

SAM FOUNDATION NEWS

VOLUME 1 ISSUE 2

SHEARWATER AVIATION MUSEUM FOUNDATION AUTUMN, 1996

PRESIDENT'S MESSAGE

We continue with this "interim format" newsletter because the NEW EDITOR has not yet volunteered and we are bound to keep you informed on SAM progress and Foundation activities including the expansion project. One tentative expression of interest in the editor's job has been received. We will try to return to the classy format as soon as possible.

Board meetings were not held during July and August for typical summer reasons. However, activity has not diminished as many members have been busy in areas such as membership, fund raising, museum operations, organizing and running the golf tournament, and preparation of a major submission to ACOA; more on these and other subjects elsewhere in the newsletter.

The museum is marvellous and improves daily. Attendance is starting to climb as the word gets out about this wonderful new attraction at Shearwater. The place is a never-ending source of pride as we see the accomplishments of dedicated volunteers and staff, and an inspiration to continue with the expansion project and other activities. The museum Director's article provides more detail. The Annual General Meeting has been scheduled for Saturday, 12 October in the museum. The date was selected to coincide with the annual CNAG gathering 11 to 14 October, but not to interfere with the program.

The AGM announcement, along with the agenda, is shown further on - please keep heads (the ones above the neck) as clear as possible.

The golf tournament was a smashing success due to the superb efforts of Capt. Duffy McGuire and his strong team, the great support from the sponsors, the large turnout of enthusiastic participants and His cooperation with the wonderful weather for a change. We are truly grateful to all concerned. More later.

Al Moore's report on the new membership drive appears inside. Suffice to say here that it is well underway thanks to his superb efforts and those of his membership committee colleagues. This subject is critical to the long term success of the Foundation as well as to the expansion project, and deserves the full support of all members.

On the subject of members, we not only need and want many more, but even more importantly, we have a great need for ACTIVE members to volunteer for director, executive and other positions.

We need much more strength in areas such as fund raising and communications, as well as lots of good ideas and a willingness to work at achieving our objectives.

We are gradually developing a more comprehensive committee structure and need willing committee chairs and members. Dennis Shaw, the "bedspread", has moved heaven and earth in his own inimitable style to acquire volunteers, but he, and we all, need your help.

We all too frequently hear of members and other old friends who are seriously ill and we send our best wishes for speedy recovery and longevity. We are all particularly grieved by the passing on of Gordie Cummings, one of our strongest supporters, and send condolences to his family.

Autumn is just around the corner. We are hopeful that ACOA will respond favourably to our request for early release of funds for the expansion structure so that we can get on with additional restoration and display projects. There is much to do to progress our dream of a proper home for the display of our heritage. With your help and support, we can do it!

VOLUNTEERS

We have a wonderful cadre of supporters who tend the Gift Shop and act as guides. We extend a big thanks to them; however they sorely need more numbers to lighten the load. Bill Cowan has taken over from Gerry Brushett as coordinator, assisted by Ray Doucette. If you can spare a few hours a day or week please call either Bill at 462-7293 or Ray at 435-5327.

IMPORTANT MESSAGE

This Newsletter was produced, for the second and final time by Eric Edgar the soon to be former Secretary. If you think it is important to have a News Letter - an Editor/Publisher is sorely needed, volunteers please contact any Board member!

SHEARWATER AVIATION MUSEUM FOUNDATION

THE SECRETARY'S CORNER

HELP WANTED : A replacement Secretary is still required on or before the next A.G.M, however a decision has been made to hire a part time administrative assistant and an office has been provided in the new SAM annex. Please contact Dennis Shaw at 469-2212 or write to SAMF, Box 577, Dartmouth, NS, B2Y 3Y9.

MEMORIAL DONATIONS: We continue to receive many memorials to fallen comrades and loved ones. It is at least a small consolation that these tributes will preserve our history for the future.

FAMILY MEMBERSHIP: The Peacocke example is hard to beat, 23 of Doug & Marie's grand children are members for 97. The Alan Moore family and the Williamses are all members, Pat & Whitey for Life. You are again reminded that membership in the Foundation for friends or family makes a great gift and the tax receipt soothes the pain in April!

MEMBERSHIP GENERAL: The membership continues to grow (508), as more people see what we have done in the Museum. However, many of our members are still in arrears, some more than 2 yrs; so please check your address label, if it does not read AUG/97 or later, get a cheque in the mail to us.

Membership

The mailout of nearly 1900 brochures with a covering letter signed by our Chairman was completed in late August at a cost of nearly \$2,800.00. The returns are arriving in abundance with receipts to date (mid Sept.) of over \$4,500.00. It is hoped that this will continue and if all Directors put forward a special effort during the upcoming CNAG reunion we may be able to recruit a few more. Most of those attending who do not already belong to the Foundation have received a brochure and covering letter. My thanks to Bob Pattison, Doug. Peacocke, Bud MacLean and Eric Edgar and of course my wife Betty and Mary Elizabeth Edgar for stuffing envelopes. **Alan Moore, Membership Chairman**

FINANCIAL SUMMARY

ASSETS:

Cash in Bank	\$ 5,893.07
Gift in Kind	2,000.00
Cash on Hand + Petty Cash ..	200.00
GST Receivable	1,216.34
Investments	<u>74,055.55</u>
Total	\$83,365.16

LIABILITIES:	NIL
INCOME:	\$82,691.60
EXPENSES:	<u>\$63,776.10</u> *
NET INCOME:	\$18,915.50
Add net worth on 31 Aug. 1995	<u>\$64,449.66</u>
NET WORTH on 31 Aug. 1996	\$83,365.16

*Includes gifts in kind to SAM & Marketing expenses.

GETTING WITH IT - USE OF PLASTIC

Based on a couple of observations, some preliminary discussion has taken place regarding the use of charge cards such as VISA for membership dues and donations. We would like your opinions. On the plus side, some members might find it more convenient to be able to charge dues and donations to their accounts rather than writing cheques or sending cash. A potential bonus, for both members, the secretary and the treasurer, could be the ability to have dues automatically charged to the card account annually thus alleviating the perennial problem of forgetting to send a cheque. Some 90 members are currently in arrears, and a few drop off the list each year.

There is always, of course, a cost. While set-up fees for such a system appear to be relatively minor, there would probably be an increased processing workload for the treasurer/secretary (they may need a volunteer assistant) and fees for the use of the system typically run at about 3 per cent of the amount charged.

So the question is, is it worth it? Would the convenience for members and the retention of members through automatic deductions be worth the cost? There may be other factors; please advise us of your views.

COMMUNICATIONS/PUBLIC RELATION

There is a growing need for someone, and some helpers, to take charge of this function which is becoming increasingly more important as our membership expands, with the availability of the Internet, as the museum grows, as the fund raising activities increase, and as we take our place in the society of aviation heritage enthusiasts.

The need for the newsletter is vital and has already been discussed. A new editor is a critical requirement.

The SAM Home Page is now on the Internet at <http://www.ccn.cs.dal.ca/Heritage/SAM>, and features a section for the SAM Foundation. The E-Mail address is awmuseum@ra.isisnet.com and the Fax is (902) 460-2037.

A few speaking engagements have arisen and the potential for many more exists. A coordinator for something like a speaker's bureau could be most useful. Media relations and articles for newspapers and magazines could all be of great assistance in achieving our objectives. Establishing and maintaining contact with like minded organizations could also help attain our objectives and help out in many ways.

We need volunteers for chairing of and membership in a Communications Committee.

SHEARWATER AVIATION MUSEUM FOUNDATION

SAM DIRECTOR'S REPORT

The summer season has been very busy for the Shearwater Aviation Museum. Visitor attendance has increased significantly over previous years; we have had approximately 10,000 visitors since we opened in Building 13 last August. The impact of the SAMF/ACOA funded marketing campaign, even though it had a late start, is slowly starting to pay off. I expect even bigger returns next year.

The former RC Chapel is now officially the SAM Annex: the steeple has been removed, the roof reshingled and the Chapel equipment, including the pews, removed. Three offices, complete with telephone service, have been set up in the administration wing; one for Wing Audit/SAM Finances, one for Graphic Arts and a new office for the Foundation. Over the winter, renovations to the Annex will be undertaken and, of course SAMF volunteers would be of great assistance with this project.

As the 96 season closes we hope to progress exhibit enhancement which could not be completed during our high season. The major thrust will be in completing individual exhibits in all detail so as to provide a more enjoyable experience for the Museum visitor. We also plan to add new exhibits where possible.

The Archives/Library is undergoing a slow but steady transformation. Sandi Jollimore's expertise and hard work have spearheaded a great effort from volunteers - notably Jim Hubley and Rollie West. Our enormous photographic collection is being organized so that researchers and interested visitors will be able to locate specific photos in the collection with ease.

The 3/4 scale Spitfire model has been transformed into a Seafire MK XV by the skilled hands of our modeller, Rob LePine. We plan to suspend the model from the roof trusses when some restoration work has been completed on the Harvard "Gate Guardian" which will then be exhibited in the main hall as the first of the "Gate Guardians" to achieve sanctuary.

Both aircraft restoration projects are proceeding well. Bud Ayer reports that problems with the hydraulics for the Fairey Firefly are being resolved. George Cummins is soon to undergo some surgery to restore his back to "as new" condition, but promises to return to the project as soon as he is able. We wish George a successful operation and a speedy recovery! More volunteer assistance for the Firefly crew would be most welcome. Capt. Sam Michaud is the project officer at 460-1011 Ext: 1398. In the meantime work on the Sikorsky HO4S will intensify now that the College Communitaire fall 96 program has started. Capt. Kirk Binns heads up this project.

The SAM staff was bolstered during this period in a very cost effective manner. First with some special funding from Air Command, arranged by Barb Hicks, an experienced and talented Graphic Artist/Designer, Anna Nibby-Woods, is on staff at least until November. She has been busy developing a fund raising presentation book, a Gift Shop catalogue, a mall display booth and contributing to exhibit design. Secondly, Chuck Coffen organized a summer student position through the Federal Young Canada Works Program. Sheldon Choo, a Dalhousie student, filled this position assisting with Marketing and Museum Management. The Nova Scotia Economic Renewal Agency funded 40% of John Benson's salary as Gift Shop Manager while the remainder was shared by 12 Wing and the SAM operations budget. Elsewhere on the staffing front, 12 Wing has funded Sandi Jollimore's contract position until mid-November, Bob Shufelt is on contract to Wing Audit until the end of 96 (Bob also contributes significantly to SAM); Rob LePine is on a 6 week contract for restoration work, Chuck Coffen is backfilling as General Manager while Barb Hicks is away on a 6 week special leave and Laura Beaton's contract runs to 31 March 97.

As we look to the future, there are enormous challenges for both SAM and the Foundation. I sense that we have established a clear focus to tackle those challenges. Working together we shall make '97 a banner year!

LCol. Joe Hincke, Director.

SHEARWATER AVIATION MUSEUM FOUNDATION

EXPANSION PROJECT

We continue to focus extensively and expend a fair bit of our energies on the SAM expansion project so that the gate guardians can finally be properly hangared and space made available for additional exhibits and displays.

A major submission to ACOA is in final review stage prior to formal dispatch. This document is essentially an update, clarification and expansion of the Business Plan. The main theme is to put values of new artifacts, donated materials and volunteer efforts in perspective as a major contribution to our share of the \$4.5 million expansion project estimate (\$2.5 million each from the Foundation and the federal government). The hoped for result will be a significant reduction in the actual amount of cash we will have to raise towards our share.

Part of the submission deals with questions of ownership of land, buildings and artifacts, and the long term sustainability of the museum. Another area deals with updated cost estimates for construction, provision of facilities, aircraft restorations, exhibit development and other proposed expenditures. Fund raising and other income generating activities are also covered. As part of the preparation process, the proposed contents of the expanded museum have been better defined. This all important Outfitting or Exhibit plan is essential so that potential donors and visitors can be made aware of the Why and What aspects of the rationale for the SAM, and to prioritize efforts by staff and volunteers for current and future exhibit preparation and display activities.

The plan is comprehensive but general in nature. It lists all anticipated aircraft restoration/display activities and other exhibit projects in the context of a series of historical time themes. It is also flexible and can evolve as circumstances and resource availability (cash, materials, artifacts, volunteers) develop. An outline of the plan will be included in a future edition of the SAMF News.

The expansion project is getting more and more complex. With all of the other activities your directors and executive are dealing with (membership, fund raising, communications, etc.) we need to think very seriously about striking a dedicated Expansion Project Committee to coordinate and keep all of the details on the glide path. We need volunteers for chair and membership of this committee, preferably people who have been involved in the past with major projects including construction. Volunteers and or recommendations will be most welcome.

FUND RAISING

Fund raising is coming along, albeit a bit slowly for a number of reasons including the loss of two fund raising chairs and the need to attend to other activities.

We have raised some \$250,000 over the last several years. About \$150,000 has been expended, principally in the form of donations in support of the museum and also for relatively minor Foundation expenses. We have close to \$100,000 in the bank (mostly in Money Market Funds), which is great, but we need a lot more.

The good news is that Danny Brownlow, a well known former mayor of Dartmouth, has come on board and offered to help out (not as chair). His offer is gratefully accepted and we know his enthusiasm, ability and contacts will be of great assistance.

Harry Porter remains involved. He has created and forwarded a superb pitch to the new Halifax Regional Municipality and we hope for a very positive result.

Other funding activities continue to include membership dues and donations, and the highly successful golf tournament which has raised over \$25,000 in the first three years. The Legion initiative is producing some good results. New ideas for fund raising are gradually coming along, but more are needed, along with volunteers to put them into action.

Fund raising, along with membership, communications, and now the expansion project, is one of our most important core activities. It requires dedication and inspiration, both of which are possessed in copious quantities by many of our current and potential members. It is critical to the success of both short term (expansion project) and long term (support and enhancement) objectives of the Foundation and the museum. We **urgently** need a **Fund Raising Committee Chairperson** and member volunteers for this vital task.

Frank Willis, Acting Chair

SHEARWATER AVIATION MUSEUM FOUNDATION

IN MEMORIAM

Since the last newsletter we have become aware of the loss of the following comrades:

Cummings, GORDON M. (LCdr) - died June 2, 1996, in Dartmouth, NS

Campbell, J.G.S. (Rocky) (LCdr) - died August 1, 1996, in Dartmouth, NS

Schroeder, Walter A. (Wally) (LCdr) - died August 27, 1996, in Cambridge, ON.

Lambert, Norman McGregor (CPO-1) - died September 12, 1996, in Lunenburg, NS.

Memorial donations may be made to the Shearwater Aviation Museum Foundation.

SAM Charity Golf Tournament

The Third Annual Charity Golf Tournament for the Shearwater Aviation Museum Foundation held on Friday 23rd August 1996 and it was great! For the first time in three years the weather was perfect with calm winds and hazy skies, and everybody who played that day enjoyed the beautiful conditions of Hartlen Point Forces Golf Club. The event began at 8:00 a.m. with a continental breakfast and informal Meet and Greet prior to the shotgun start at 9:00 a.m.. We always invite a few celebrities, and this year we had Dennis Richards (MLA), Cam Russell (Chicago Black Hawks), BJ Wilson (Q104), Ray Bradshaw and Brent Wallace (MITV Sports), Gloria McCluskey (former Dartmouth Mayor) and Ron Hanna (editor of the Golf News). The Wing Commander, Colonel Aruja , and Commodore Cogdon were two of the many participants as well as teams from various companies, businesses, golf clubs and military messes. At 9:00 a.m. the shotgun was fired, and the four person team scramble was underway. The typical scramble rules applied, with each person required to use a minimum of three drives. A handicap system was in place so that stacked teams essentially had no advantage. We also had a number of specialty holes to make the day more interesting. The Par Threes were well represented with Hole in One prizes courtesy of MacPhee Pontiac, ranging from a 1996 Pontiac Grand Am, to vacations in Florida. The Longest Drive from Allied Signals and Closest to the Pin from MT&T Mobility were in place on tough holes. Deepwood Outfitters had a campsite of prizes set up on a Par Three for the Farthest from the Pin. (Ironically, the Club Pro, Jerry Byers, won that hole!). The last course prize we had was Closest to the Flamingo on the second hole, which has a large water hazard about 220 yards from the white tees spanning through the middle of the fairway. The drive that went closest to the water without getting wet won that prize. By early afternoon all the teams were done and the cooks began to barbeque the sirloin steaks and chicken breasts. The food was superb. salads, baked potatoes, a variety of fruit and a selection of breads topped it off. The volunteers did an outstanding job at everything from registration to cooking to driving the mobile refreshment cart. For the third year in a row, Dennis Shaw gave a hilarious, stand up comedy, routine to get the ceremonies underway. The President of the Shearwater Aviation Museum Foundation, Mr. Frank Willis , and the Wing Commander each said a few words thanking everybody for their support and emphasising the importance of the Museum and the preservation of our aviation heritage. Prizes were awarded to everyone, starting at the low net (using a magic formula). People won everything from watches to luggage to green fee passes. The military teams always have a friendly competition on the side for the low gross score, and for the second year in a row, the Junior Ranks Club at Shearwater took the trophy home. Anyone who took part in this tournament, player or volunteer alike, walked away with something from the prize table. I have to thank all the sponsors once again for generously donating to this charity. This event, for the past two years, has been held in conjunction with the Air Show, which brought many sponsors (local and nationwide) to Halifax . Of course, with no Air Show this year, we were concerned with the effect that may have had on our sponsors. They came through with flying colours though, coming in from Toronto, Ottawa, Montreal and Halifax. Our major sponsors were Lockheed Martin Canada, MT&T Mobility, MacPhee Pontiac and Hartlen Point Golf Course, whose support over the past three years has been essential to the success of this event. So overall, the 1996 SAMF Golf Tournament was a grand success netting close to \$9,000.00. Next year it will be held on Friday, 15th of August. The reputation of this event continues to grow each year, and we invite everyone who is interested to call (902) 460-1083 for more information. Come on out and visit the Shearwater Aviation Museum and see why this tournament is not just for a great day of golf, but to help preserve a part of our heritage.

Capt Duffy McGuire, Tournament Chairman

SHEARWATER AVIATION MUSEUM FOUNDATION

OFFICIAL NOTICE OF THE 1996 ANNUAL GENERAL MEETING

The 10th Annual General Meeting of The Members of the Shearwater Aviation Museum Foundation will be called to order at 0830 hrs. on Saturday, 12 October, 1996, in the theatre of the Shearwater Aviation Museum.

THE AGENDA

The agenda for the meeting includes:

- President's Report;
- Secretary's Report;
- Treasurer's Report & Financial Statements;
- Sit rep by Museum Director;
- Sit rep on Fund Raising;
- Motion to amend Bylaws Article I, Sect. 3 to expand upon the Purpose & Objectives;
- Motion to amend Bylaws Article I, Sect. 4 to change the registered office of the Foundation from 1669 Granville St., Halifax to the Shearwater Aviation Museum, Shearwater, NS;
- Motion to amend Bylaws Article V, Sect 2 to remove the limit on the maximum number of Directors; and
- Motion to amend Bylaws Article V, Sect 5 to permit the appointment "in special situations" of additional Director(s), by resolution of the Board.

Rod Bays will introduce the subject of and engender some discussion on an offer from Robbie Hughes to give the Foundation publishing rights to a revised and expanded issue of "Canada's Naval Aviators". Robbie has expanded the text threefold and the photos six times but cannot bear the expense to publish. The Foundation has no funds to put toward a venture such as this, however if sufficient interest was shown by our members backed up by prepaid orders, it might be a viable fund raiser. If you can't attend the meeting, please write, E Mail to awmuseum@ra.isisnet.com, or Fax (902) 460-2037, your comments. The SAM Home Page is at <http://www.ccn.cs.dal.ca/Heritage/SAM>, and has E Mail addresses for a number of SAMF supporters.

It is important that you show your interest in and support of your Foundation by attending and participating in this meeting. Thank you.

Frank Willis, President

PLEASE CHECK YOUR ADDRESS LABEL

The membership year for the Foundation is from 1 Sept. to 31 Aug. The symbol Aug/97 on your address label indicates when your membership expires. If yours does not read Aug of the current year please use this form and mail it, with your cheque, to the SHEARWATER AVIATION MUSEUM FOUNDATION, BOX 577, DARTMOUTH, NS, CANADA, B2Y 3Y9. If your label reads Aug/97 please give this form to a potential member, be a recruiter for your FOUNDATION!

SAMF MEMBERSHIP / DONATION FORM

NAME: _____

ADDRESS: _____

-----POSTAL/ZIP CODE:-----

Circle the appropriate membership category: Member - \$30/yr; Sustainer - \$100/yr; Patron - \$250/yr; Life - \$500.