



Happy New Year! I hope that everyone enjoyed their holiday season and wish you all a healthy and prosperous year in 2010.

The Old Strathcona Foundation is looking forward to this next year as an opportunity to implement some of the work identified through our strategic planning process in 2009. We will continue to advocate and celebrate the heritage of Old Strathcona through our updated Mission **to preserve, protect, and promote the historical story of Old Strathcona including the celebration of the heritage of the area and the stewardship of its historical assets for a vibrant community**, and our vision of *the community preserving, sharing and believing in the value of Old Strathcona's heritage*.

Our Board of Directors worked diligently to identify core values for the foundation as well as determining areas of emphasis to focus our priorities and decision making processes for all projects and activities over the next few years.

The Old Strathcona Foundation (OSF) Values are:

Stewardship: The OSF will act as a steward of the historic area of Old Strathcona, its assets and its historical stories.

Community: The OSF will be engaged in the Strathcona and area community.

Collaboration: The OSF will be a leader with others including local community partners, businesses, governments and other heritage organizations in the pursuit of our mission.

Service: The OSF will provide the highest quality of local heritage knowledge with effective programs for preservation and revitalization of the Strathcona Heritage Area.

Our Areas of Emphasis were identified as:

Heritage and Designation; Preservation of heritage buildings and the monitoring of the Area Redevelopment Plan; Branding and marketing of the Old Strathcona Foundation; Membership; Relationship building; and Fundraising.

I would like to thank each one our Board for the work they put into our plan and Diane Dunn, our City of Edmonton liaison, for facilitating this process. I will address each one of the areas of emphasis in greater detail in future newsletters.

On the area of membership, you will notice that every newsletter includes a membership form. Many of you have already renewed your membership and we thank you for your continued support. I encourage you to pass our information along to anyone you know who values the richness and character of Old Strathcona to assist us in strengthening our voice in this vibrant community.

Thank you!

Karen Tabor

2010 Board of Directors
Henry Maisonneuve -President
Mark Diner - Vice President
Mandy Radford - Treasurer
Mary Amersaighe
Louise Bentley
Michael Brechtel
Bob Caldwell
Mark Diner
Carrie Holstead
Tim Nolt

Farmers' Market in Old Strathcona

Did you know the Old Strathcona Foundation was the founder of the Old Strathcona Farmers' Market? This article was taken from the July 1983 edition of the Edmonton Examiner

When was the last time you haggled over the price of corn on the cob with the farmer who grew it, or bought a ceramic pot from the woman who made it?

Edmonton's Old Strathcona Foundation is bringing back the days when a trip to the market meant more than standing in line at check-outs and parking lot hassles. The Foundation is establishing a community farmers' market aimed at reacquainting Edmontonians with the spirit of the outdoor marketplace.

"We believe this is something new and exciting. It's something that can make a positive contribution both to the Old Strathcona neighbourhood and to the city in general" says Elaine Warick, an executive assistant with the Foundation. "We're not trying to compete with other markets in the city. We're trying to bring back the mentality of shopping at outdoor markets."

The Foundation's farmers market, she explains, will be community oriented, and people from all parts of the city will be welcome. Once established, the market could serve as a model for community based markets in other Edmonton communities. Although locally grown produce will be the main feature of the market, vendors of a variety of products, including arts and crafts are invited, Warick explains.

The farmers' market will kick off Saturday, July 16 from 8 am noon. Booths will be located between 102 and 103 Streets north of Whyte Avenue. The market will operate each Saturday morning. Vendors wishing to arrange for a stall can call Elaine or Trudy at 433-5866.

"We're hoping the idea of a community farmers' market will really take off," Warick says. "We're opening on the 16th, but we're also planning on an official opening with local dignitaries, music and fun for a later date, probably the 23rd"

Amazing Volunteer Opportunity at the Old Strathcona Farmers' Market.

Description: The responsibilities are simple; the booth is always set up and ready to go, a small float is provided for the products available as well as price sheets. Our main "product" is promoting membership in the Old Strathcona Foundation. A typical day will bring visitors from a variety of areas as well as our regulars. It is a great way to spend a Saturday for anyone who enjoys talking to people as well as people watching. This would also be ideal for a couple or a couple of friends to do together so that each can shop the market and take turns at the booth.

Volunteers Required: 1-20

Skills and Experience: Outgoing with strong communication skills as this position is about speaking to the public about the Old Strathcona Foundation.

Ability to deal with money including making change

Training Provided: Each volunteer will be given one Saturday of training at the Old Strathcona Farmers' Market booth.

Benefits to Volunteer: Volunteering for this position has many great benefits as it allows people to connect with one of the most vibrant and eclectic communities and some of the most passionate and caring citizens in Edmonton, while promoting the important work of the Old Strathcona Foundation.

Contact: Karen Tabor

780.433.5866

info@oldstrathconafoundation.ca



Preserving Old Strathcona

www.oldstrathconafoundation.ca

SILLY SUMMER PARADE

The Old Strathcona Foundation is proudly hosting their 23rd annual Silly Summer Parade on Thursday, July 1, 2010. This year we are celebrating everything Canadian with our parade and picnic in the park. The Silly Summer Parade has become one of the largest attended Canada Day events in metro Edmonton and the picnic grows every year.

We are currently accepting applications for parade entries. The Silly Summer Parade draws over 25,000 patrons each year and is the perfect way to market your business or promote your community group.

This year the picnic in the park at Queen Alexandra School will feature not only birthday cake and a citizenship re-affirmation ceremony but fun for the whole family. Your family will enjoy jumpy things from Inflatable Fun and carnival games such as the bean bag toss, can knock down and much more.

Fat Franks will be on site serving some of Edmonton's finest hot dogs and veggie dogs with proceeds going to the Old Strathcona Foundation.

We are also accepting applications for vendors which will compliment our family oriented activities.

For information on the Silly Summer Parade please contact Shelly Hall Zenew 780-439-9166 or events@oldstrathconafoundation.ca

A Taste of Old Strathcona

The Old Strathcona Foundation's annual fundraiser marks its fifth year in 2010. This year's date has been set for Friday, September, 24 from 6:30 - 10:00 pm at the TransAlta Arts Barns.

The tickets for the 5th Annual A Taste of Old Strathcona will go on sale in the spring.

We have begun accepting silent auction donations for this event. All donations can

be delivered to the Old Strathcona Foundation at 3rd Floor, 7730 - 106 Street, Edmonton, AB, T6E 4W3 or



please call Shelly Hall Zenew at 780-439-9166 to make alternate arrangements.



We are looking for items in all price brackets including art, jewelry, handicrafts, gift certificates, gift baskets and much more. Children's items as well as fine wines have been some of the most sought after items in the past number of years.

Please contact Shelly Hall Zenew at 780.439.9166 or events@oldstrathconafoundation.ca for more information.

Silly Summer Parade Sponsorship Required

The Old Strathcona Foundation is proud to host the 23rd annual Silly Summer Parade on Thursday, July 1 from 12 - 4pm. This year we are celebrating everything Canadian and would like your help to make this the best parade yet. We are currently seeking sponsorship in both monetary and in-kind items. The largest area of support is required for our volunteer team. We are looking for such items as sunscreen, hand sanitizer, bottled water and snack foods. We are also looking for construction supplies for our carnival games including paint, plywood and a kiddie pool. If you can help us in any way, big or small it is greatly appreciated and you will receive recognition both on-site as well as on our website. Please contact Karen Tabor at 780.433.5866 or info@oldstrathconafoundation.ca or Shelly Hall Zenew at 780.439.9166 or events@oldstrathconafoundation.ca.



Do You have a Story to Tell?

Do you have a story about the Old Strathcona Foundation or the history of Old Strathcona that you would like to share? The Old Strathcona Foundation is now accepting submissions of articles and stories which would be published in our newsletter. We are looking for submissions on the builders and buildings which make up Old Strathcona as well as information on what life was like throughout the years. Please submit articles to Shelly Hall Zenew care of the Old Strathcona Foundation, 3rd Floor, 7730 - 106 Street, Edmonton, AB T6E 4W3 or via email at events@oldstrathconafoundation.ca. Please include your name and contact information as well as the source from which the information was taken.

Getting Involved

Do you want to see the Old Strathcona Foundation grow and further succeed in the preservation, protection and promotion of heritage while contributing to a vibrant community? Do you have an interest in public policy or perhaps fundraising? Would you like to help with the Silly Summer Parade, the Taste of Old Strathcona or perchance have another fundraising idea? Do you like sifting through archival documents and photographs?

If you would like to donate your time and skills to the Old Strathcona Foundation, we have variety of opportunities available including committee work.

Please contact Karen Tabor at 780.433.5866 or via email at info@oldstrathconafoundation.ca to set up a time to meet and discuss how you can use your voice and your skills to help to keep heritage in Old Strathcona alive.

Did You Know?

Did you know that the City of Edmonton requires public input on many of its policies and decisions concerning our neighbourhoods?

This is your opportunity to speak up for what you believe is best for your city. For more information on the public involvement policy visit http://www.edmonton.ca/for_residents/public-involvement.aspx. A calendar of meetings is also available on that page. You can also contact Angela Turner at 780.944.3000 or angela.turner@edmonton.ca for more information on how you can become involved.



Promoting Old Strathcona

www.oldstrathconafoundation.ca

Old Strathcona Loses Two Champions

The Old Strathcona Foundation lost a great friend and supporter with the passing of Tony Sheppard in late December, 2009. Mr. Sheppard will be remembered for his great support of the Foundation and the tales he would tell of life in the early years of Strathcona.



Anthony Sheppard

SHEPPARD, Anthony Norris
December 6, 1935 -
December 29, 2009 On
Tuesday, December 29,
2009, Anthony (Tony)
Sheppard of Edmonton
passed away peacefully at

the age of 74. Tony will always be dearly missed and fondly remembered by Emily, his wife of 46 years; son, Grant (Leslie); and two daughters, Shelly (Scott) Zurfluh and Lara (John Pierce). The legacy of his powerful and loving spirit will be carried on through his much adored grandchildren, Sara, Shelby, Adam, Ashleigh, Logan and a granddaughter expected to arrive early in the New Year. Tony also leaves behind his brothers, Roy (Elva) and Gary (Marlene); and many nieces, nephews, cousins and friends that will always remember his kind heart and willingness to give all of himself to those in his life. Tony is predeceased by his father, Thomas Lowe Sheppard; mother, Margaret 'Daisy' Sheppard; stepfather, Cy Barker; brother, William 'Bill'; and sister-in-law, Helen. Throughout his fifty-three year career in the Insurance Brokerage industry, Tony was well respected for his honesty, integrity and knowledge, as well as his willingness to assist a friend or competitor in need. Tony was an avid supporter of the underdog and was passionately committed to the welfare of his community. He demonstrated this through affiliations with numerous charitable, political and community organizations. Tony loved people and lived life to the fullest. He treasured his time at the lake with his family and friends, and he and his wife enjoyed traveling throughout the world. Tony left the world and those whose lives he touched better than how he found them. He will live on in our hearts and our minds.



LITTLE, Thora ("Sit") July 22, 1915 -
January 11, 2010 Thora passed away
peacefully in the early hours of January
11, 2010. Alzheimer's disease eroded the
layers of Thora's life but she always
remembered a happy childhood in
Strathcona as the cherished daughter

"Sit" of the late Henry and Eva Shields, and a sister of the late Dr. Marty Shields (Lee). Having no sisters or cousins, Thora made many lifelong friends; most of whom have predeceased her. In their company she enjoyed Rangers, badminton, bowling, golf, bridge and 60 years of summers at her Mulhurst cottage where she welcomed her family and friends. Predeceased by her husband, Garry Little, Thora is survived by her children: Linda St. Onge, Patricia Bates, Peter (Jane) Little, Michael (Karon) Little, and Kathleen (Tim) Taylor. Also surviving are eleven grandchildren, 12 great-grandchildren and one great-great-grandson; two sisters-in-law, Georgie (Jack) Tupper, and Dorothy Little; and eight nieces and nephews. In lieu of flowers Thora requests donations to: The Old Strathcona Foundation, 7730 - 106 Street, Edmonton, AB T6E 4W3; the Alzheimer Society, 10531 Kingsway Avenue, Edmonton, AB T5H 4K1; or World Vision, 1 World Drive, Mississauga, ON L5T 2Y4

Thank you!

Thank you everyone who volunteered their time at the Casino fundraiser held on January 11 and 12.

These fundraising events are vital to the work of the Old Strathcona Foundation and would not be successful without our dedicated volunteers.





THE OLD STRATHCONA
FOUNDATION

2010 Membership

Say **YES** to the preserving,
sharing and believing in
the value of Old Strathcona's heritage.

Name: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Res Phone: _____ Bus Phone: _____ Fax: _____

Email: _____

New Member: _____ Referred by: _____

Renewal Member: _____ I would like to receive the newsletter via email

Please Check Your Choice
 Individual Member \$20
 Senior Member \$18
 Business Member \$50

Please Check Your Age Group
 under 18 35 - 44 65 - 74
 18 - 24 44 - 54 75 - 85
 25 -34 55 - 64 86+

Donation Amount: \$ _____

Volunteers are very important to the Old Strathcona Foundation!

I would like to volunteer some time to the Old Strathcona Foundation

Charitable donation receipts are issued for donations of \$20.00 or more.
 No receipts are issued for memberships.

The Old Strathcona Foundation collects your personal information in order to process your membership and/or donation and to provide you with additional information about other OSF events. If you do not wish to receive additional OSF information, please call us at 780.433.5866 to have your name removed from the mailing list.

All memberships expire annually on December 31

Contact the Old Strathcona Foundation at:

3rd Floor, 7730 - 106 Street , Edmonton, AB T6E 4W3 (Queen Alexandra School)

Phone: 780.433.5866 Fax: 780.431.1938

Email: info@oldstrathconafoundation.ca

www.oldstrathconafoundation.ca

Or visit our booth at the Old Strathcona Farmers' Market on Saturday (aisle 4)

For Office Use Only:

Amount paid: _____ Method: VISA Mastercard Cash Cheque

Chq/Visa #: _____ Exp Date: _____ Date Entered: _____

Receipt #: _____