

A Miracle in the Making



by Jim Abernethy, Editor

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First, I would like to say thank you to those many individuals who have gone out of their way to express to Cathy and I how much they enjoy reading the ClaringtonPromoter. The history of our Community is endless and I trust there is still much for all of us to learn. Thanks for your feedback.

The "Bowmanville Downtowner" is a quarterly publica-

tion designed by the Downtown Bowmanville Business Community to inform the general public about the various seasonal community activities that take place in Downtown Bowmanville.

You will find the Christmas edition of the Bowmanville Downtowner is the pull-out centrefold section of this edition of the ClaringtonPromoter. We hope you plan to attend all of those upcoming Christmas festivities in Downtown Bowmanville with your family and friends.

So what about that Miracle in the Making?

In this edition of the Clarington Promoter (page 6) you will learn about one of Clarington's real natural resources – the bounty of Salmon and Trout that spawn in the numerous creeks and streams that flow down from the Oak Ridges Morain through our Rural and Urban communities into Lake Ontario.

These two fish species sustained our Aboriginal Peoples for thousands of years and the Europeans who began settling in our valleys during the 1800's.

More importantly, you will learn how we can help to ensure that these two magnificent species continue to survive and grow in numbers.

You will learn of the tragedy that occurs each spring and fall when instinct drives them to travel upstream to spawn at their birthplace. And of the fate of many who are met by a man-made obstacle which prevents the reproduction of some of the largest fish, with the most desirable genes.

You will also learn how you can help a group of local volunteers convert an old and obsolete fish "ladder" into a less restrictive fish "by-pass" which will help to sustain these species for generations to come.

I accepted an invitation to join this group of volunteers because the benefits of the Valleys2000 Project reach well beyond the actual project site. The annual run of Salmon and Trout that occur each spring and fall add social and economic benefits to all of our Clarington Communities.

Our goal is to educate the public about the preventable tragedy that occurs each spring and fall, and the fund raising efforts that are now underway to complete the project.

I invite you to read page 6 to learn more about the Valleys2000 Fish By-pass Project. Then take a stroll along the Valleys2000 walking trail and do whatever is within your means to assist this volunteer group.

Our Municipality has developed an extensive network of first class walking trails throughout our valleys and floodplains. Remember these are YOUR valleys and walking trails. You and your children are the beneficiary of these beautiful trails. So, let's all work together to keep them healthy!

Christmas Traditions in Clarington



Sounds of the Season - Strolling Carollers perform at the Tree Lighting Ceremony in Historic Downtown Bowmanville. See page 7 for information on the 2011 Community Tree Lighting on Friday, December 2.

by Charles Taws

CLARINGTON MUSEUMS
AND ARCHIVES

www.claringtonmuseums.com

Yuletide customs began with the first settlers in 1794. In those days Christmas was more of a religious observance and New Years was the main celebratory event. The use of decorations and the giving of gifts was not yet a big part of our traditions. Gordon Conant, great-grandson of original Darlington pioneer Roger Conant, mentions how the reduced hours of sunlight and cold weather enforced idleness on the early settlers. Travel was, during the winter months, at its smoothest and easiest if one went by horse and cutter and therefore it was a time of social gatherings and weddings. Perhaps the earliest record of Christmas customs we have comes from Catherine Parr

Trail who had settled near Rice Lake in the 1830's. She was well known to and corresponded frequently with several Bowmanville families. In her books she mentions making a Christmas wreath out of cedar, a festive dinner of a fatted goose, and a visit by her sister.

By the late 1800s many of the Christmas traditions we know today were firmly in place. The Jury family who lived in the house that is now the Bowmanville Museum celebrated the season by going to church, giving gifts and having a large dinner. Their dinner was served at noon and the younger members of the family spent the afternoon walking to Port Darlington and back. Like many other Bowmanville families the Jurys favoured a cedar tree for a Christmas tree. Today, this may seem an unusual choice as we prefer pine or spruce trees. Why cedars were popular here is not

definitely known. They do give off a fresh aroma when brought into the house and cedar was widely used for wreaths and garlands. One old-timer suggested it was because you could walk down to Bowmanville Creek and cut one down for free rather than buying one from a King Street merchant!

2011 not only marks the 50th anniversary of the Bowmanville Museum, but also the Bowmanville Santa Claus Parade. This annual event is eagerly awaited by young and old alike and really begins the Christmas season. The parade has long been regarded as one of the best if not the best in the area. The fact that it has been from the beginning a non-commercial parade has ensured its close community connections and added immensely to its appeal. The first parade in 1961 attracted 20,000 spectators and featured, "14 marvelous floats, 60 costumed figures, 11

brilliant bands and clowns galore." Some of the groups that participated were the Peterborough Majorettes, Orono Band, Tyrone L.O.L. Fife and Drum Band, Os-hawa Sons of Ulster Piccolo Band, Bowmanville Salvation Army Band, The Lindsay Cavaliers' Band, Bowmanville Legion Pipe Band, Belleville Majorettes and the Bowmanville Ontario Training School for Boys' Band.

It was the idea of local funeral director Carson Elliott who along with Ian Turner, representing the Bowmanville Kiwanis Club and Chamber of Commerce, got the project off the ground. Carson Elliott had recently come to Bowmanville from Belleville. While there, with the help of the Belleville Fire Department, he had assisted them in putting on their Santa Claus parade. He used these contacts in Bowmanville. Belleville Fire Chief Gerald Vance, many Belleville firemen, and tal-

Christmas Traditions

Continued from Page 1

ented Belleville costume and float designer Gary Marriott all helped make our first parade a stunning success. Many locals helped too. Some of the names we find in the newspapers include Ede Hilditch, Glen Lander, Doug Rigg, W. David Higgon, Mel Dale, Lloyd Ellis, Dick Firth, and Ede Cole.

With each passing year the parade has gotten longer, the crowds bigger and the volunteers more numerous. So many people give freely of their time, expertise and energy that a complete list is not possible, but we owe them all a hearty thank you for keeping this tradition alive.

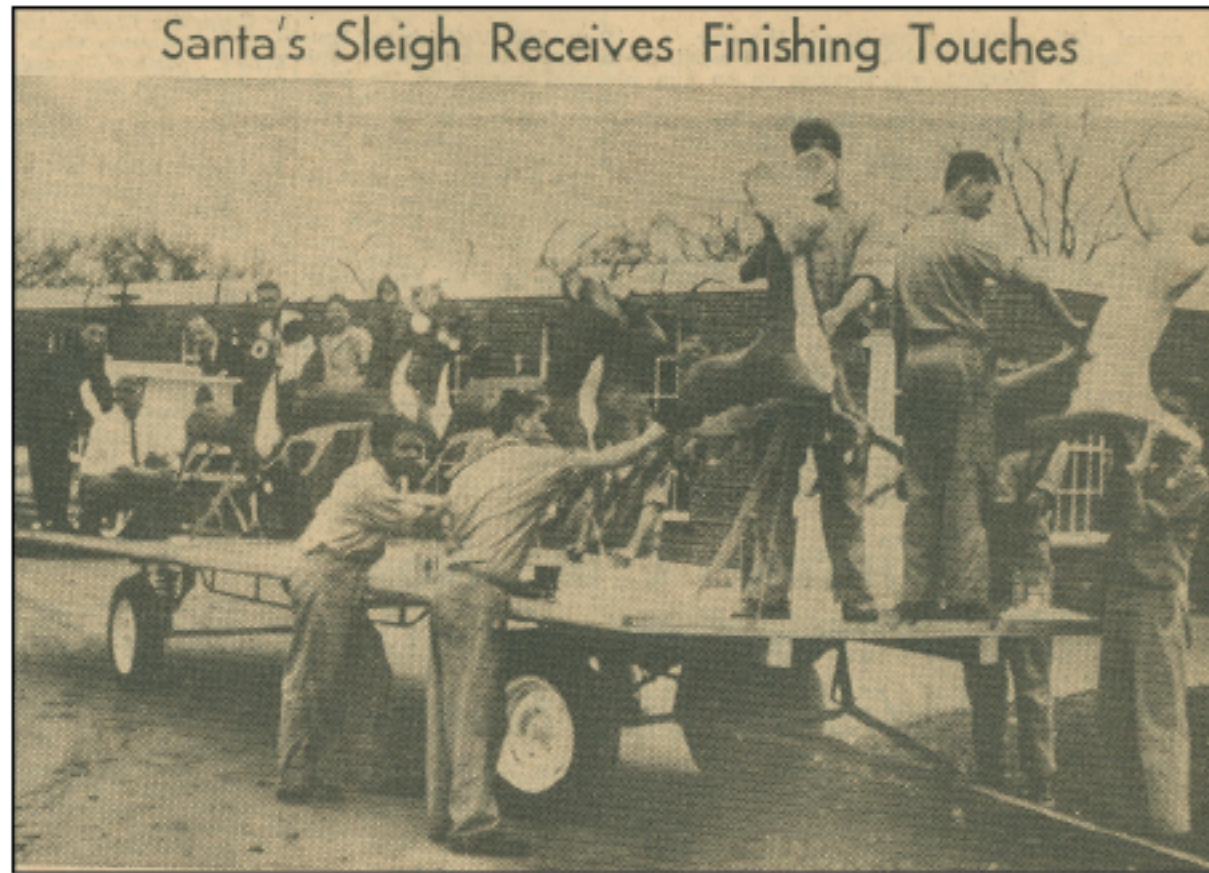
Was 1961 really the first Santa Claus Parade in Bow-

manville? Forty years earlier on November 21st 1921 a large celebration was held to commemorate the paving of King Street. The event was put on by the Women's Hospital Auxiliary and featured downtown decorations and a sidewalk sale. The main event though was a large Calithumpian Parade that featured bands, people in costume, floats and ended with...you guessed it...Santa Claus!

As Clarington grows so do the number of our Christmas traditions. A long standing one is the Friends of Clarington Museums Annual Craft and Bake Sale. It is always held on the same day as the Bowmanville Santa Claus Parade, November 19th, from 9:30am to 1:00pm., at the Sarah Jane Williams Heritage Centre, 62

Temperance Street in Bowmanville. The Newcastle Santa Claus Parade has been a tradition since 2004. This year it is held on Sunday November 20th at 5:30pm. Let's not forget about the Clarington Farmer's Christmas Parade of Lights. The "tractor parade" is quite a site to see. This year it is being held on December 7th and starts at 6:00pm in Enniskillen and reaches Tyrone by 7:00pm. A social is held at the Tyrone Community Centre following the parade. Finally, mark your calendars for Dec. 15th from 7:00 to 9:00 pm the Clarington Concert Band holds their Christmas Concert at the Clarington Older Adult Centre, Beech Avenue, Bowmanville. Tickets are only \$6.00.

Merry Christmas everyone!



Students from the Boys Training School in Bowmanville work on Santa's float for the 1962 Christmas Parade. This photo is from the November 21st, 1962 Canadian Statesman newspaper, and on file in the Clarington Museum Archives.

Building Business Value



by Peter Hobb

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In my last article I wrote that more than 80% of business owners believe that the money they receive from the sale of their businesses is very or somewhat important in meeting their financial retirement goals. The sad reality is that when most small to medium sized businesses are sold, money is left on the table. The main reason for this is that these businesses were

not ready to be sold. Selling a business is no different than selling a home. Like a home, most businesses need a touch up, some more than others, before actively looking for a buyer. This is one important reason why it is never too early to start planning for the exit from your business. Creating the true value of your business can take many years. We advise our clients it could take as many as ten years.

How do you get started? The best starting point is determining what the value of your business is today. This will give you a base against which you can measure how successful you are in improving the value of your business. It also brings a dose of reality. We find that many business owners are unrealistic about what their businesses are really worth. This is not to say that they couldn't do things to make their business

worth more. If you are unrealistic about the value of your business, you are going to have a very difficult time attracting potential buyers.

When selling a business it is important to know what a prospective purchaser is looking for when they want to purchase a business. One thing they look for is whether the business relies on the business owner for its success. If it does the prospective purchaser will likely not be very interested. Ask yourself, can this business function successfully if I was not here? If you cannot answer this question positively you need to take steps to work yourself out of the day-to-day operations of your business. You need to put a strong management team in place. If you are successful in doing this you will have reduced the risk to a potential purchaser driving up the value of your business.

It is also important to be able to articulate your business strategy. Where do your products or services fit in the market place? Do you understand your customer and their needs? How do you stay ahead of your competition? How do you differentiate yourself from your competition? How do you make money? Are you focused on higher margin products? Do you have a growth plan? A clear strategy will reduce risk to a prospective purchaser driving up business value.

There are other areas of your business that could be addressed that would likely improve business value and make it more saleable. These include creating or improving your company's systems and processes, adding new product lines, diversifying your suppliers, increasing your customer base, reducing business debt, paying for personal items per-

sonally and not through your business, etc. This list is not exhaustive. I could write a much longer article on this subject.

Improving business value and making your business more saleable is not a complex science. It normally just takes a commitment to doing things

differently and moving ahead. The first step is the most difficult. Future steps become easier. If you do not start taking these steps you may never maximize the value of your business when you sell and, accordingly, not achieve your financial retirement goals.



A Collector's Guide to Bowmanville Santa Claus Parade Buttons

by Charles Taws

CLARINGTON MUSEUMS
AND ARCHIVES

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This is a first attempt to list and provide information on these popular Bowmanville collectibles. The buttons started out as a way for the parade committee to raise funds for the Parade, but they have become sought after Bowmanville collector's items. Information, at this point is scanty but I am sure there are people still out there that can provide more details. Please call Charles

1961. Eight years later, in 1969, the first Parade Buttons appeared. The Canadian Statesman reported that 5,000 large, colourful lapel buttons that read, "I am a Booster of the Santa Claus Parade in Bowmanville" were produced. They were sold at 25 cents a piece and provided badly needed financial assistance to the non-commercial parade. The buttons were available before, during and after the parade. In future years the buttons were also available ahead of time in local shops.

In November 1970 the Canadian Statesman ran



Parade volunteer Marg Crago and local merchant John Jeffrey show off the Parade's 25th anniversary buttons. This photo appeared in the November 5th 1986 Canadian Statesman newspaper, and on file in the Clarington Museum Archives.

Taws at Clarington Museums and Archives (905-623-2734) if you have more information to add. For this first attempt I have heavily relied on the old "Canadian Statesman" newspapers.

The Bowmanville Santa Claus Parade started in

the headline, "Santa Claus Comes to Town This Saturday" and underneath a by-line read, "Buy a Booster Button." No other information was provided. Did the Parade Committee produce new buttons or did they use left over ones from the year



"This 1967 Santa Claus Parade list is the oldest in the Clarington Museums and Archives Collection"

before? Without a date on them this is a distinct possibility. No mention of buttons was found in the newspapers of 1971 to 1973. Were any available during those years? Right now we just don't know. The Museum possesses only one undated button. It reads, "I'm a Bowmanville Parade Booster" so its text is slightly different from the one reported for 1969. This could be an example of the 1970 button.

In 1974 the "Canadian Statesman" reported, "...the Parade Committee collected over \$1,000 in a recent button blitz when the town was canvassed to help finance expenses involved in bringing Santa to town. Buttons

will also be available on the day of the Parade for anyone wishing to donate." The Museum possesses as complete a collection as anyone and 1974 is the year of the first dated buttons. A button has been released every year since then. In the early years the same design, often a Santa's head, was used many times but more recently the design is changed every year. Often the theme of the Parade is written around the edge of the button. In 1986 a special design featuring a stylized reindeer was created for the Parade's 25th anniversary. 10,000 were made and there was even a lucky button promotion.

Please see the pictures for more details. In terms of rarity and collectability we can only make generalizations. In recent times as many as 10,000 were made each year, but in the last few only about 8,000 were produced. Parade volunteer Roger Leetooze explained that they reduced the number as they had too many left over from year to year. I would think the earliest undated buttons are very scarce today. Most were given to kids and not saved. The ones from the 70's would be the next scarcest as they're the oldest, although some have been for sale on ebay for quite some time. I hope this first attempt will allow others to complete their collections and create greater awareness of these fun Christmas collectibles.



This photo shows the earliest Parade Buttons in the Museum's collection. The top undated one (top right) might be from 1970. The known dated buttons begin in 1974 and there has been a button issued every year since then. Whether they had parade buttons in 1971, 72, and 73 is not yet verified. We don't have room to show every button but this collection contains some special buttons. Look closely and you'll see buttons for the 15th, 20th, 25th, 30th, 35th and 40th Parade anniversaries as well as the button for 2008 when Bowmanville celebrated its 150th birthday. Also included is the first dated button from 1974. The design of this button was used throughout the rest of the 1970's.



A Miracle in the Making

www.valleys2000.ca



Salmon caught in Bowmanville Creek.

Fish Story with a Difference

By William Humber (and a member of Valleys 2000)

This is a fish story with a difference – not about the one that got away but those who can't.

If you've ever been to the Goodyear dam on the Bowmanville Creek when the large salmon and rainbow trout are trying to make their way upstream to spawn, you'll know what we're talking about.

No one knows this better than Frank Lockhart, a United Church minister by training and practice, but seemingly a full-time volunteer recruit to the task of bringing Bowmanville's valley system, back to life.

Anyone returning to the town after being away for the last ten years would marvel at the miracle of regeneration that has occurred in what was once an overgrown, shabby remnant of past glory. Trails have been built, brush has been cleared, stream banks have been reinforced, over 1000 native trees have been planted, a butterfly garden established, a six acre commemorative forest dedicated, and an information kiosk put in place.

"This valley has a rich history," Lockhart says, "Natives came here to fish for hundreds of years. The first Europeans used the Bowmanville and Soper creeks as the town's limits because they were the natural boundaries. Once they were settled, water powered mills were built like the Vanstone and the Cream of Barley, and later the army used the Bowmanville creek system as a training base."

Today the Bowmanville valley attracts hikers, dog walkers, and anglers from around the province and beyond (not to mention the odd beaver who sometimes puts a tree in the stream's path!)

"There are few things sadder, however," Lockhart says, "Than seeing, and smelling, the layers of dead salmon and rainbow trout in the pond area just below the Goodyear dam because they simply can't make the leap through the inadequate passage that's there now."

Led by a fundraising team chaired by Harold Hammond and Al Strike, and supported by their organization, Valleys 2000 of which Lockhart is the leader, an ambitious

campaign has been launched to rectify this situation.

"We're looking to raise upwards of \$350,000 which is estimated to be the cost of building a more gentle fish passage at the dam with a number of resting pools for fish," says Strike whose fundraising experience and legal acumen reaches back to campaigns soliciting funds for swimming pools and ice rinks.

The challenge as the members of Valleys 2000 know only too well is that unlike active humans, the fish can't speak for themselves and so it's left to the residents of the community to take action on their behalf.

"Surprisingly," says Valleys 2000 member Gail Rickard, "It won't be just the anglers or those who walk the valley who will benefit from this initiative. Salmon and rainbow trout are our proverbial 'canaries in the coal mine' regarding the health of our near shore and Great Lakes waters. Challenges of invasive species and warming waters will require fish to be more resilient than ever," she says, "But too often it's the healthy ones who die at the dam without ever reaching the spawning grounds. This weakens their overall generational adaptability."

Now it's the community's turn to make a difference. Today less than 1% of all the large fish make it above the dam site. With the completion of this project over 50% will reach their destination. The project will


include a viewing bridge from which bystanders will be able to see the success of this project.

Federal and provincial agencies have lent their support, the Municipality of Clarington has provided extraordinary labour and materials for reclaiming the valley, and private donors from local industry and service clubs have come on board. More however needs to be done.

No donation is too small but in the name of a healthy lake and functioning riparian system (the latter being the entire ecological region within which the fish and stream exist) this campaign is now underway. Donors of \$5000 or more may add a corporate or business insignia at the finished project. Supporters for a minimum contribution of \$500 will be acknowledged, and those kicking in \$20 or more will be recognized for their charitable donation.

Check out the website at www.Valleys2000.ca for further details, fundraising opportunities and volunteer initiatives. Complete the Donor Card and visit the Valleys2000 office located in the Veltri Complex to support the Fish By-Pass Channel Campaign at 68 King Street East, Bowmanville or call 905-261-7448 for more information.

One day the only large salmon and rainbow trout getting caught will be those hooked by the angling community!



DONOR CARD for Fish By-Pass Channel Campaign

Name: _____

Address: _____

AMOUNT OF DONATION: _____

Date: _____

Email: _____

Phone: _____

Please make cheque payable to "Valleys 2000" and forward to:

William Huether, Treasurer
Valleys 2000, PO Box 364, Bowmanville, ON L1C 3L1

An official receipt for tax purposes will be mailed promptly for all donations over \$20.00. Registration No. BN 86678 1420 RR01

I agree that my name be recognized as a donor YES NO

Signature of Donor _____