

SAM FOUNDATION NEWS

VOLUME 1 ISSUE 1

SHEARWATER AVIATION MUSEUM FOUNDATION

SPRING, 1996

PRESIDENT'S MESSAGE

Right off the bat you will have noticed the changed format for the Newsletter. Sorry about that but due to other commitments Tom Copeland has found it necessary to withdraw as our Editor. We very much regret losing Tom's expertise, interest and energy, and we are very appreciative of his many hours of hard work. On behalf of the Foundation I take this opportunity to say thanks very much for a good job well done. B.Z. TOM!

Recognizing the importance of keeping you informed on SAMF/SAM progress, your hard working Board has put forward this effort. Please bear with us. We hope the Newsletter will soon return to the stands with a new Editor and in the high quality to which you have become accustomed.

For those of you who have not heard, we have included an "In Memorium" in this issue to commemorate the passing of our Founding President, Wally Walton. Doug Peacocke, Chuck Coffen and I attended the funeral home and extended condolences, on your behalf, to his widow Anne and the family assembled there. We exchanged some great memories of Wally's Banshee days in Shearwater and Bonaventure. His dedicated efforts during the early days of the Foundation will long be appreciated and remembered!

We also sadly note the passing of Admiral John C. O'Brien. It is impossible to do justice to his distinguished career in our limited space. Suffice to say that he was a well known and much loved supporter (Life Member) of the Foundation and will be missed by all who knew him. I'm sure that stories of "Scruffy O'Brien" will enliven sailor and maritime aviator conversations for years to come.

On a happier note, the CNATH Project, which produced the wonderful book "Certified Serviceable", has made extremely generous contributions of 220 copies plus shipping boxes to the Foundation for sale in the SAM Gift Shop. The total value to the SAMF, when combined with matching grants from the government, could translate to over \$20,000.00. Sales are going well but SAM would be pleased to fill your order and deliver a book to the recipient of your choice. To all those members of the CNATH Project Team, BZ for both your superb support and a great read, and a sincere thank you from all of us!

As for SAM, you will see an article further on but, in brief, the museum (Phase I) is maturing as a fully functional, fascinating and well managed project. The 1996 opening, plus marketing and staffing initiatives, as well as much additional background activity, are all intended to make the most of the great little jewel we now have, and to use it as a stimulus to advance the Expansion Project and create a truly "WORLD CLASS" institution.

An unexpected bonus for the future expansion of the museum has resulted from the downsizing of Shearwater. The reduced size of the Protestant and Roman Catholic congregations does not warrant maintaining two chapels, thus both congregations will worship in St. Michael's, while the R.C. Chapel will be deconsecrated and become part of the Museum complex. This fits in well with our expansion.

A word on membership, an article by Al Moore, our new Chair, Membership Committee, appears on page 3. Without stealing his thunder, I remind all of you that a large and supportive membership is the rock on which our organization stands: the foundation for our efforts towards a first class museum operation and for our determination to see it thrive in the years ahead.

All in all, we have had a busy winter. Now that spring has arrived, the Snowbirds are returning, the dust is settling on the Shearwater downsizing and SAM has reopened its doors, we anticipate an even busier time ahead. There is much to do, but with your encouragement, assistance and financial generosity (remember - its all tax deductible and with a higher limit this year) we'll see it through.

And a final word; please come and see us and visit your museum. You'll be amazed and gratified by the experience, and very, very proud of this excellent representation of our heritage that you have helped to make possible.

Frank Willis, President

SHEARWATER AVIATION MUSEUM FOUNDATION

THE SECRETARY'S CORNER

HELP WANTED : A replacement Secretary commencing on or before the next A.G.M. I have donated my Apple IIC computer and an ImageWriter printer to SAMF and an office has been set up in the Crewroom at SAM. Please contact Dennis Shaw at 469-2212 or write to SAMF, Box 577, Dartmouth, NS, B2Y 3Y9.

MEMORIAL DONATIONS: This is a wonderful way to pay tribute to relatives or friends who have passed on, not only is it a lasting memorial which serves to inform and educate future generations but all donations are tax deductible. The only overhead cost involved is the stationary and stamp and we have developed a simple form (enclosed) to make this easier for members.

FAMILY MEMBERSHIP: The Edgar's and the Bay's are attempting to follow the Peacocke example but are limited by their numbers. 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 (422), as more people see what we have done in the Museum. However, many of our members (90) are still in arrears so please check your address label, if it does not read AUG/96 or later, get a cheque in the mail to us.

VOLUNTEERS: We have a wonderful group of ladies and gentlemen serving the museum as guides and Gift Shop attendants, organized by Gerry Brushett, assisted by Ray Doucette. However, we can never have enough volunteers, so if you can spare a few hours a day or week please call either Gerry at 434-5281 or Ray at 435-5327. You will also find a volunteer application form as one of the inserts in this Newsletter.

FINANCIAL SUMMARY

ASSETS:

Cash in Bank	\$ 2,762.73
Cash on Hand + Petty Cash ..	200.00
GST Receivable	22.06
Investments	78,500.00
Total	\$81,484.79

LIABILITIES:..... NIL

INCOME:\$43,912.07

EXPENSES:\$26,876.94 *

NET INCOME:\$17,035.13

Add net worth on 31 Aug. 1995\$64,449.66

NET WORTH on 30 Apr. 1996 ...\$81,484.79

*Includes gifts in kind to SAM & Marketing expenses.

SAMF GOLF

Our 3rd annual Tournament, to be held on Aug. 23rd, in conjunction with the Nova Scotia International Air Show, (formerly SIAS) is now well along in the planning and we hope to top last year's \$11,000.00 for the Foundation! The fee is again \$100.00/player, get your entries in to the Secretary. It promises to be bigger and better with more prizes and a more equitable scoring system than previous years.

NEW BLOOD ON THE BOARD

As the Chairman of the Nominating Committee for the last few years I think I have learnt a little about the difficulties of inducing people to take office in our organization.

Some of my friends have heard me remark that in seeking members to fill our Board of Directors I've been turned down so many times I'm starting to feel like a bedspread!

This year the task of filling the respective offices is going to be particularly difficult as a number of members have indicated that they do not intend to continue in their present positions.

In the past, the Foundation has been most capably served by Presidents like the late Wally Walton, Doug Peacocke and the present incumbent Frank Willis. Similarly we have been most fortunate in having Secretaries, who are always the work-horses of any organization, of the calibre of Rod Bays, Paul Brunelle and the present office holder Eric Edgar.

All these members have been most generous with their time and talent and we owe them a deep debt of gratitude. However, we cannot expect the same people to continue indefinitely with the responsibility of running the Foundation. Therefore the time has come for us to commence a search for new blood with fresh ideas to inject into our organization.

I can think of no better way of ensuring the preservation of the heritage and history of Shearwater than by service to the Museum. After all, for many of us, Shearwater was a very important aspect of our life for a number of years.

If you wish to share in the endeavour of this preservation of your history, please contact me or any one of the present Board of Directors. I am sure you will find the task both satisfying and rewarding. - Oh yes, and, at times, a little frustrating too!

Denny Shaw

This Newsletter was produced, as a *one time only effort*, by the Secretary on a Macintosh Performa 580CD. If you like it - tell Eric, if you don't - tell Frank. An Editor/Publisher is sorely needed, volunteers please contact any Board member!

SHEARWATER AVIATION MUSEUM FOUNDATION

SAM DIRECTOR'S REPORT

The 1996 season for the Shearwater Aviation Museum is shaping up to be very promising. I would like to take this opportunity to bring the membership of SAMF up to date on several issues of interest.

Staffing: We now have a well qualified and enthusiastic staff in place for the 1996 season. Ms. Barb Hicks has assumed the General Manager's mantle from Chuck Coffen. She is now set up in the Museum and beginning to put her own stamp on activities. As well as the normal range of GM activities, Barb's extensive small business planning and marketing experience will be of significant benefit as SAM moves ahead over the next year. Ms. Laura Beaton has taken up the position of administrative and clerical assistant to Barb. This position has been funded by 12 Wing as a one year contract. Laura brings with her previous experience working for SAM and will provide much needed continuity in day-to-day activities. Mr. John Benson Jr. will again be retained by SAM, under funding set aside for student employment activities, as the Gift Shop Manager, as well as providing excellent support in many other areas of the Museum Program.

Technical Assistance: In order to continue the high quality conservation and display development activities which are key to establishing the Museum's reputation, Barb has been successful in acquiring funding from 12 Wing to contract two museology qualified individuals for six month terms beginning this spring. This will fill the gap in technical expertise which is the most significant shortfall in the current staff. Candidates have been interviewed and two extremely well qualified individuals identified. One will be used for development of the uniform collection and for conservation while the other will carry out display development for the museum and act as the focal point for work related to the Expansion outfitting.

SAM Development: The theatre has now been equipped with an audio-visual system which gives the capability to provide multi-media presentations. Videos are being identified and programs put together to provide enhanced presentations of Shearwater and Maritime Aviation history. Recognition must be given to MWO Larry Belzac for his efforts in bringing this to fruition. Thanks are also extended to Wacky Wheatley's TV & Stereo for providing and installing an excellent system at a very reasonable price. In particular Tom Powell and Dean Dachyshyn were most helpful. Planning is underway to incorporate the former RC Chapel into the SAM complex when ownership is transferred in April. In the museum proper, activities include development of an engine display under the stewardship of Capt. Greg Demchuck. Both aircraft restoration projects are proceeding well. The Firefly team, Bud Ayer, Laurie Gates, George Cummins and MWO John Webber with Capt. Sam Michaud as SAM OPI, is now established in new and improved spaces in C Hangar. The wing center section has been installed and the undercarriage is being fitted. The HO4S Horse restoration continues at Dieppe, NB with Sgt. Lou Moffatt providing liaison and Capt. Kirk Binns providing guidance and material assistance as required.

This brief synopsis has outlined a number of major activities and changes which I hope conveys the very real sense of promise that has captivated all of us at SAM. Needless to say the museum is a vibrant, growing endeavour for which I see great progress during the year ahead! LCol. Joe Hincke, Director.

MEMBERSHIP DRIVE

With the SAM expansion program underway, SAMF has recognized the requirement for additional support in many areas of the day to day activities of a first class museum. To meet this need, the Board has formed a committee to initiate a recruiting campaign. The members are Bud MacLean, Bob Pattison and Doug Peacocke, with yours truly Alan Moore as Chairman. We have a recruiting package in the making at this time and it is expected to be in the mail to as many as 3000 addressees by mid June. In addition, there will be a country wide media blitz to reach those for whom we have no address on file. This will be actioned immediately following the mail-out. The membership will be kept current on the progress of this campaign through the Newsletter.

We have worked hard on this drive, to date, and there is much to be done yet. However, our success can be enhanced through "word of mouth" by the membership as a whole merely through casual conversation with known potential supporters. This would be greatly appreciated by the committee. To quote from Doug Peacocke, "A large and enthusiastic membership is an essential ingredient in this effort. Perhaps an even more important aspect of a large membership is that it demonstrates to all and sundry our devotion and dedication to the Museum and its expansion program." Alan Moore, Chairman, Membership Committee.

SHEARWATER AVIATION MUSEUM FOUNDATION

EXPANSION PROJECT

Planning for the Expansion is moving along. We have some distance to go yet before sodturning, but the wheels are grinding.

We trust you remember the tremendous announcement in the Dec. 95 Newsletter where Dartmouth MP Ron MacDonald stated that the Federal Government would contribute up to \$2.25 million to our project, contingent upon:

- production of a Marketing Plan; and
- SAMF raising a similar amount.

The Marketing Plan, has been completed and it provides a sophisticated and professional approach to attracting attendees and support. The \$10,000.00 cost for this plan is being funded jointly by the Atlantic Canada Opportunities Agency (ACOA) and the Shearwater Development Corporation (SDC).

A two year, \$99,000.00 Marketing Plan implementation project, jointly and equally funded by SAMF and ACOA, has been approved to cover the costs of an advertising budget and a part time marketing person. It is anticipated that increased revenue from SAM activities will cover these costs in the future. We are fortunate to have secured the services of Chuck Coffen for this project. He will both market SAM and continue to help the museum along in many ways with the benefit of his experience and dedication (Chuck plans to work nearly full time, so much of his activity will be voluntary!). Both Chuck and Barb Hicks are already hard at work on the details.

The first priority has been to concentrate on revenue generating activities to exploit and capitalize on achievements to date (Phase I). These activities are designed to raise the profile of SAM in the eyes of the public (potential donors), to create an awareness of its excellences and future plans, and to increase revenues through attendance and Gift Shop sales, much of which will contribute to the display development (outfitting) aspects of both the existing and expanded museum. All such activities are critical to the ongoing development of SAM and the Expansion Project. The provision of some SAMF funding as seed money for some of these activities is considered essential and worthwhile by your Board.

We have a wonderful volunteer architect, Don Cash, who has produced a superb architectural rendering of our expansion project building and is working on the detailed drawings (all donated)!

The expansion will be situated on the East side of our present building and will be integrated with it and the newly acquired chapel. An atrium will join all three structures and provide the entrance to the complex. The effect is stunning, as you may determine from the photos of the model created by Tom Copeland and the plan by Don Cash shown on page 6 of this Newsletter.

We are currently deeply involved in project definition activity. We need to refine and update our business plan cost estimates and break them down into cash, material and volunteer labour components for construction, facilities and outfitting (display preparation). The values of aircraft restorations and various technical and other displays will have a significant bearing on the amount of cash we will have to raise in a fund raising campaign. In addition there are still a few management and long term sustainability details to be worked out given the recent Shearwater downsizing and the transfer of many support responsibilities to CFB Halifax.

A general fund raising campaign targeting industry, business and the general public is not yet under way, as we are awaiting a better definition of our cash and material targets. However, we already have some commitments from industry for restoration work and displays. In addition, we continue to receive income from special events (golf tournament), bequests, the CNATH project, generous SAMF members and other areas.

For the main campaign, your Board has tentatively concluded, that in these difficult economic times, we should seek the advice of a professional fund raising firm on a consulting basis to ensure we optimize our efforts. The cost, probably in the \$40-\$50k range, would not be great in comparison to the total, and funding assistance from ACOA might be available.

All told, we believe you will perceive that we have been busy on your behalf. It won't all happen overnight. Such a worthwhile and expensive project deserves full attention to detail in order to achieve the desired end result - a world class institution which will serve many useful purposes, and be a tribute to all who have had any connection with Shearwater over the last 80 odd years. Your continued enthusiastic support is vital to our success.

Admiral Porter regrettably withdrew as Fund raising Chair for personal reasons. However, fortunately for us he remains an active participant on the Board. We found a very capable replacement in LCol Lem Murphy, unfortunately he had to withdraw, on Doctors orders. He has, however agreed to assist where he can, for which we are most grateful.

Therefore we are in urgent need of a Fund raising Chair, as well as Chairs for each of the major population centers. Volunteers please contact me!

Frank Willis, President

SHEARWATER AVIATION MUSEUM FOUNDATION

IN MEMORIAM

Walton, Commander William James (Wally) - 70, Halifax, died March 19, 1996, at home. Born in Toronto, he was the son of the late Russell and Helen Rundell (Rogers) Walton. He joined the Royal Navy, Fleet Air Arm in 1943 and retired from the Royal Canadian Navy in 1976. During his career as a fighter pilot he saw duty on HMCS Bonaventure and later as C.O. of VF 870 and VS 880 Squadrons at Shearwater. He served in HMCS Kootenay, Saguenay and Nipigon in the 70's and later served on the NATO defence staff in Kiel, Germany. Following retirement he was instrumental in establishing the Shearwater Aviation Museum Foundation serving as its founding President. In recognition of Wally Walton's contribution to the preservation of our history a plaque in his memory will be displayed in a prominent place in the Shearwater Aviation Museum.

CNAG REUNION

The 26th gathering of the CNAG clan will be hosted in 1996 by the Atlantic Chapter at Shearwater and in Dartmouth at the Holiday Inn, 11th to 14th October. The program and registration form is included as an insert with this News letter. If you require additional information you may contact CNAG Atlantic Reunion, c/o Alan Moore, 294 Ross Rd., Westphal, NS, B2Z 1H2 or any of the Chapters at the addresses below.

CNAG ADDRESSES

NATIONAL CHAIR - Alec Fox, 1312 Cahill Drive East, Ottawa, ON, K1V 7K4
NATIONAL SECT'Y - Paul Baiden, 702 Clearcrest Cres., Orleans, ON, K4A 3E6
ATLANTIC - Po Box 89, Shearwater, NS, B0J 3A0
BANSHEE - 2533 Sinclair Road, Victoria, BC, V8N 1B5
FIREFLY - 619 Thorndale Road NW, Calgary, AB, T5K 3E1
FOUNDING - 6407-149 Ave., Edmonton, AB, T5A 1W1
HAMPTON GRAY - 220-960 Teron Road, Kanata, ON, K2K 2B6
SEA FURY - 22 Rue St. Pierre Street, St. Norbert, MB, R3V 1J4
SEAKING - RR#2 Carrying Place, ON, K0K 1L0
SWORDFISH - 4B-46354 Brooks Ave., Chilliwack, BC, V2P 7S8
TRACKER - 1405-75 Paisley Blvd., Mississauga, On, L5B 1E6

PLEASE CHECK YOUR ADDRESS LABEL

The membership year for the Foundation is from 1 Sept. to 31 Aug. The symbol Aug/96 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, BOX 577, DARTMOUTH, NS, CANADA, B2Y 3Y9. If your label reads Aug/96 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.

SHEARWATER AVIATION MUSEUM FOUNDATION

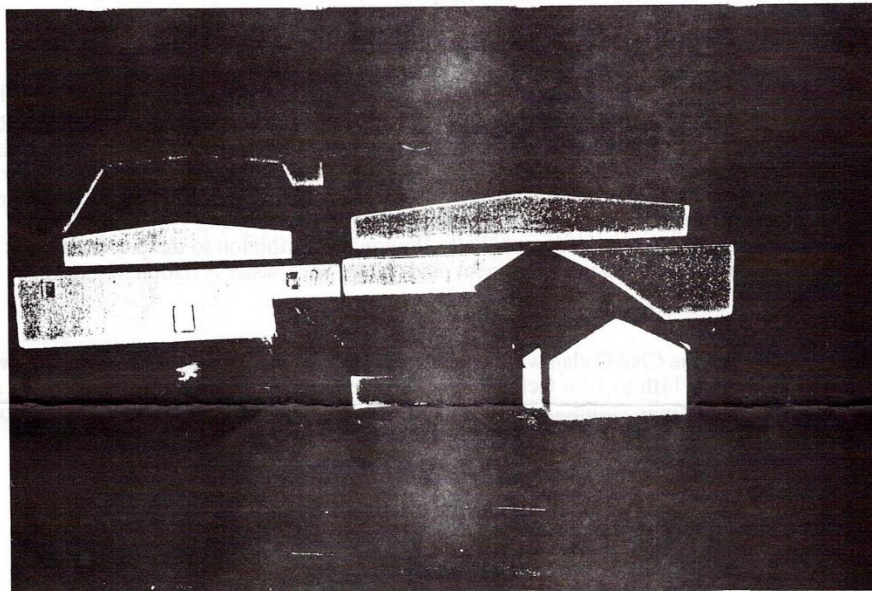


PHOTO OF A MODEL OF THE MUSEUM EXPANSION

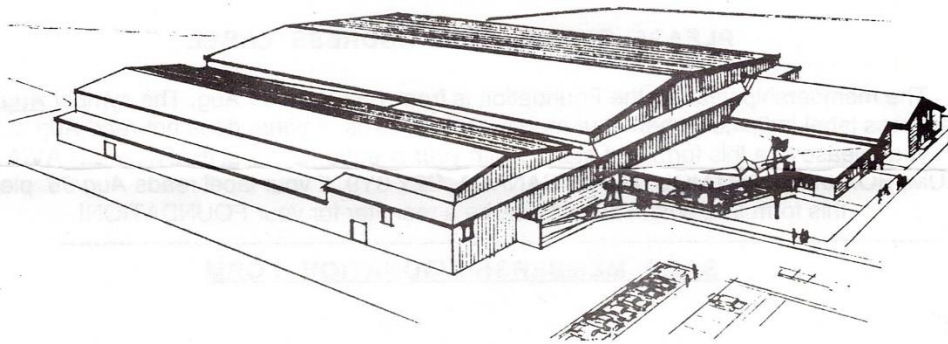


PHOTO OF THE PLAN FOR THE MUSEUM EXPANSION