



Ontario Visited, P.O. Box 272, Cobourg, ON, K9A 4K8, Canada
 www.ontariovisited.ca gary@ontariovisited.ca (888) 818-0255

INSIDE THIS ISSUE

- 1 Finding An Event...
- 1 Festival Nomad's Report...
- 3 Inside Review...
- 4 **INSIDE** with the *Festival Nomad*
- 4 **THE INSIDE SCOOP**

Finding An Event...

By Gary McWilliams, *the Festival Nomad*

It is with great excitement, we are pleased to announce *Ontario Event Finder search engine* has now been launched! Judging by the initial acceptance, over 2,500 festival/event web visitors in the first 30 days, it looks like this new *Search Engine* will help visitors find the festivals or events they want to learn about! Through our *Ontario Visited* websites, using the *Ontario Event Finder*, festivals and events can be located by name, location, type or dates. Each event listing contains vital information for potential visitors. Our new *Search Engine* is currently offered to event organizers at no cost. The information contained in each listing is as up-to-date as possible, however, we encourage all visitors to go directly to the event's own website for the most relevant information. Also, we are continuously adding new events to this search engine, so it's best to keep referring to the *Event Finder* often. If your event (or an event you know of) is interested in being listed on our *Ontario Event Finder Search Engine*, please let us know and we will add it. We offer a direct link to each event's website through this service. We are offering, for a nominal \$10.00 fee, to add an *event's logo* to the *Search Engine* listing. This adds additional "*Brand*" identification and a higher profile to visitors searching for an event to visit. We are confident that this new service will add greatly to attendance growth and customer awareness for all the great Ontario festivals, events, attractions, heritage sites and fairs that we have listed!



"Finding Ontario's festivals and events"
Ontario Event Finder
 (search engine)



"Meeting Sir John A. Macdonald"
 Dominion Day
 Lang Pioneer Village

Festival Nomad's Report...

First of all, let us wish you a very happy **Canada Day!** Judi and I spent our day at *Lang Pioneer Village's Dominion Day Celebrations*.

June was a hectic month with over 10 events visited! Judi's and my month started off with a trip east to *Spencerville*. Here, we actually visited two events. The first was to the *Sunny Acres Barnyard Zoo Grand Opening*. I had first met owner, Louise Pilion, last winter at *Spencerville's A Country Christmas Remembered*. This was where I met my first (and last), "*Unicorn*". *Merle!* After the Zoo's Grand Opening we went back to the village to visit the *Spencerville Mill Heritage Fair*. This was a new event, honouring the historic *Spencerville Mill*.

Please see *Festival Nomad's Report* on page 2

Festival Nomad's Report... from page 1

While we were visiting eastern Ontario, our *Festival Nomad Correspondent*, Anne Brooks, was in western Ontario in London at the *Fleetwood Country Cruise-in*. This is considered to be one of the best classic car shows in North America. The next day, Judi and I traveled to Picton to *The Great Canadian Cheese Festival*. This was a wonderful new event that took place in Picton's historic *Crystal Palace*. If you love cheese and wine, this is a great event to visit! The following weekend, we visited the *Peony Festival* in Oshawa with our friends Barbara and Laurence Stevenson. It is always a thrill to visit flower shows with Barb, as she is an avid horticulturalist. The *Peony Festival* was followed up the next day with a visit to *Lang Pioneer Village* to watch the play, "*The Corktown Man*". Midweek Judi and I traveled north to Penetanguishene to attend the *Regional War of 1812 Bicentennial Meeting*. It was amazing to hear about the plans for next years bicentennial celebrations. Judi and I can hardly wait for 2012 to come! On June 19th, *Festival Nomad Correspondent*, Kevin Stuart, and his family visited the *Smoke and Steam Show* at *Lang Pioneer Village*. Kevin reports that they all had a great time! The following week, my daughter, Ainsley Brush, a new *Festival Nomad Correspondent*, visited *Toronto Island's Centreville*, with her son and his class. A few days later our new intrepid *Correspondent* and her daughter visited the *Bowmanville Zoo*. She reports that both events were a lot of fun! Towards the end of the month, Judi and I were honoured to be invited to this year's *Canadian International Military Tattoo* held in Hamilton. This event is a must see! The pageantry and music is outstanding! Articles about all of these events will be published shortly on our *Ontario Festivals Visited* website.

July looks like it is going to be just as exciting. As I mentioned, at the beginning of this article, our first event was on July 1st at *Lang Pioneer Village* and the excitement continues from there. Here's a list of some of the events we and our *Festival Nomad Correspondents* hope to visit in July:

July 1 - Dominion Day (Lang Pioneer Village)

July 1 - Canada Day (Sarnia)

July 9 - St. Lawrence Shakespeare Festival Opening Night (Prescott)

July 9 - Belleville Waterfront Festival

July 9 - Mariposa Folk Festival (Orillia)



"King of the Barnyard!"
Sunny Acres Barnyard Zoo
Grand Opening



"Dressing in style"
Spencerville Mill Heritage Fair



"Really cruising!"
Fleetwood Cruise-in

Please see *Festival Nomad's Report...* on page 3



"The Head Cheese!"

The Great Canadian Cheese Festival - Picton



"Judi with Barb Stevenson"
Peony Festival - Oshawa



"The Players"
The Corktown Man - Lang Pioneer Village

Festival Nomad's Report... from page 2

July Events Continued...

July 10 - Antique & Classic Car Show (Lang Pioneer Village)

July 10 - Peterborough Concert Band

July 16 - Battle of Fort George (Niagara-on-the-Lake)

July 16 - Canal Railway Festival (Smiths Falls)

July 19 - Sunset Cruises Peerless II Inaugural Cruise (Bracebridge)

July 21 - Daylilies In Bloom (Gardens Plus - Peterborough)

July 23 - Wasaga Under Siege (Wasaga Beach)

July 30 - Aurora Jazz Festival

July 31 - Kempenfest (Barrie)

Inside Review...

As I mentioned last issue, Judi and I had differing opinions on whether or not we should identify which events we were discussing in our reviews. After much debate, we've decided not to "name names". Rather, we intend on taking a closer look at each of the events we have visited over the past month or two, and then make suggestions on how an event could improve its presentation. We will also mention areas that were well done! We are hoping that all of this will help broaden the scope of our reviews.

Great Expectations

Sometimes, in their excitement to promote their event, organizers over exaggerate what their event is going to offer its visitors. This seems to be especially prevalent to new (first time) events. It's great to promote your event, but if you go too far and can't, or don't, deliver what is promised, it can turn off visitors, so much so, that they will not return to your event, but they will tell all their friends, families and neighbours about their negative experience. Sometimes the old adage "*under promise but over deliver*" is the best and most successful course of action!

Organized Parking

Parking at any event is usually an adventure, but sometimes it can be a real treat! That is what happened at a recent event. As soon as we pulled into the parking area, we were greeted by friendly volunteer staff. They efficiently directed us to a parking spot and then to the festival's entrance. It may seem like a simple service, but it set a "*positive*" tone for the whole event!

Identifiable Staff

Nothing is more frustrating than visiting an event where there is no identifiable staff. This is especially true if information is needed and there is no one there to ask. To me, it seems like such an essential task. I believe that all events should make this a top priority!

INSIDE with the Festival Nomad...

Crossing the Border (Part Two)

The customs officer asked what we had in the back, and I told them that they were donations to the *Ruffed Grouse Society's* banquet. We showed him our paperwork, which was in order, but he told us to drive to the inspections station. Here we anticipated another lengthy wait. These three officers were very uptight, understandably so, and very intense! We drove to the inspection area, where three more officers awaited us! We rolled down our window and one of the officers asked us why we had been sent to him. I told him that we had donations for the *Ruffed Grouse Society* and that we were on our way to the banquet to volunteer. He raised his eyebrows and asked us why would a "Canadian" do that! I told him why and he lifted his shoulders and laughed! This was in complete contrast to the three officers we had just left! These officers were loose and good natured. Without looking at the prints, he told us that we could go on our way. Before we left, I asked if they knew the telephone area code of Warren, Michigan. We had wanted to call directory assistance to find a telephone number. He looked puzzled and shook his head. He then turned to his colleagues. The one man said no, but the woman officer said she knew and told us the number. The other two started to laugh and jokingly asked how she knew that. She just shrugged her shoulder, laughed and told them that it was none of their business! Talk about difference in attitudes! The dinner that we attended was successful, although the attendance numbers were smaller due to 9/11. Crossing back into Canada was a breeze and only took us a few minutes. The whole experience was very interesting, to say the least!



"Welcome Aboard!"
Discovery Harbour - Penetanguishene



"Steaming along!"
Smoke & Steam Show - Lang Pioneer Village

The Inside Scoop...

Interview with *Laurie Siblock, Special Events & Community Liaison, Lang Pioneer Village Museum*

Lang Pioneer Village Museum was established by the County of Peterborough in 1967 to celebrate and preserve the rural history of the area. Each year, thousands of visitors from around the world take a trip back in time to discover how the pioneers lived.

Nestled along the banks of the historic Indian River, Lang Pioneer Village Museum features over twenty-five restored and furnished buildings constructed between 1825 and 1899. Many of the buildings were donated by townships within the County of Peterborough and were moved to their present site when the Museum was founded.

Please see *THE INSIDE SCOOP...* on page 5



"Laurie Siblock"
Lang Pioneer Village



"Riding High!"
Centreville - Toronto Centre Island



"Grand Finale!"
Canadian International Military Tattoo
Hamilton

Ontario Visited
P.O. Box 272
Cobourg, ON K9A 4K8 CANADA
Phone/Fax:
1-888-818-0255
E-mail: info@ontariovisited.ca

THE INSIDE SCOOP... from page 4

A photographer's paradise, the Village is complete with lanes and pathways, farm animals, rail and stump fences, vegetable and herb gardens, as well as other authentic details of a 19th century hamlet. Villagers of all ages, dressed in authentic historical costume, go about their daily chores contributing to the authenticity of this living history experience.

The vibrancy that visitors find at Lang Pioneer Village Museum is made possible through the efforts of over 170 volunteers who contribute their skills, time, energy and passion to bringing the Village to life and to preserving the buildings, artifacts and knowledge for future generations.

This is the world that this weeks interviewee, *Laurie Siblock*, lives and works in!

Laurie Siblock has been with *Lang Pioneer Village* since August of 2006. She has many responsibilities and varied duties. She tells me "there is never a dull day working at *Lang Pioneer Village Museum!*" Laurie plans the Special Events for the season, manages the Volunteer Program and develops community partnerships.

The Village is closed to the public from January to April and that time is a crucial planning and development time for her! This is when all the bookings of performers, demonstrators and crafts people for all the season are completed. Needless to say, Laurie is extremely busy during this time! I asked Laurie how they kept things fresh and new for visitors who frequented the Village! Laurie tells me that it's really important to find new and interesting things (*that are still in keeping with the representation of 19th-century living*)! She says... "We have a terrific team of 170 dedicated volunteers, but as we grow, it is a challenge to find enough volunteers to meet the needs and demands of the Village. Also, there are fewer and fewer people out there who have the traditional skills that are needed for demonstrations such as tinsmithing, blacksmithing, butter making, spinning, weaving, broom making, etc.. It is important to keep these skills alive so training the volunteers becomes more and more important. Finally, in order to engage the community and provide diversity in programming, it is important to develop partnerships with community groups and organizations. The Manager, Joe Corrigan, and I do presentations to community groups, meet with other museums and organizations to partner and reach out to Guilds, trades groups, and specialist organizations to stay connected with the community. I am also one of the Professional Development Directors for the Peterborough Chapter of the Association of Managers of Volunteer Services. In that role, I create learning opportunities for and network with other Volunteer Managers in the area".

If you would like to read more about my interview with *Laurie Siblock*, visit my weekly **THE INSIDE SCOOP** Blog at <http://judisinsidescoop.blogspot.com/>.