicant: Eaton's Food Services Limited
- Mother's Restaurant  
276 Wellington Street West  
Markham, Ontario  
Dining Lounge Licence  
Applicant: N.B.G.D.B. Restaurants Limited

AND FURTHER TAKE NOTICE that any person who is resident in the municipality and who wishes to make representation relative to the application, shall make their submission to the Board in writing prior to the date of the hearing, or in person at the time and place of the hearing. (Copies of written submissions will be forwarded to the applicant).

Liquor Licence Board of Ontario  
55 Lakeshore Boulevard East  
TORONTO, Ontario, M5E 1A4  
MINISTRY OF CONSUMER AND COMMERCIAL RELATIONS  
THE LIQUOR LICENCE ACT  
HAL8411

**Ontario**  
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The following establishments have applied for a licence of the class indicated, and the application will be entertained at the aforementioned location and time:

- Franca's Pizzeria & Big Toro Restaurant  
Town of Markham  
(MA: 3 Second Street, Unionville)  
Dining Lounge Licence replacing the existing Dining Room Licence with additional Dining Lounge Facilities  
Licencees: Francesca (Frances) Iacobellis  
Paolo (Paul) Iacobellis
- Hunter's Nest Restaurant  
124 Dickson Hill Road  
Markham, Ontario  
Patio (Dining Lounge) Licence  
Licencee: The Hunter's Nest Inn Ltd.
- Jackie O's Restaurant  
89 Laidlaw Blvd., #B  
Markham, Ontario  
Dining Lounge Licence replacing the existing Dining Room Licence  
Licencee: Jackie O's Services Ltd.

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THE LIQUOR LICENCE ACT  
HAL8410

**MARKHAM SKATING CLUB** Figure Skating  
**Registration**  
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**Markham Community Centre**  
**7 & 48**  
*Skate Exchange - Boutique - Refreshments*

**Ontario**  
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Cafe Sommer Restaurant  
Town of Markham  
(MA: 8199 Yonge Street, Thornhill)  
Additional Dining Lounge and Patio  
(Dining Lounge) Facilities  
Licencee: G.W. Sommer's Holdings Inc.

AND FURTHER TAKE NOTICE that any person who is resident in the municipality and who wishes to make representation relative to the application, shall make their submission to the Board in writing prior to the date of the hearing, or in person at the time and place of the hearing. (Copies of written submissions will be forwarded to the applicant).

Liquor Licence Board of Ontario  
55 Lakeshore Boulevard East  
TORONTO, Ontario, M5E 1A4  
MINISTRY OF CONSUMER AND COMMERCIAL RELATIONS  
THE LIQUOR LICENCE ACT  
HAL8409

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