



President's Report

The Georgian Bay Land Trust continues to be a wonderfully active volunteer organization. **GBLT's** strongest asset is its skilled and experienced

volunteer base and I am delighted to report that this base has increased by 100 people in the past year. This significant rate of growth speaks very well for the strength of **GBLT's** staff – Wendy Cooper, Executive Director, and Janet Lougheed, Director of Development. Wendy and Janet are providing strong support to the thriving volunteer activities of the organization, and there are many. The more we commit to expanding our volunteer base, the more growth we experience in other areas as well. Another great piece of news was the recent confirmation of a 40% increase in annual giving donation amounts over the previous year. **GBLT** is indeed on a roll – and not a moment too soon as the need to protect Georgian Bay and the North Channel could not be more urgent.

As you will find in other articles in this edition, in this past quarter of the year we have seen a number of initiatives driven by the burgeoning numbers of volunteers committed to **GBLT's** mission. I will list a few – there are many more! Stewardship Committee, chaired by Tom Scoon of Pointe au Baril, has recently received Board approval to expand the summer monitor program. Staffed by summer students, this was so successful in Wah Wah Taysee last summer, the program will continue this summer and added to it will be a new shared program in the Pointe au Baril community as

well.

The newly reorganized Communications Committee, chaired by Caroline Duncanson from Go Home Bay, has recently received approval from the Board of Directors of a new Communications Plan. This plan is already in full swing and soon will produce noticeably increased awareness and new branding for **GBLT** – stay tuned.

A first ever Annual Giving Campaign was launched on April 6 by Chair Michael Owen of Go Home Bay. Property Committee, chaired by Sandy McLaren of Pointe au Baril, has started on a more pro active property acquisition stance to be certain to protect Georgian Bay's most significant property for generations ahead before it is too late.

A first ever Young Georgian Bay Committee has been kicked off by chair Dana Porter of Key River. This committee hopes to involve younger members of the Georgian Bay communities with activities that appeal to and are most valued by them – contact Dana or Wendy for more details.

To be fully prepared as the organization continues to grow, the Board of Directors recently met with consultant Andy Robinson of the Institute of Conservation Leadership in a workshop sponsored by that organization to assist the Board with its own development and ongoing strength as a Board. It is a pleasure to work with this dynamic team of volunteers, all of whom would wish that I thank all of you who support the work of **GBLT** – without you we could not prosper as we have in our effort to protect the Georgian Bay we all love.

John Stark

Check out our website for more information on our committees; www.gblt.org

GBLT Partners with HSBC To Celebrate

a proud community sponsor

This year **GBLT** has decided to hold a series of picnics up and down the shore to celebrate the special properties of the area. **HSBC** has generously agreed to sponsor all four picnics.

These picnics will take place on **GBLT** property on the following dates:

South Pine Island in Go Home/Wah Wah Taysee– Saturday, July 15th

Friend Island in Pointe au Baril– Sunday, July 23rd

Lizard Island in Cognashene – Saturday, July 29th

Umbrella Island in Sans Souci – Saturday, August 12th

Everyone is invited to come at noon with a picnic lunch and participate. At each picnic site there will be a volunteer from the local community to organize the event. Each picnic will have its own program and activities focused on celebrating the beauty of Georgian Bay. To find out more about the picnic being held in your area, please contact Janet Lougheed at janet.lougheed@gblt.org or 705-735-2600. See you there!

See Summer Events on back page

Visit our web site for more information on our picnics and events: www.gblt.org

Michael Owen volunteers to chair fundraising

GBLT's first Annual Giving Campaign

This year GBLT is embarking on its first Annual Giving Campaign to help strengthen and broaden our base of support through our annual gift program. As the pressure to accept new gifts of land increases and GBLT is faced with the high costs associated with acquisition and the ongoing stewardship of these lands, it is critical that we have the financial capacity to respond quickly! These annual financial gifts will allow GBLT to race forward in the preservation of those special places in Georgian Bay.

Over 20 people have committed to canvass 3-5 individuals they know including those who have not yet made a gift to GBLT and some of our current supporters who may be interested in deepening their

commitment.

The goal for the campaign is \$50,000 and we expect our canvassers to approach over 80 people. The campaign is being led by Michael Owen, who joined GBLT as a volunteer this past winter. He has been active on the boards of his cottage association and the Georgian Bay Association, most recently serving on the executive board of the GBA as Vice President. His cottage is in the Go Home Bay area in the Monument Channel where he has been a cottager for 20 years.

Michael has spent 25+ years in the consumer packaged goods business in sales and marketing and is presently a partner in Crombie Kennedy Nasmark, Canada's largest Canadian owned sales bro-



Michael Owen cottages in Go Home Bay and has volunteered to head up our Annual Giving Campaign this year. He is one of over 100 volunteers working for GBLT.

kerage firm.

We thank all of our canvassers and new donors for their support of GBLT. Your efforts are helping us to protect the Bay more quickly!

Janet Lougheed

Marine Patrols and Stewards work together in PaBIA

The Pointe au Baril Islander's Association (PaBIA) is particularly pleased to be working with the Georgian Bay Land Trust (GBLT) on a joint initiative to enhance environmental awareness, knowledge and monitoring of a number of GBLT lands within the Pointe au Baril and Nares Inlet areas. This partnership will build on the existing resources of the GBLT volunteer stewards and the PaBIA marine patrol infrastructure.

Although the initial mandate of the Marine Patrol had been focused exclusively on enhancing boater safety awareness and first response capabilities, the marine patrol had also evolved in recent years to include participation in the water quality monitoring program as well as stewardship of Friend Island – one of the GBLT properties in Pointe au Baril. So when GBLT raised the possibility of partnering with PaBIA to help meet their own stewardship needs, the compatibility, common goals and opportunity was obvious.

PaBIA's growing awareness of the need to monitor the extensive Conservation Reserve lands within our area seemed a perfect fit with GBLT's own stewardship needs. There was a synergy to work together, to monitor these properties, to assure their appropriate usage and educate not only the users of these properties, but also the larger community, on the permitted and prohibited use of the properties, any ecological and/or cultural significance of the property and to foster community support for the protection of the property over the longer term.

Starting this summer, the PaBIA Marine Patrol program will be expanding and re-directing their focus to include an enhanced program of data acquisition, environmental monitoring and overall stewardship of properties in the Pointe au Baril community and surrounding areas.

The partnership is also very timely as both organi-

zations begin to better understand the importance of acquiring baseline environmental inventory data with which to not only monitor the health of these lands, but also as a mechanism to be able to put forward credible business cases if in some future date, it is found that other more formal government intervention is required. The water quality testing program is just one such example as growing knowledge of degradation in back

bays and areas with poor water turnover leads to intervention and remediation. Many islanders also want to know about the quality of the water surrounding their individual properties.

But the needs for data are not limited to GBLT lands. Through the auspices of the GBA, additional environ-

mental knowledge is being developed in areas of wetlands, forest health and fish habitat. Again, PaBIA will be working with the GBLT to ensure our databases are compatible and meaningful. Some of the initial data which has been acquired include the use and abuse of our lands and waterways anchorages, camping, picnicking, dumping waste, unauthorized use of the land, misuse of fire restricted areas. By gathering and recording data of the uses/abuses of our water and lands, we become established as a stakeholder and a credible voice of strength to the MNR should we need their attention. Many may recall the poor water quality issue in the bay by the Hole in the Wall. The MNR required us to monitor and collect data to support our beliefs and contentions for several years before they would step in.

It is hoped that this partnership between PaBIA and the GBLT can prove to be an effective model on which both other associations and the GBLT can meet the needs of their enhanced mandate well into the future.

Ken Williams, president of PaBIA



A Planned Gift; easy to make



Wally King, founding Chair of the Land Trust, is still very active as a member of the Advisory Committee

factory during World War II, after which she went to Berlin as a Welfare Officer with the Red Cross. Kay then came to Canada to accept a position at Havergal College, ultimately resuming her teaching career with the Scarborough and York Boards, retiring in 1978.

Music was very important part of her life; singing in a church choir, enjoying opera and ballet. She was an active community volunteer. The "Neighbourhood" newspaper describes her this way: "Kay is a very warm-hearted, generous community spirit. For years and years, Kay has always been caring for others, the lonely, the elderly, ageing seniors and young families." It is this type of caring concern that sets us apart.

Some months before Kay died she invited me to tea at her home to discuss her Will. She was never married and had no close living relatives. She lived modestly and had accumulated a sizeable estate due to her thriftiness! Her concern was how to leave her Estate and to whom.

Kay passed away in Toronto on July 24, 2004 at the age of 90 after having had a very active life. She was born in Northern Ireland, her father was a Presbyterian Minister and her mother was a nurse.

Kay attended Victoria College in Belfast, became a teacher, worked in a munitions

She had already decided to leave part of her Estate to her Church of origin in Ireland, a part to support medical research, a part for education and a part to support the environment and nature. It was for this latter consideration that she had difficulty pinpointing an organization that would benefit from a bequest. She had heard about the Georgian Bay Trust Foundation Inc. (GBTFI) and indeed, had visited Georgian Bay on a number of occasions. I explained to her that the GBTFI was a registered land trust and our mission statement was our commitment to the goals that would respond best to her needs.

We heard some months after her passing that Kay had included our Foundation in her Will and we are the beneficiaries of her thoughtfulness, planning and generosity. Kay was a determined character and a lady of integrity and I was pleased to have met her and responded to one of her objectives. Our mission statement obviously touched her.

"The Georgian Bay Land Trust seeks to preserve the unique archipelago and its adjacent water bodies which lie along the eastern shore and North Channel of Georgian Bay that are of ecological, geological and historical importance, and to promote the appreciation of this special area."

We were happy to have assisted Kay in responding to her aspirations meaningfully, by providing her with the peace of mind and joy in knowing that her legacy would benefit all of us for generations to come.

*C.W. (Wally) King
Founding Chairman, GBTFI*

(Mr. King was an advisor on fiduciary matters and Investment Counsel, Portfolio Manager for 39 years, and held numerous Directorships and volunteer positions.)

New Communications Committee plans increased GBLT visibility

As a result of GBLT's growth, and to encourage continuation of this growth, a new Communications Committee has been created. The committee, chaired by GBLT director Caroline Duncanson, is responsible for increasing GBLT's profile both within our supporter base, and to the broader public. A communications plan has been developed, which includes many new initiatives, and an enhancement of current ones. In addition to Landscript, the GBLT website, and our Annual Report (available in June), we hope to use a number of new vehicles to promote the

GBLT. A Branding Task Force, made up of volunteer professionals, is working on some new and exciting promotional materials that will be coming out this summer. More local events, such as picnics and nature walks, are planned, and there will be a greater emphasis on getting GBLT information out to cottage and permanent communities through community newsletters and websites.

The committee hopes to recruit several non-Board members. In addition, we would like each cottage and permanent community to have a "communications

representative" to help coordinate GBLT activities and newsletter articles and ads. Thanks to Andrew Foote for volunteering to be the communications rep. for Bayfield-Nares.

If you are interested in helping in either way, please contact:

**Wendy Cooper at 416-440-1519
or wendy.cooper@gblt.org or
Caroline Duncanson at
416-966-3858 or
cduncanson@sympatico.ca.**

Caroline Duncanson

GBLT creates Branding Task Force

This year GBLT has made a commitment to better communicate with the Georgian Bay communities and announce its good work. This past year a series of Focus Groups were held in permanent communities of Parry Sound and Britt and in cottage communities of Pointe au Baril, Go Home Bay and Britt. The questions and discussion were centered on; the value of GBLT to their respective communities, how we should engage our communities, and what our challenges may be in going forward. We had approximately 50 participants, ranging from those familiar with GBLT to those who had little if any knowledge about our organization.

A cohesive report was written combining all the information gleaned from these groups in order to garner the key messages. These messages will be used to allow the communities up and down the shore, who love and value Georgian Bay, to better understand the important role of GBLT now and in the future.

A new Branding Task Force was recently created to take these key messages and develop a program that will help us achieve our goals of improving communications with our communities. We were indeed lucky to engage some excellent volunteers with a long history of communications, design and branding experience. This task force is part of our Communications Committee, chaired by Caroline Duncanson of Go

Home Bay. Members of the task force are as follows:

Agneta Owen is a senior marketing strategist and communication executive with multi industry and consulting experience. Her experience includes strategic brand management, market research, integrated communication, sponsorship, CRM (WHAT'S THIS?), event marketing and extensive web and phone based communication programs.

Sally Lennox is the Creative Director and Senior Brand Strategist for Corporate Visuals Inc. Sally has extensive experience having worked in packaging, advertising, promotions and corporate communications for 28 years. Her current clients include Kraft, The Keg, Scott

Paper, Sobeys, Heinz, Canada Bread, Smuckers and Saputo to name a few.

Jeff Butler has over 25 years experience in many aspects of media. They include advertising, writing and both directing and producing, in magazine, radio, television, film and even CD-ROMs and DVDs.

Our thanks to these experienced volunteers who are helping us to better communicate our efforts to all of you. Look out for our new materials in the near future!

*Janet Lougheed,
Director of Development, GBLT*



Our Branding Committee members looking forward to their volunteer responsibilities are from left: Agneta Owen, Sally Lennox, Caroline Duncanson and Jeff Butler.

Successful Winterlude focuses on Conservation

Winterlude gives GBLT supporters a chance to catch up with fellow supporters from up and down the shore, as well as hear a dynamic speaker. On February 15, some 80 supporters, representing most of our cottage communities, came out to the Badminton & Racquet Club in Toronto to hear GBLT Board member Barbara Zimmerman's presentation on her work in the Amazon rainforest in Brazil. After some enjoyable social time, attendees heard how Barb's project is helping the Kayapo Indians conserve their huge land reserve in the Brazilian Amazon, called the Kayapo Indigenous Territories. The reserve is 28.4 million acres (11.5 million hectares), the largest block of protected tropical forest in the world. The audience responded with many questions and came away with a better understanding of the difficulties and accomplishments of conservation efforts elsewhere on the globe, and how those projects and those of the GBLT are related. For further information on this project contact Barb at 416 487-0879 or b.zimmerman@conservation.org.

A reception for volunteers and major donors was held earlier in the evening to thank those who have made large contributions to the GBLT over the last year, and allow them to meet with Barb before the presentation. This reception was sponsored by an anonymous donor. John Stark also spoke about some of GBLT's future plans. During the evening, several sets were sold of our beautiful Christmas card, a winter scene of the famous twisted white pine on Southeast Wooded Pine Island. By all accounts, a very successful evening!

ed note. We still have many packs of Christmas cards available. Contact Wendy or Caroline

Caroline Duncanson

Two Great Giants of the Bay

Major F.E. (Ted) Hetherington, C.D., R.C.C.S. Ret.'d

August 29, 1918 – October 30, 2005.

Honourary Life President, Sans Souci & Copperhead Association (SSCA)

After attending Ridley College in St. Catharine's, Ted enrolled in The Royal Military College of Canada (RMC). He was commissioned in the Royal Canadian Army Corps of Signals and served with 1st Canadian Army Group for the duration of the war in British and European theatres. After the war Ted completed his B.Sc. degree in 1948, and Masters Degree in 1952 at Queen's University, joined the Electrical Engineering faculty of RMC where he rose to the academic rank of Professor and served twice (1962-1968 & 1972-1978) as head of the department, retiring in 1978. Ted was honoured with a Doctor of Engineering, honoris causa in recognition of his outstanding service

Ted was a consummate volunteer whose activities included president of the Sans Souci, Copperhead Association (SSCA) in 1971. Ted provided much encouragement for the re-activation of the GBA in 1974 which became an important vehicle for a number of initiatives including the efforts that led up to the creation of the Township of the Archipelago (TOA), problems of commercial shipping (oil spills) and even the selection (with the MNR) of five garbage sites several of which are currently in active service as Transfer sites. Ted saw the problems of indiscriminate development and was primarily responsible for drafting the Ministerial Order to control development which became the substance of the TOA Official Plan passed in 1982.

Ted's Presidency was all inclusive. It saw expansion in Membership including permanent residents joining the SSCA for the first time and becoming Directors...including women!. He saw the Georgian

Bay as a Trust for future generations to be protected. He encouraged all of us to cruise/travel the Bay and the North Channel rather than just our local areas.

We cannot leave Ted without mentioning the early days of the TOA. He was unanimously selected to stand for election for the position of Reeve by the GBA Standing Committee for the Township of the Archipelago. Ted was always concerned about costs, serving along with other Councillors without remuneration. The Township offices were modest, in rented space with limited number of employees (7). Much of his legacy exists today and the residents of the TOA and those members of staff who remember him can be well pleased and appreciative of Ted's contribution and sensitive leadership.

In later years he served as Chairman of the TOA Committee of Adjustment which oversaw development and planning issues which after all, was the main reason for the creation of the Township and always Ted's primary concern.

It is difficult to write about Ted without covering the very history of our community over the last 40 years. He was a man for all seasons; he loved the quiet of the 'shoulder' months and enjoyed visits in the winter months after freeze up. Ted was generous to a fault. His loyalty to his College, to the Georgian Bay community, his friends, and above all to his family makes him an exemplary peer among men.

We are fortunate to have known him and his memory will last for many years to come. We extend our deepest condolences to his family and trust the fond memories of time spent in the past with Ted will comfort them in the future.

Byron (Barney) Grenside Turner

October 16, 1926 – January 31, 2006

If there was a 'Hall of Fame' for our Georgian Bayers and volunteers, Barney would qualify to be the first through the gate! He was the embodiment of Manitoulin Island, Little Current, North Channel and their keeper.

Barney was the consummate volunteer. He was the first Canadian Commodore of the Great Lakes Cruising Club, largely a Chicago based organization of some 3,000 members. He founded the McGregor Bay Association, the Manitoulin Municipal Association and Manitoulin Tourist Association, acted as Chairman, Manitoulin Health Centre and active member of the Lions Club, the Canadian Legion, Doric Lodge and Holy Trinity Anglican Church.

To those of us who are familiar with the North Channel, Barney almost single handedly saved the jewel of the Bay, the Benjamin Islands from mining and quarrying operations, saw to the protection of Baie Fine Pool, McGregor Bay, Heywood Island, and Lansdowne Channel. Along with Dr. Norman Pearson he oversaw the creation of the Northern

Georgian Bay Recreational Reserve and many other initiatives to preserve the pristine qualities of these areas, arguably the world's finest fresh water environment.

Barney's outstanding leadership, quiet diplomacy, and his multi-faceted contributions to the community have left a legacy to posterity of which we are all the beneficiaries. This in itself is a living memorial not likely to be matched. As we travel the waters of the Bay and North Channel we will remember...

We sense the Turner traditions, commitment to community service and past memories will continue to provide comfort in the years ahead not only to the family but to the wider community in their loss.

C.W. (Wally) King

Founding Chairman

Georgian Bay Trust Foundation Inc.

Former President, GBA & SSCA

Former Councillor TOA

Member, GLCC

GBLT Summer Events at the Bay

Cognashene Nature and History Walk - Sat. June 24, 10.30 am

Minnicog Island, East Bay, 10.30 am
Leaders are Wendy Cooper, Douglas Deeks
and Sue Russell.
Bring a picnic, hosts will provide the refresh-
ments

Sans Souci Auction - Sat. July 22, 1 pm

Frying Pan Island, Community Club house.
Cottage items, last years' treasures, beautiful
paintings.

*See picnics on front page and visit our web site:
www.gblt.org*

TRIBUTE GIFTS HAVE BEEN RECEIVED IN MEMORY OF:

Robert Adair

Pointe au Baril
October 6, 2005

Clifford W. Beatty

Manitou
March 8, 2006

Arthur W. Carr & Jane R. Howe

Carling

Daniel A. Gibson, C.M.

Friend of the Bay
March 18, 2006

Wilda Halliday

Friend of the Bay
March 6, 2006

W.Robert Harris, M.D. FRCS (C)

Go Home Bay
December 14, 2005

William Heaslip

Tadanac Club
March 3, 2006

Christine Hughes

Cognashene
February 2, 2006

John M. Porter, M.D.

Pointe au Baril
February 22, 2006

J. Sloan Sargeant

Wood's Bay
March 4, 2006

Elizabeth Stark

Carling
February 2, 2006

Joan Stevenson

Friend of the Bay
December 20, 2005

Barney Turner

Little Current
January 31, 2006

Alan Watson

Cognashene
January 8, 2006

Stewarding our lands

Protection of our lands requires ongoing care and monitoring to ensure their survival in their original natural state. This includes meeting and speaking to visitors to ensure that our conservation rules are being observed – primarily “No Fires, No Camping, No Litter and No Damage to the Property”. GBLT is engaging a summer student in the South-eastern Georgian Bay area and working with the Pointe-au-Baril Islanders Marine Patrol to help coordinate and assist the many volunteer stewards who are supervising properties in their immediate area. The summer students and stewards will also be photographing and monitoring activities to keep track of property use and rare natural features in order to accumulate data that will show environmental trends. If you visit one of our properties this summer, please welcome and encourage the steward who may visit you. Area summer residents are also encouraged to volunteer as stewards if they are close to and regularly visiting a GBLT property.

John Catto

Directors of GEORGIAN BAY LAND TRUST 2005 - 06

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	Sue Russell.....res 416 923 4919
	Karl Schiefer,bus 905 794 2325 ex 213
	Barbara Zimmerman,.....res 416 487 0879
Editor LANDSCRIPT:	Sue Russell.....res 416 923 4919
Executive Director:	Wendy Cooper.....416 440 1519
Advisory Board:	
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