



## THE PRESIDENT'S PAGE

### *HEALTH AND HAPPINESS AND BETTER AND BETTER CAMPING IN 1981!*

QUIZ ----- What single item of printed material goes as far afield, looks as attractive, tells more about O.C.A., is as in demand, is as useful to so many, is produced at reasonable cost and yet "free" to all? -- THE DIRECTORY of course. The Ontario Camping Association 1981 Directory of Member Camps and Provisional Member Camps will be in the mail in the near future.

With the utmost conscientiousness, for the better part of the last quarter, a little or a lot every day, Jean and Nora have been systematically taking the steps that result in the finished project "THE DIRECTORY".

To Jocelyn Palm goes the credit for transferring the lengthy process of Directory production from a committee task, done by volunteers, to an office responsibility. Office cooperation has always been necessary so taking complete charge has meant increased work but decreased frustration as volunteers availability is unpredictable so publication date varied.

HISTORY ----- The earliest Directories in booklet form are dated 1948, 1949 with an appearance not unlike today, half letter size, the length of the page, its information mimeographed. I can only guess prior to these, letter size pages stapled together listed camps and directors plus addresses, of course. Professionally printed directories began in 1950. 1951 - 1970, black and white, small magazine size was the format. 1951 - 1965's cover included a photo with a suitable camping subject. Colour started in 1971. 1975 and 1976 went National in the C.C.A. Magazine format SHAPE SIZE COLOUR PRINT PAPER. The Directories of the past decade, on file for posterity, make a veritable rainbow, not without purpose; eye-catching, easy to spot on desk or find in brief case, fit pocket or purse and that which makes the most sense, fit a number ten envelope, of which we never run out. Print and paper colour are chosen not only to compliment each other but for clarity and reading ease.

DISTRIBUTION ----- The whole membership; every camp, every individual member, every commercial member, life members, receive a directory - one to an address. The largest bundle, 1,000 plus, go to the Ontario Ministry of Industry and Tourism, who in turn distribute them to 10 tourist offices in Ontario. Our printer, by delivering direct to the Provincial Ministry Warehouse in Toronto saves us parcel post. 25 copies go to the Canadian Government office of Tourism in Ottawa - the postage we pay. As well, our directory goes to the offices of each Borough and County (upon their request), C.C.A. Provincial Camping Headquarters, parents in other Provinces and other countries; Mexico, England and on behalf of Canadians with relatives all over the world. Related and cooperating agencies Red Cross and Royal Life, schools, libraries (who request), department stores and naturally parents, parents and more parents receive our directory. All 6,000 copies of the 1980 Directory "went out". For the first time ever no surplus had to be disposed of.

CONTENT ----- 1971 excluded from camp listings, two lines formerly included - year founded and size of Staff - probably with good reason; year founded may have been unfair to newer camps, size of staff misleading, if inconsistent with each interpretation of STAFF. 1977 was the year of the MAP with geographically pin pointed camps - much favoured by many but not unanimously accepted - the map had no northern boundary thus was unfair to far northern camps. From 1972 a camp's activities have been listed - a popular addition. The addition of ads has been fairly recent - to help defray the cost. It is a policy of the office not to place a camp listing and an ad on the same page. Cross indexing has always been a necessary convenience for all. Camps are listed alphabetically as well as Individual Directors. An innovation this year, the idea of the Membership Committee, multiple camps appear alphabetically as well as under umbrella organization.

COST ----- The Directory is always sent 3rd class mail which only makes sense when 3rd class is 23 cents per copy in a number 10 envelope as compared to 38 cents, 1st class.

DIRECTORY COST 1979 - \$ 4,317.55

DIRECTORY COST 1980 - \$ 4,289.50

Less expensive in '80 than '79? YES to cope with rising costs - a less expensive grade paper was chosen. A source of income are ads -

1/3 page \$55.00; 2/3 page \$80.00; full page \$120.00; Back Cover \$300.00;  
Inside Back or Front Cover \$200.00.

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ADVERTISING INCOME 1979 - \$ 1,946.84

ADVERTISING INCOME 1980 - \$ 2,619.00

Advertisements have become increasingly more professional, enhancing our booklet. One copy of our Directory to a company becomes or is in fact a mailing list for business purposes - Cost: \$35.00. A Commercial Member listed alphabetically pays \$65.00. A Conference Exhibitor fee is set by the Conference Committee and automatically includes a Commercial Membership. While on the subject of cost, Jean and Nora are instrumental in reducing cost in two areas worthy of mention -

1. Information requested and received from the camps is typed by Nora making the type setter's job easier. "Has never worked with neater copy" said the setter. His Labour costs are markedly lower as a result.

2. More than once the commercial art know-how of Jean and Nora has to be put to use fitting a company's ad information to the space available.

PRODUCTION ----- By mid September listing request letters have gone out, followed by the inevitable reminder letters to those who haven't responded by due date. Critics of publication date take note; no new season data can be submitted until summer's end. Progress with production is only as fast as the promptness of camps' response. The Directory is triple checked for accuracy. Once, at time of Nora's first typing. Twice when Jean and Nora together check and Third - a final proof reading of the blue print from the printer - an entire day in time is required. Committee co-operation contributes to the production; Membership and Standards. The processing of the visitation kits reveals whether accredited, re-accredited or provisional. The new membership year now dictates - "No fee -No Listing!" Janet Adamson proof read 1979's Directory. Thank you Janet!

USES ----- Minimal screening is done to prevent misuse. Young people with the intent to write camps for employment --- instead of through counsellor placement could be practiced. In spite of precautions, the Directory has been used for commercial purposes, without legitimate Commercial Membership. Familiarity may have made long time users unaware of the services offered between the covers, in addition to the OBVIOUS. O.C.A.'s purpose and objectives are there as well as an explanation of Standards. Both, "what camping offers a child" as well as "how to select a camp" are included as a service to parents. Information permitted, within limited bounds, has not yet been enforced. As listings become longer and

longer this restriction is imminent.

FUTURE ----- Without a doubt, apart from its usefulness, this item is one of our best Public Relations Tools.

Its eye-catching appearance and informative content spread all over the length and breadth of this Province and all over the world speaks proudly and accurately for the Ontario Camping Association

BARBARA GILCHRIST

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OCAsional News Bulletin No. III

JANUARY 1981

EDITOR: Eanswythe Flynn

WOODFIRE AND CANDLELIGHT

One series of Mary Edgar's poems opened with "Once there was a camper..." We have used these at camp, read them to our campers over the years, encouraged them to absorb more of her delightful camp lore, as well as her warm and positive approach to life, its problems and its people. Two of the Well Knowns follow. We will include further selections in coming issues of OCAsional News:

*Once there was a camper  
Not too bright, alack!  
She stuffed her bag with laundry  
And heaved it on her back.*

*She called to all her cabin mates  
"I'm off to wash my clothes.....  
Shirts and shorts and hankies,  
Underthings and hose".*

*Down to the shore she gaily tripped,  
But this was her mistake:  
Her box of powdered soap-flakes  
She sprinkled in the lake!*

*Once there was a camper  
And her counsellor heard her say  
To the campers at her table  
In the dining room one day:*

*"The meals we get are very good,  
I'm really quite surprised;  
It's such a great relief to know  
The milk is paralyzed!"*

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HELPFUL SUGGESTION FOR GIFT OR PRESENTATION

"EXILE IN THE WILDERNESS"

*The Life of the Chief Factor, Archibald McDonald, 1790-1853  
By: Jean Murray Cole*

Selection of books for presentation at summer's end isn't always easy; but here is one guaranteed to hold the reader's interest and provide exciting adventure in actual history of Western Canada's initial development from Fort Garry to the Pacific Northwest.

Little has been written to give, with warmth and humour, such a complete historic picture of fur trading, trials, survival, canoe voyages of discovery through that untamed wilderness; but the author, Jean Murray Cole, a great-great-granddaughter of Archibald McDonald has used as a basis his actual records, reports and letters of the time, as well as other archival material --- the past as it happened ... good reading.

*Owned and distributed by Gage Publishing Limited, Toronto \$15.95*

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O.C.A. OPEN MEETING

MONDAY, FEBRUARY 16, 1981

7:30 P.M.

AUDITORIUM, ONTARIO CRIPPLED CHILDREN'S CENTRE

350 RUMSEY ROAD, TORONTO, ONT.

PANEL DISCUSSION

INSURANCE PROTECTION WITH EMPHASIS ON LIABILITY

PANEL: MR. GERALD TEARE, ROYAL INSURANCE CO.  
MR. CLIFFORD LABBETT, CAMP OCONTO

(DO YOU HAVE PROPER COVERAGE? WE SUGGEST YOU READ OVER YOUR POLICIES AND BRING ANY QUESTIONS OR PROBLEMS TO THE MEETING FOR DISCUSSION).

REFRESHMENTS WILL BE SERVED.

FROM THE O.C.A. AQUATICS COMMITTEE

The Ontario Recreational Canoeing affiliation is again offering Instructor level courses.

The dates are: Lakewater - - Course 1 June 5 - 13 (level 2 & 3)  
- Course 2 Aug. 28 - Sept. 2 (level 3 only)

Moving Water - Course 1 May 28 - 31 and June 5 - 7  
(please note this course is held on two consecutive weekends).

Canoe Tripping- Course 1 June 12 - 20  
Course 2 June 19 - 27  
Course 3 Aug. 25 - Sept. 2

FOR FURTHER INFORMATION PLEASE CONTACT SUE MCGREGOR, CANOE ONTARIO, 160 VANDERHOOF AVE., TORONTO, ONTARIO M4G 4B8 - TELEPHONE (416) 429-7701

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O.C.A. LIBRARY

Books are now well organized and categorized; they are in the office for members' use, but PLEASE REMEMBER TO RECORD YOUR NAME, DATE AND CAMP NAME before leaving the office. Books are valuable, some impossible to trace. We would like to keep track on our records. Many thanks!

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OFFICIAL ARCHIVES EXHIBIT - O.C.A. CONFERENCE - 1981  
ON STAGE - SOUTH END OF FRONTENAC BALLROOM

The Ontario and Canadian Camping Associations have been built on a history of great leaders in the field of children's camping, who have left us a heritage of sound standards and strong leadership in the profession. A collection of records and artifacts are here for all to see and study, from an ancient dugout canoe and paddles plus a gallery of canoe-related art and carving, to slide films taken on site last summer.

VISIT THE BOOTH AT ANY TIME. HELEN STEWART, Chairman and MEMBERS of the ARCHIVES COMMITTEE will be on hand to give information about the displays.

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ALBERTA'S 1981 CONFERENCE

*Camping - Strategies For Outdoor People*  
CAMP JUBILEE, Cochrane, Alberta  
Feb. 5, 6, & 8, 1981

Exciting programme. Sessions to cover all phases of camping for children, including Photography Contest, Lunches, Banquet and Speakers. For rates and background information

Alberta Camping Ass'n. 211 72nd Ave., N.E. Calgary, Alta. T2K 0N8

Marked - "Conference Committee"

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WILFRID LAURIER UNIVERSITY

NEW INTERNSHIP PROGRAMME, HONOURS ARTS AND SCIENCE

The Internship Programme, introduced last year gives students an alternative to traditional degree programmes - a work experience as part of the total degree requirements. Booklet is available: Career Resources, Wilfrid Laurier University, 75 University Ave., West, Waterloo, Ontario N2L 3C5. Telephone (519) 884-1970 Ext. 506.

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TORONTO ORIENTEERING CLUB - "B" MEET

SKI ORIENTEERING

DATE: SUNDAY, February 1, 1981 - LOCATION: Mansfield Forest Club - START: NOON-1:00 P.M  
Information sheet and Map for this excellent program can be obtained from:

RITVA RASMUSSEN - 1-416-292-6717 FRANK FARFAN - 1-416-537-5248

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SAIL BOATS FOR SALE - ANYONE?

ILLAHEE NORTHWOODS CAMP would like to buy two used Albicores. Must be in good condition, of course! Please telephone

DAVE SANDS (416)922-3126

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R.K.Y. CAMP requires three used (in good condition) Albicores. Please contact: STEVE PRITCHARD -

Kingston YM/YWCA, 100 Wright Cres.  
Kingston, Ont. K7L 4T9 (613)546-2647

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ONTARIO CAMPING ASSOCIATION

CONFERENCE '81

MARCH 5, 6, 7, 1981

"FULL PARTICIPATION"

TORONTO HILTON HARBOUR CASTLE

EXHIBITOR TIME

The format for our Exhibitors will be different at the 1981 Conference. Our Conference will open on Thursday, March 5, 1981 at 1:00 P.M. and the entire afternoon will be devoted to the exhibit area and our Exhibitors. Come and spend the time with the Exhibitors who will be able to answer questions, show new products and give us the opportunity to prioritize the purchasing that we are considering for the coming camping season. This time will also provide us with the opportunity to show our thanks for their contribution to the Conference for these many years. Because of this concentrated time set aside for the Exhibitors they will not be a part of the Conference on Saturday. Their time at the Conference will be Thursday and Friday.

MARK DOWN THIS IMPORTANT CHANGE IN FORMAT AND MAKE PLANS NOW

FOR THIS SPECIAL EVENT

OUTLINED BELOW IS THE PROGRAM FOR THURSDAY, MARCH 5, 1981

|      |      |  |                          |
|------|------|--|--------------------------|
| 1:00 | P.M. | REGISTRATION.....                          | Foyer Convention Floor   |
|      |      | Exhibitors available for consultation..... | Frontenac Ballroom       |
| 5:30 | P.M. | CASH BAR.....                              | Foyer Frontenac Ballroom |
| 6:00 | P.M. | BEEF ON A BUN .....                        | Foyer Frontenac Ballroom |
| 8:00 | P.M. | WINE & CHEESE PARTY .....                  | Salon A                  |

Sponsored by the Exhibitors, The Society of Camp Directors and  
The Ontario Camping Association

*COME, JOIN IN AND ENJOY AN EVENING OF FUN AND SHARING!*

DON'T FORGET: THURSDAY, MARCH 5, 1981

Toronto Hilton Harbour Castle  
Frontenac Ballroom - 1:00 P.M.

**LET'S SHOW OUR EXHIBITORS HOW MUCH WE APPRECIATE THEIR INVOLVEMENT!**

SUMMER OPPORTUNITIES

CAMP DIRECTOR WANTED

The Ontario Society for Crippled Children requires a Camp Director for a Resident Camp, from mid-June to the end of August. It is necessary that this applicant has had experience working with the physically handicapped. Please send resume to:

MRS. ELEANOR KAY, Director of Camping, 350 Runsey Rd., Toronto M4G 1R8  
OR Telephone (416)425-6220, Ext. 241

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CAMP DIRECTOR NEEDED

Experienced Camp Director required for Moorelands-Kawagama Camp, a Christian oriented residential facility located near Dorset, Ontario serving low income families from Metro Toronto. The position to commence June through until the end of August 1981. Apply:

Interim Director, Moorelands-Kawagama Camp, c/o Downtown Church Workers Association  
145 Adelaide Street, Toronto, Ontario M5C 1L7

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DAY CAMP DIRECTOR WANTED

A Day Camp on Lake Simcoe requires a director for the 1981 season. All applicants should be 25 years or older. Camping and Programming experience are necessary. Camp features full facilities .... Waterfront, Land Sports, Tripping, Arts & Crafts and Hebrew content. Please telephone: (416)497-6465 or 488-2629

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BAYVIEW GLEN DAY CAMP 1980

An Assistant Director is required to work closely with the Director to administer Bayview Glen Day Camp. The successful applicant must be available to spend some time at the camp during the months of March to June, and be able to work full time (five days a week, with an occasional weekend) during the period June 22nd to September 5th, 1981.

Applications, together with resume should be sent to:

MRS. VALERIE P. MOORE, Director, Bayview Glen Junior Schools  
411 Lawrence Ave. East, Don Mills, Ontario M3C 1N9

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MANAGING-DIRECTOR NEEDED

For a four month period (May - September 7, 1981) for CAMP KWASIND, Skeleton Lake, Baptist Convention of Ontario and Quebec. For further information, reply to:

MR. BOB HANSON - 117 Sir Lancelot Drive, Markham, Ontario L3P 2J3  
Application Deadline: JANUARY 31, 1981

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PROGRAMME DIRECTORS REQUIRED

BOLTON CAMP requires two Programme Directors, one for its girls' camp and one for the boys'. There are 168 campers in each unit, between the ages of 7 and 13. This is a different type of camp experience that will be extremely beneficial to anyone interested in pursuing a career in the people-oriented field. Please apply to:

BOLTON CAMP, 22 Wellesley Street East, Toronto. M4Y 1G3  
OR telephone the office: (416) 922-3126

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STAFF POSITIONS NEEDED

Moorelands-Kawagama Family Camp, a Christian oriented residential facility located near Dorset, Ontario serving low income families from Metro Toronto, currently has the following positions available for the 1981 season:

FOOD COORDINATOR: MAINTENANCE MANAGER: CHAPLAIN: ACTIVITY HEADS (Waterfront, Tripping, Art and Crafts, Programming, Canoeing). Apply to: -

INTERIM DIRECTOR, Moorelands-Kawagama camp, c/o Downtown Church Workers Association  
145 Adelaide Street East, Toronto, Ontario M5C 1L7.

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STAFF WANTED

PROGRAMME DIRECTOR/CHIEF COUNSELLOR - male or female for senior position to work as member of senior management team.

CANOE TRIPPER - male or female to head up tripping programme. Private summer camp for boys and girls in Northern Ontario. Please apply to:

Box 100, 1806 Avenue Road, Suite 2, Toronto M5M 3Z1

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WE WELCOME TO THE O.C.A. THE FOLLOWING INDIVIDUAL MEMBERS

- |                 |                   |                   |
|-----------------|-------------------|-------------------|
| DAVE ANDERSON   | IAN CURRIE        | JIM & BRENDA      |
| CATHERINE BEACH | FRANK FLANAGAN    | RICHARDSON        |
| DAVE BLODGETT   | ANDREW HARVIE     | BRYAN ROBERTS     |
| MURRAY CAMPBELL | LT/CJL C.J. IVANY | REX TAYLOR        |
| LAURIE CLENNETT | JIM McMURTRY      | MARY JOY TERSIGNI |
|                 | SCOTT WARNE       | BRUCE WILSON      |

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P A D D L E C A D E

Registration Forms for the enclosed Paddlecade Program - please apply to the O.C.A Office or Canoe Ontario.

PHOTO CONTEST

HAVE YOU SENT IN YOUR ENTRIES FOR THE PHOTO CONTEST??? ADDITIONAL FORMS AVAILABLE AT THE O.C.A. OFFICE.

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DATES TO REMEMBER

- |                  |   |
|------------------|---|
| JANUARY 22       | O.C.A. BOARD MEETING<br>5:00 P.M.<br>Family Services<br>22 Wellesley St., E., Toronto   |
| JANUARY 27       | CONFERENCE COMMITTEE MEETING<br>7:30 P.M.<br>Address as above                           |
| FEBRUARY 13 - 14 | BOARD WEEKEND<br>Location to be decided   |
| FEBRUARY 16      | OPEN MEETING<br>7:30 P.M.<br>Ont. Society Crippled Children<br>350 Rumsey Road, Toronto |

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ONTARIO CAMPING ASSOCIATION - 1806 AVENUE RD., SUITE 2  
TORONTO, ONTARIO M5M 3Z1

FOR YOUR CAMP NOTICE BOARD

NEWS RELEASE

FROM THE AQUATICS CHAIRMAN

Spring always seems to be the time to clear  
out the cobwebs.....out of your home, out  
of your mind.....and out of your committee  
files.

**IT IS TIME FOR THE AQUATICS COMMITTEE TO HAVE A FACE LIFT!!**

We have acted as a Resource Bureau for long enough.  
It is time to be a real committee with active  
Committee Members. So.....PLEASE.....anyone  
interested in becoming a member of the Aquatic  
Committee, let me know by writing to the O.C.A  
Office.

CAMP DIRECTORS

PLEASE PASS THIS ON TO YOUR AQUATICS COUNSELLORS  
AND ENCOURAGE THEM TO BECOME ACTIVE IN OUR  
ORGANIZATION.

*Airlie Armstrong - Chairman  
Aquatics Committee*