



the Lang Register



Spring 2009
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BUILDING OUR FUTURE FROM THE FABRIC OF THE PAST

PERSONNEL CHANGES AT LANG FOR THE 2009 SEASON

By Joe Corrigan, Museum Manager



Left to right: Rosemary Davidson, Audrey Caryi, Laurie Siblock, Karis Regamey
Photo: Joe Corrigan

Visitors to Lang Pioneer Village this season will see a lot of changes, including a new team member and some familiar faces in altered roles. The museum is in the process of renewing its Master Plan and, when long-time Communication & Retail Coordinator **Barb van Vierzen** left last June to join

Peterborough and the Kawarthas Tourism as Manager of Customer Service, it was decided that Lang would conduct an organizational review to see how to best position staff for the museum's future growth. All jobs were examined and the result of the study was the creation of one new position and modifications to some existing roles.

In February, **Karis Regamey** was hired to fill the newly created Administrative Support role. Karis has a B.A. from Trent University and a diploma in Tourism from Sir Sandford Fleming College. She brings seven years of customer-service experience to her role, including service with both Peterborough and the Kawarthas Tourism and the Township of Otonabee-South Monaghan. Karis's duties include supporting Lang's senior staff with their administrative work. I'm very pleased to welcome Karis to our team. I look forward to seeing her put her stamp on the new Administrative Support role.

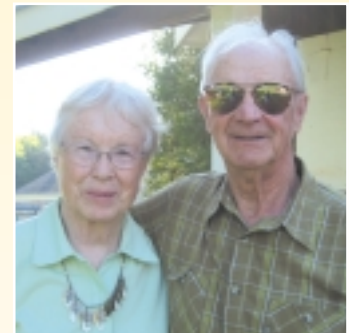
Laurie Siblock, now in her third year with the museum, will expand her responsibilities and become involved with more outside organizations and groups as the employee in charge of Lang's Special Events and Community Liaison. Laurie will also look after the day-to-day running of the facility in the absence of the Museum Manager. Following five years as Lang's Education Program Coordinator, **Rosemary Davidson** will take on the museum's logistical and retail responsibilities as Retail and Operations Coordinator. Twenty-five-year veteran **Audrey Caryi** will expand her long-time role as Exhibit Artist to include the development of educational programs and the stewardship of the museum's collection of 50,000 artifacts. Audrey's new title is Museum Specialist. The Museum Manager will assume the marketing and public-relations responsibilities formerly handled by Barb van Vierzen.

The reorganization was designed to match the talents of the staff with the foreseeable needs of the museum. The 2009 season presents many challenges, but I feel we are in a better position to meet them with the restructuring we have undertaken.

DAVID MITCHELL WINS LIEUTENANT GOVERNOR'S VOLUNTEERISM AWARD

By Joe Corrigan, Museum Manager

David Mitchell has been invested in the preservation of Ontario's cultural heritage for over 40 years and he was recognized for his efforts in volunteering at a ceremony held at Queen's Park on February 20, 2009. The retired contractor was awarded the Lieutenant Governor's Ontario Heritage Award for Lifetime Achievement by the **Honourable David C. Onley** and former lieutenant governor **Lincoln Alexander**.



Enid & Dave Mitchell at Barb van Vierzen's Going Away Party Photo: Laurie Siblock

After arriving in the area in the early 1950s and during his working career, David made a major contribution to the built heritage of the **City of Peterborough** through his construction of many family homes and apartment buildings. He was also a founding member and past president of the **Peterborough Home Builders' Association**.

Continued on page 10



LANG PIONEER VILLAGE'S 2009-2013 MASTER PLAN

By Joe Corrigan, Museum Manager

I saw in the *Peterborough Examiner* recently that George Harrison of the Beatles will be getting a star on the Hollywood Walk of Fame. George died on November 29, 2001, and shortly thereafter, his final CD, *Brainwashed*, was released. When I think about the development of a strategic plan, the lyrics from the opening track on that album come to mind. The line that sticks in my mind is "If you don't know where you're going, any road will get you there."

One of the best ways to "know where you're going" is to have a plan. One of the first tasks I was charged with when I came to Lang Pioneer Village was the drafting of a renewal of the museum's Master Plan. It was a good way to start off as it gave me an opportunity to draw on my background as a business analyst and acquaint myself with the museum, its history, operations, issues, and achievements. The 2003 - 2006 Master Plan was decidedly operational in nature. Looking back, that's not surprising, as it was drafted from a manager's point of view, with a great deal of feedback from staff. The plan started with a Vision, Mission and Mandate statement that was developed in partnership between the staff and the Advisory Committee. The strategies and objectives that were formulated were based on the values put forth in the Vision, Mission and Mandate statements and, once it was approved by County Council and put in place, it served as an effective road map for the museum's progress over the next several years. Some of the major accomplishments of that plan were:

A new corporate identity (logo), seasonal brochures, updated website, uniform roadside signage, Youth Interpreter Program, Strategic Marketing Plan, Special Event admission fees,

Special Event partnerships, increased grant revenues, corporate and media sponsorships, policies for Conservation, Exhibit Design, Governance, Police Records Checks, Education & Interpretation, Volunteer Management, Physical Plant, Community Relations, Collections, Records Management & Financial Management, capital projects including the

portable stage, Jacquard Loom restoration, Jacquard Loom replica, water filtration system, grist mill roof and support beams, Miller's cabin roof, hotel drive shed roof, church drive shed roof, transportation barn roof, cider mill, general store front porch, weaver's shop foundation, phone system upgrade, second-floor office renovations, food-booth renovations, accessibility improvements, and the Ayotte Cabin lumbering display.



Although the plan was to have run out on December 31, 2006, it was determined to carry on until some key elements for future development could be explored. In the summer of 2007, the Lang Pioneer Village Advisory Committee engaged the services of the FORREC

Group, an internationally renowned attractions development consulting firm, to assist in formulating a long-term strategic plan. FORREC's mandate was to present suggestions that would increase the number of visitors to Lang and improve revenues while at the same time keeping the essence and the spirit of the Village intact.

The museum's Vision and Mission statements were also revised in 2007 to reflect an increased focus on the visitor experience. "Providing each and every visitor to Lang Pioneer Village with a living history experience of exceptional quality" is the premise behind the development of a "Culture of Excellence," which will also be a main theme of the upcoming Master Plan. The plan is in the drafting stage now and should be finalized in the coming months.

Photos: Harrison Perkins



Youth Interpreters Gain New Skills While Earning Volunteer Hours for High School Requirements

By Rosemary Davidson, Retail & Operations Coordinator

During July and August, Lang Pioneer Village Museum hosts several two-week sessions of our Youth Interpreter program. This is a fun and interesting way for kids between the ages of 12 and 17 to complete their Community Volunteer Hours and learn the skills and trades of the 19th century. Participants wear a period costume and come for a part day, three days a week, for the two-week period. During this time, they have a choice of several areas of interest, including:

Interpretation: Practice speaking to people using artifacts and history as inspiration.

Baking: Develop the skills to bake with a Dutch oven in an open hearth, or in our period wood stoves.

First Year Crafts: Understand the difficult life of the first settlers by making candles and carrying water with a yoke.

Woolen Ways: Explore the process of taking raw wool and making it into a knitted or crocheted item.

Recycled Crafts: Reuse material as pioneer women did, making scraps of cloth into beautiful quilted pieces or into rag and hooked rugs.

Decorative Arts: Learn the paper crafts or decorative needlework that were popular during the Victorian era.

Blacksmith Shop: Use tools of the trade to pound out iron into objects such as miniature horseshoes.

Many of Lang's Youth Interpreters have found a niche here at the Village and return to volunteer at Special Events.

THE YOUTH INTERPRETER PROGRAM DATES FOR 2009 ARE:

July 7, 8, 9, 14, 15, 16

July 21, 22, 23, 28, 29, 30

August 11, 12, 13, 18, 19, 20



Evan Stanley,
Pioneer Corn Roast 2007
Photo: Dawn Knudsen

For enquiries, or to register for the Youth Interpreter Program, please contact Rosemary Davidson at (705) 295-6694, ext. 23 or by e-mail at rdavidson@county.peterborough.on.ca. The Youth Interpreter Program application form can also be found under the Educational Programs section on Lang's website at www.langpioneervillage.ca. Applications are due by June 1, 2009.



From left to right: Laura MacMillian-Jones and Rachel Dyck



CULINARY TOURISM: *The Way to the Visitor's Heart is Through the Stomach*

By Laurie Siblock, Special Events & Community Liaison



We've all seen the crowds gathered around the Fife Cabin firepit as costumed volunteers cook up a fresh batch of bannock, or as Janet Van Dompseleer dips a ladle into the cast-iron pot of homemade ham-and-pea soup she'd been cooking all morning. The smell of freshly baked bread wafting from the Milburn House or oatmeal cookies browning in the skillet in the Fitzpatrick House can fill the house in no time with visitors. The line-ups at the Keene Hotel can extend out the door and down the road when ham and savoury and fresh apple cider are being served inside. Visitors love to sample the heritage foods we create. Who can blame them? We love it too.

Demonstrating the preparation, baking and cooking of heritage foods has always been an important aspect of creating an authentic experience for visitors at Lang. This practice is now a part of a growing aspect of tourism — culinary tourism. The **International Culinary Tourism Association** defines culinary tourism as "the pursuit of unique and memorable eating and drinking experiences," and it indicates that more and more tourists are planning their vacations around their taste buds.

Culinary tourism has been featured in tourism industry conferences and programs with increasing frequency since 2001 and is now acknowledged as one of the most popular niches in the world's tourism industry. The first culinary-tourism seminar held in the region, "A Recipe for Success in the Kawarthas," was held in January 2008 at Elmhirst's Resort. Organized by **Peterborough and Kawarthas Tourism** and **Kawartha Choice Farmfresh**, the seminar



Far Left: Joyce Williams, Car Show 2006
Photo: Didi Anderson

Left: Black Horse Pub Head Chef Ben Anderson
and assistant Chris Taylor, Dine & Shine 2008
Photo: Gary McWilliams

brought farmers, producers, restaurant owners, chefs and organizations like Lang Pioneer Village and **Kawarthafest** together to discuss how we could partner to develop culinary tourism in the region.

From that seminar, partnerships were strengthened and a commitment to culinary tourism was born. One event that grew from these partnerships is "Dine & Shine"—the Great Kawarthafest Steak Cook-off and Village by Lantern Light Event—slated this year for Sunday, September 20. The event is organized in partnership with Kawarthafest and Kawartha Choice Farmfresh. Kawarthafest is a not-for-profit committee organized to create and support the highest calibre of festivals, events, conferences and tourism activities in the Kawarthas while training people to work in the tourism and hospitality industries. Kawartha Choice Farmfresh focuses on "promoting the wide variety of agricultural

products grown and produced in the Kawartha region."

"Dine & Shine" draws on the strengths of the community. Based on the concept of the 100-mile meal, all of the food for the dinner is sourced from local farmers and producers. The best chefs in the county come together and grill steaks to perfection with an aim to capturing a "local flavour." Afterwards, visitors wander the village, which is lit by the soft glow of lantern light and filled with lively entertainment and demonstrations. (To see a full description of the evenings activities visit www.langpioneervillage.ca.)

"Dine & Shine" has become a signature culinary event at Lang Pioneer Village. Given that it is preceded by Pioneer Corn Roast (Sept. 6) and followed by Applefest (Oct. 4), the fall season at Lang promises to be a culinary delight for tourists and locals alike.

There has been a lot of construction work going on at Lang Pioneer Village since the beginning of January and, with several renovation projects yet to be completed, the pace is not likely to let up until the start of the season on May 20. Once the work is completed, the museum will have an expanded and more technologically advanced gift shop, an improved front entrance with better accessibility, an updated heating, humidifying, and air conditioning system, a remodelled exhibit gallery, and improved storage and office space.

MAJOR RENOVATIONS UNDERWAY AT LANG PIONEER VILLAGE

By Joe Corrigan, Museum Manager

this hasn't exactly been a spur-of-the-moment decision. The gift-shop entrance and layout were identified in the 2004 – 2006 Master Plan as inhibitors to the museum's ability to provide an exceptional visitor experience and to generate revenues. Capital funds were initially allocated in the 2007 budget year for these improvements. It was also anticipated that the 26-year-old interpretive centre's heating system would be reaching the end of its useful life by 2008 or 2009. A capital reserve allocation was built into the County of Peterborough's budget over a number of years to address the cost of the inevitable replacement. The provincial *Ontarians with Disabilities Act* has mandated improvements to accessibility at public places, and funds have been put aside for the past few years to address this issue as well. Given the current slowdown, the work being done at the museum couldn't come at a better time, as it provides an economic stimulus to local building trades at a time of reduced demand.

Once renovations are completed, the gift shop will have a 25 per cent increase in floor space, better traffic flow, a new, moveable front counter, new flooring, shelving, lighting, a new front landing, and double, automatic wheelchair-accessible doors in the place of a single, manual door. There will also be a new, point-of-sale, computerized cash register replacing the 1980s-vintage equipment now in use. The main exhibit gallery is also getting a facelift. The entire room

It is estimated that, once completed, the total cost of the work will be in the range of \$80,000 to \$90,000. Although at first it may seem odd to undertake such major work during a recession,



Photo: Joe Corrigan

is being drywalled and painted, marking the first upgrade to the area in more than a decade. The new heating and air conditioning system will provide improved comfort to visitors and reduced operating costs for the museum. The internal duct work associated with the old system has been removed, creating additional storage space inside the main office. There is more external hardware with the new system, and that equipment, now located outside of the main interpretive building, will need to be encased in a barn-board, fenced enclosure to maintain the integrity of the village's 19th-century appearance.

Most of the work will be completed in time for the Volunteer Meet & Greet on May 3, but don't be surprised if that fresh-paint smell still lingers in the air.



The Enigmatic Artifact: What the Heck Is It Anyway?

Every so often an artifact is donated to Lang Pioneer Village and we don't have a clue what it is, let alone what it was used for. Pictured here are two such artifacts, kindly donated by long-time Lang supporter John McKelvie.

We'd like to put it out to you, our trusty reader, to help us identify these objects. If you, or anyone you know, knows the name and/or use of these objects, or if you feel like calling in your best guess, please contact Karis Regamey at (705) 295-6694 or kregamey@county.peterborough.on.ca.

Pursuing Excellence in a Spirit of Inclusion and Harmony

A Tribute to the Customer Service Culture at Lang Pioneer Village

By Joe Corrigan, Museum Manager

A few weeks before every new issue of the Lang Register is published, Laurie Siblock and I sit down in my office to determine the topics we want to include in the newsletter and who should have the task of writing them. Laurie and I each end up with several articles to draft. Over the course of the Register's history, I've noted that while Laurie's articles tend to be folksy and familiar in tone, mine tend to come off like speeches or reports to County Council (which quite often they either have been or will be). Deep down, I've secretly wished to be more of a raconteur, in the style of Stuart McLean of the CBC's Vinyl Café, than just a reporter of the facts.

When Laurie first tagged me with the responsibility of writing an article on the development of a customer-service culture here at Lang, I assumed things would follow the same pattern. After all, I had just come back from the Festival & Events Ontario Conference, where I attended an excellent session presented by hospitality industry consultant **Theresa Syer** entitled "Customer Service – More Important Than Ever in a Soft Economy." Theresa talked about "defining the guest experience," the three basic human needs each guest brings to our site (the need to be heard, acknowledged, and respected) and delivering the "WOW," a special moment of interaction with a visitor that, while simple in nature, leaves a lasting, positive impression. It really boils down to putting yourself in the "guests'" shoes and seeing the experience of Lang Pioneer Village from their perspective. (Note that even referring to our visitors or customers as "guests" elevates the relationship to a more personal level.)

If that wasn't inspiring enough, Laurie, **Karis Regamey**, and I attended a session at the **Canadian Museum Association** in late



Dana Philips, Dominion Day Photo: Laurie Siblock

March. The CMA conference session description caught my eye. It read: "Unforgettable Museum Experiences Workshop... Cultural institutions must create UFEs – UnForgettable Experiences for Visitors to attract gravitational pull in the marketplace. UFEs are the essence of your brand and are delivered by every department in an institution. They turn customers into your sales force and create consumer buzz that drives visitation. This workshop provides strategies for the development, implementation and delivery of UFEs that will help you create a competitive marketplace advantage. Facilitated by: **Joe Veneto**... "The Opportunity Guy."

Joe Veneto proved to be a colourful presenter, and the session included a two-hour field trip to the **Canadian Textile Museum**, where participants were placed in the role of visitor and asked to comment on the experience. It was an enlightening day that impressed upon me that the visitor experience starts well before a guest steps into the entrance of the museum. It also stressed the importance of putting "your story" in context. When guests land on our doorstep, all they know about us is that we are a museum and a living history site. They don't necessarily know what the historical

significance of our site is. A focus on the initial greeting and orientation to the site and its story can make a huge difference to the quality of a guest's experience. Mr. Veneto also stressed how participation and interaction is a key factor in creating an "unforgettable" experience.

As I sit here in my recreation room at my laptop, on this rainy, cold Saturday, wearing my replica 1950s-vintage, wool, white and blue Toronto Maple Leafs sweater with the autograph of John McCormack—former NHL player, friend of my dad, and winner of three Stanley Cups—on the back (take that, Stuart McLean!), I realize that we already have a customer-focused service culture here at



Lang and that, most importantly, I could rival Laurie's folksiness in telling the tale.

I first heard the term "visitor experience" when I started at Lang six years ago, and it was

continued on page 13

Volunteers!



Left: Elizabeth Junkin and visitor
Right: Carrie Osborne

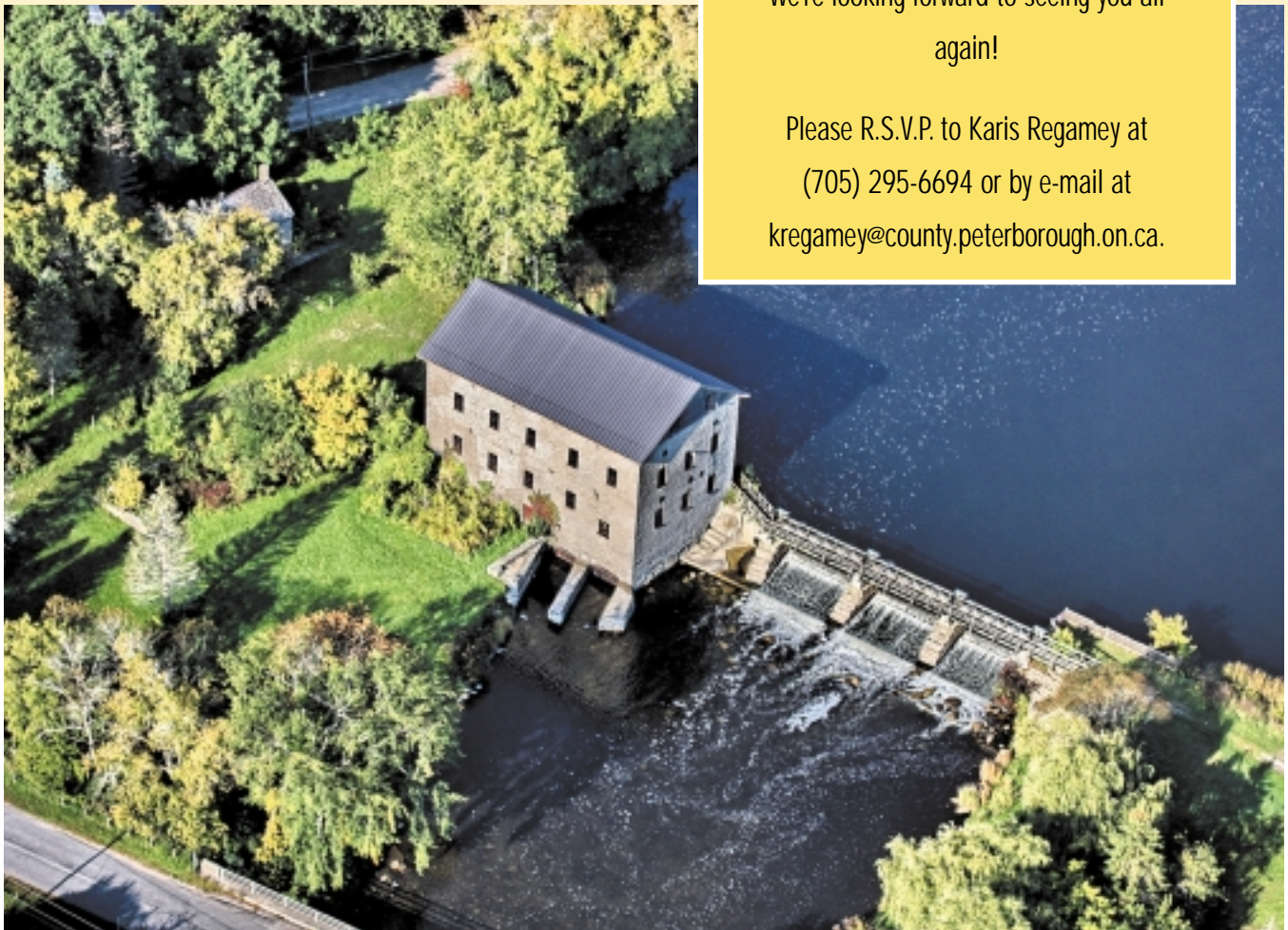


Photo: Aerial view of Lang Grist Mill courtesy of Otonabee Region Conservation Authority

You are invited
to the Spring
VOLUNTEER MEET & GREET
at Lang Pioneer Village Museum
on Sunday, May 3, at 1 pm

Come and visit your Lang friends and family again, as we gear up for an exciting new season. Enjoy light refreshments and the lively entertainment of the THE SOLINA ROAD BLUEGRASS BAND.

We're looking forward to seeing you all again!

Please R.S.V.P. to Karis Regamey at
(705) 295-6694 or by e-mail at
kregamey@county.peterborough.on.ca.

Winner of the Ontario Historical Society Living History Award



2009 SPECIAL EVENTS:

June 21:	13th Annual Father's Day Smoke & Steam Show	10am – 4pm
July 1:	Historic Dominion Day Celebrations	10am – 4pm*
July 12:	13th Annual Antique & Classic Car Show	10am – 4pm
August 8 & 9:	Festival of Textiles	10am – 4pm <i>each day</i>
September 6:	Pioneer Corn Roast	10am – 4pm
September 20:	Dine & Shine: The Great Kawarthafest Steak Cook-off & Village by Lantern Light	5pm – 8pm**
October 4:	Applefest	10am – 4pm
October 16, 17 & 23, 24:	Spooky Halloween	6pm – 9pm <i>each night*</i>
December 5 & 6:	Christmas by Candlelight	5pm – 9pm <i>each night</i>

SPECIAL EVENT ADMISSION

Adults.....	\$10
Students/Seniors.....	\$9
Youth (5-14).....	\$6
Under 5.....	Free
Families.....	\$30

(includes 2 adults and 4 youth)

All taxes included

**Pricing for event varies from standard special event admission. Please see our website for specific event admission*

REGULAR ADMISSION

Adults.....	\$8
Students/Seniors.....	\$7
Youth (5-14).....	\$4
Under 5.....	Free
Families.....	\$20

(includes 2 adults and 4 youth)

All taxes included

***Steak Dinner & Village Admission: All tickets \$35. Limited availability. Call to reserve your tickets (705) 295-6694*

SUMMER SEASON HOURS OF OPERATION:

June 14 – September 7:
10am – 4pm *(seven days a week)*
September 8 – 18:
10am – 4pm
*(Monday – Friday for hourly guided
tours only. Last admission 3pm)*

DIRECTIONS:

GPS Address:
104 Lang Road, Keene, Ontario
From Peterborough: 10 km east on
Hwy 7, south on County Road 34
From Cobourg: Hwy 45 north to
Hastings, west on County Road 2
Watch for the signs

(705) 295-6694 • www.langpioneervillage.ca

Popular Period Clothing Fashion Show to Return to Lang

By Laurie Siblock, Special Events & Community Liaison

Charlene Roberts, the historic costumer who organized a period-clothing fashion show for Lang Pioneer Village for our 2007 40th Anniversary Celebrations, is bringing the fashion show back to Lang this season on Saturday, August 8, for our Festival of Textiles.

The fashion show features reproduction clothing that covers the period from mid-18th century to Edwardian times. While the attire that costumer **Janet Van Dompsele** creates for interpreters in the Village represents typical rural attire for the time period of the building in which the interpreters are stationed, Charlene's fashions represent attire that was worn by fashionable men and women living in urban centres.

Charlene has been sewing for nearly 50 years and has been involved in historic costuming for the past eight years. Her work includes extensive research. She has studied many trades to help create items needed, from underpinnings to women's, men's, and children's clothing, millinery (including top hats and tricorns), parasol making, shoemaking, and many forms of needlework including embroidery, knitting, crochet, and tatting.



Charlene Roberts, Reproduction 1860 daydress, parasol & bonnet taken at Genesee Village, Mumfords NY
Photo: Courtesy of Charlene Roberts

This year, to give visitors an opportunity to get a closer and longer look at the costumes, models will stay in their attire and roam the village after the fashion show is over. As there will be no clothing changes, we will require a large number of volunteers as models. Charlene's costumes come in a range of genders and sizes. **Men, women, boys and girls, if you are interested (or know someone who is interested) in being a model in the Period Clothing Fashion Show on Saturday, August 8, please contact Laurie Siblock at (705) 295-6695, ext. 24.**



A HEARTY THANK-YOU FROM THE COSTUMING DEPARTMENT

By Janet Van Dompsele, Costumer

I'd like to take this opportunity to thank all the volunteers who have helped me in the costuming department over the years.

Thank you for scouring the second-hand shops and sales for the clothing you have brought in to supplement my sewing efforts.

Thank you for all of the wonderful fabric donations. There were more than I could ever have hoped for.

Finally, thank you to the individuals who have given their time and challenged their patience to help me with the sewing. You have all helped enormously to stretch my budget and increase the output of the Costume Department.



Janet Van Dompsele, Fur Trade Re-enactment 2008
Photo: Carol Siblock

I look forward to seeing all of you again, and to another productive season.



CONSERVING A JAPANESE "SURRENDER FLAG"

By Basia Baklinski, Conservator



Photo: Basia Baklinski

I have recently completed working on a very interesting project. The owner referred to it as a Japanese "surrender flag." It had been given to him by his grandfather, who acquired it in Burma during World War II.

The flag had been bunched up and crammed into a tiny case (approximately the size of an eyeglasses case), where it had "lived" since the war. It was removed from its case and examined to determine how best to preserve it.

The flag was on unbleached cotton, and was about 36 inches by 29 inches. It had a red rising sun in the centre, and radiating from this were lines of Japanese characters written in black ink. The flag was severely creased, worn through in some areas, and had many stains, some lumpy accretions and large tide lines indicating water damage. After some discussion, it was decided the only treatment necessary was to try to flatten the flag so that it could be framed. All the stains and marks were to be left, as they were all part of the history of this very unique piece.

The first part of the treatment involved humidifying the flag to relax the creases and folds. This was accomplished by sandwiching the flag between layers of gortex, blotter paper dampened with distilled water, and inert polyester film. After several days of repeated dampening, the flag was ready for flattening. Because of the flag's age and condition, application of direct heat would have been detrimental to its fibres and ink, so ironing was ruled out. Instead, the edges were pinned onto a large piece of felt and moisture was reintroduced to specific "trouble" areas. The flag was then air-dried for several days until completely dry. Then it was carefully transported to a framer for framing.

During the course of treatment, I discovered (with valuable assistance from Steve Guthrie) that this type of flag, "hinomaru yosegaki," was often signed by friends and relatives when a young man was leaving for military duty. He would carry it in his pocket as a good-luck charm.

It was a privilege to have had the opportunity to conserve such a wonderful and important piece of family (and world) history.



David Mitchell

Photo: Laurie Siblock

David Mitchell Wins Lieutenant Governor's Volunteerism Award *Continued from page 1*

A man of diverse interests, he has been a member of the Board of

Directors of the **Canadian Automotive Museum** in Oshawa, the **Peterborough Museum and Archives** and, for the past 18 years, the Peterborough branch of the **Canadian Red Cross**. He is an active member of the **Ontario Artist Blacksmiths**, the **Quinte Timekeepers** (antique clocks and timepieces), the **Peterborough Gun Club** (antique firearms), the **Shriners Club** and a founding member of the **McLaughlin Buick**

Automobile Club.

For almost 10 years, David has volunteered an average of three days a week at Lang Pioneer Village Museum. In 2007 he contributed 861 hours of service, the most of any volunteer at the museum, and he will take home the "Most Hours Volunteered" award again for 2008. We estimate that David has contributed well over 7,000 volunteer hours during his time at Lang. Now in his 81st year, David, who describes himself as "Lang's oldest living artifact," has participated in the design and construction of several of the museum's buildings, including the ice house, smoke house, ash house and cider mill. He has also

been involved in several major repair projects, such as the print shop, food booth and deck, general store, hotel and our 1920 vintage Sawyer Massey steam engine. David demonstrates blacksmithing during the museum's spring school programs and at special events. He helps train the museum's seasonal staff, volunteers in the blacksmith's trade and he rebuilt the museum's forge in 2007. David has made a major contribution to the success of Lang Pioneer Village Museum and we are pleased to see his lifetime of dedicated service to the community recognized in this way.

The Peterborough County Federation of Agriculture, a lobbying organization working on behalf of the farming community, was the first organized federation in the province. This year the federation celebrates its 70th anniversary. James A. Gifford was the first county president and the second president of the provincial association.

It is fitting that for the federation's 70th anniversary, the barbecue will be held at Lang Pioneer Village. Former presidents, secretaries, treasurers, provincial directors, field staff and county directors are being invited. The barbecue is also open to the public.

Historical records refer to this social event as a "picnic," however the present-day term "barbecue" seems identical in nature. In his book, *Working for Fairness*, a history of the organization, John Cockburn notes, "We think of the barbecue as a time to relax and socialize with members and neighbours. The original concept, however, was to entertain city people — networking, as we say today." This idea hasn't changed much since the first recorded picnic was held at Nichols Oval in 1945. It included a ball game arranged between the Keene and Gilmour Young Peoples Groups, while the Stewart Hall ladies volunteered to look after the lunch.

In earlier years, these events were held at various public locations in the county, such as the Exhibition Grounds, Lakefield Park, Serpent Mounds, Beavermead, Asphodel

Park, Squirrel Creek and Lang Pioneer Village. In the mid-1980s, the location was a farm instead of a park and often the directors or a member would offer their facility. Farmers would showcase their commodities, and friends from both rural and urban areas would enjoy a relaxing dinner and entertainment on a Sunday afternoon. It was a chance to socialize after a busy week. Directors and their spouses would serve the meal, with someone barbecuing the beef.

At this year's barbecue, dinner will be served at 12 noon and the **New Horizons Jazz Band** will supply the musical entertainment. We have progressed from the "picnic" days and now enjoy the services of a caterer. We promote buying local and attempt to serve food grown or raised in this area. We also suggest that guests bring their own dishes and cutlery to help the environment.

Tickets can be purchased from any federation director for \$12 in advance or \$15 at the gate. Alternately, tickets can be purchased by phoning Getha Sherry, Secretary Treasurer, at (705) 745-9748. We encourage people to purchase their tickets ahead of time. Rain location will be on-site at the picnic shelter. Lang Pioneer Village is planning a special day of pioneer demonstrations and activities and will offer those attending the Federation of Agriculture Barbecue a reduced admission rate of \$6.

For further information, please contact Getha Sherry, Secretary Treasurer, at (705) 745-9748.



70th Anniversary Peterborough County Federation of Agriculture CORN & BEEF BARBECUE will be held at Lang Pioneer Village on Sunday, August 16

By Getha I. Sherry, Secretary-Treasurer,
Peterborough County Federation of Agriculture



LANG'S VISION, MISSION & MANDATE

The statements are:

VISION: To provide each and every visitor to Lang Pioneer Village with a living history experience of exceptional quality.

MISSION: To preserve, promote and authentically recreate the rural history of Peterborough County.

MANDATE: To be a vibrant living history museum that engages our community and actively preserves our cultural heritage in order to provide an interactive and educational visitor experience.



EATONS TO eBAY, SHOPPING FROM HOME

By Audrey Caryi, Museum Specialist & Laurie Siblock, Special Events & Community Liaison

Lang Pioneer Village's upcoming exhibit, *Eatons to eBay: Shopping from Home* (opening August, 2009), was inspired by the fact that shopping from home, particularly using the internet, is something many people do today. It is a familiar topic that today's consumer can relate to — "What is old is new again." While shopping at home has been around for a long time, how and why we shop from home has changed.

In the 1800s, rural people shopped from catalogues because they were isolated and the rural general store had only a limited selection. A rural family could choose from a wider range of goods and had available to them the latest fashions and innovations through catalogue shopping. It was almost as if they were in the city and isolation was not a factor in keeping up to date with current household trends and farming innovations. The catalogue was geared to the needs of a rural family, supplying a range of merchandise for the home and farm, from infant bonnets to egg incubators. Improved postal systems and railway services expanding across the country in the 1880s made the distribution of goods to the more isolated locations possible.

The catalogue's disadvantage was that it did not offer credit. Here the local general store had the advantage, for the customer could trade extra butter, eggs, maple syrup, etc., building up credit to purchase goods when needed. Credit was usually extended until the fall, when farmers sold their crops and accounts were paid in full. The general store, however, did not offer "money refunded, service guaranteed," as did the Eaton's catalogue.



The first Eaton's catalogue was handed out in 1884 and the last one was published in 1976. During its lifetime, the Eaton's catalogue reflected the growth of Canadian culture and the society it served. Had the catalogue survived, this year's edition would have celebrated its 125th anniversary.

Catalogues, like newspapers, documents, diaries, photographs and books written in the time period, are our principle documents for research. They tell the story of what was happening at a particular point in history. Equally important as what was for sale in the catalogue is what was *not* for sale. For example, baby equipment required only part of a page in the 1901 Eaton's catalogue, while the 2009 Sears catalogue has twelve pages showing a huge selection of baby equipment, including car seats, runner's strollers and playpens. Babies are now big business. Another poignant example is that the selection of guns in 1901 took up ten full pages, but you will not find one gun in the 2009 catalogue.

Catalogues and other primary-source materials are essential to us when we make decisions about objects at Lang. They provide us with documentation that tells us that it is correct to put certain objects together for a particular time period. We make decisions, as best we can, basing our decisions on primary-source proof that an object would have been available in the Peterborough area and at the particular time

period we are trying to place it in.

Lang Pioneer Village represents an extended period of time — almost a full century. The very earliest homes in the village are from the 1820s, while the most recent building, the Menie General Store, is from 1900. As a society, we look at the pace of change today and think that things are happening very quickly, but lightning speed was also a feature of the 1800s. Museum Specialist, Audrey Caryi, explains, "Settlers arrived and had to clear the land and build a log cabin, and by the end of the century, telephones were invented, the automotive industry was developing rapidly and the city of Peterborough was illuminated by electricity."

With each of the houses in the village, we try to capture these rapid changes. Each house encapsulates a time period — the 1820s and the first year of settlement is represented in the Fife Cabin, while the 1840s is illustrated in the Fitzpatrick House and the 1870s in the Milburn House. Primary resources assist us in making educated decisions about what would be appropriate for the time period in each of Lang's buildings.

Although there are over 20 restored buildings at Lang, we have many artifacts in storage that we are currently unable to display in the village. The *Eatons to eBay* exhibit allows us to bring these items out of storage to show the public some unique artifacts from our collection. Today, with online shopping sites like eBay and Craig's List, collectors who see these wonderful items in the *Eatons to eBay* exhibit might even go home later and find some of them for purchase online. Unfortunately, we can almost guarantee that the price will have gone up.

Pursuing Excellence in a Spirit of Inclusion and Harmony

continued from page 8

Barb van Vierzen's skills at customer service that put that phrase in perspective for me. Barb certainly had an awareness of the customer's needs and she was very professional in dealing with visitors. Many were the times that Barb and I would be discussing something in the gift shop and a visitor would enter. From that moment on, her complete focus was on orienting the visitor to the village and serving her customer. I've had the opportunity to listen in on the goings-on in the gift shop from my office, and Barb's respectful engagement of our visitors made a lasting impression on me. Barb was often the first and last person visitors saw at the Village. She would make friends with each visitor on the way in and then check to see if they had a good time and wish them well on the way out. I'm sure that, in her time here, Barb saw the museum's percentage of returning and family-referral visitors increase significantly to its current level of 44 per cent.

Since 2005, we've had the privilege of having **Dana Phillips** as our primary gift-shop attendant. Dana has been stellar at this role and has carried on with the high standards established by Barb. Dana relates well to visitors of all ages but is especially good with the kids. I can't tell you the number of times I've heard her use the term "sweetie" when interacting with one of the thousands of schoolchildren she has dealt with during her time at Lang. Her patience with the little ones over the course of a summer of long, often hot, and busy days seems inexhaustible.

It's not just at the front door where exemplary customer service exists at Lang. Because Lang is a living history site, the interpreters, staff, and volunteer alike are our "product." The interaction with the interpreter is most often the "memory maker" for the visitor. Lang's vision is "To provide each and every visitor to Lang Pioneer Village with a living history experience of exceptional quality." If you want to see just what an "experience of

exceptional quality" is, visit our website's "About Lang Pioneer Village" page, click on "The Tinsmith Shop" video, and view the interview long-time volunteer **Gord Vidler** gave to CHEX TV in spring 2006. For more than 20 years, Gord gave visitors to Lang Pioneer Village insights into the tinsmith's trade and made memories for thousands of visitors.

During the 2007 season, I received a great many glowing comments about the interpretation given in the Carpenters Shop by summer employee **Adam Brittain**. One day, after the crowd had gone, I took Adam aside and told him of another glowing visitor comment. When I asked him what his secret was for keeping his interpretation so entertaining and fresh, Adam told me that, although he might be doing the story for the 15th or 20th time that day, he knew that it was always the visitor's first time! Adam knew that the secret to customer-service excellence was seeing the experience from the visitor's perspective. Another fine example of this



occurred last October at Applefest, when **Lindsay Hunter** and **Julia Gregory** greeted and admitted over 1,500 people to the Village, many of whom had been

waiting for up to 45 minutes outside the door. They did this in such a respectful and appreciative way that not one person complained.

I could go on for hours with examples of exceptional customer service from over the years, but I'm sure you get the picture by now. Earlier this year we introduced a slogan at our senior staff meetings that is now reflected in each of the minutes. It reads, "Pursuing Excellence in a Spirit of Inclusiveness and Harmony." The culture of excellence that exists here at Lang begins and ends with the visitor experience.



Gord Vidler Photo: Laurie Siblock

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Adam Brittain

Photo: Larry Keeley



Above Left: Lindsay Hunter Photo: Didi Anderson

Above: Julia Gregory Photo: Didi Anderson

MANY THANKS TO LANG'S 2009 SEASON SPONSORSHIP PARTNERS!

The museum would like to acknowledge the generous support of its event and media sponsors for the coming season.

EVENT SPONSORS

The museum welcomes the Township of Cavan Monaghan as sponsor of the **13th Annual Father's Day Smoke & Steam Show** Sunday, June 21



Jardine Lloyd Thompson Canada will once again be sponsoring our **Applefest Event** Sunday, October 4



Howell Fleming Law Firm returns as the sponsor of our **Christmas by Candlelight Event** Saturday & Sunday, December 5 & 6



MEDIA SPONSORS

We welcome back CHEX TV and wish to acknowledge their promotional consideration as media sponsor for the **2009 Summer Season** June 14 to September 7



Also returning this year are 980 KRUZ and The WOLF as the media sponsors for the **2009 Dine & Shine Great Kawarthafest Steak Cook-off & Village by Lantern Light Event** Sunday, September 20



WE ARE PLEASED TO WELCOME OUR NEW PARTNERS:

Country 105 as media sponsor for the **13th Annual Father's Day Smoke & Steam Show** Sunday, June 21 & **Historic Dominion Day** Wednesday, July 1



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STAR 93.3 and The BREEZE will be the joint media sponsors for the **13th Annual Antique & Classic Car Show** Sunday, July 12 & **The Festival of Textiles** Saturday & Sunday, August 8 & 9



From left to right: Sara Michael, Emily Michael, Mike Ford, Ryan Michael, Colin Michael, 40th Anniversary Celebrations
Photo: Didi Anderson.



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Building our Future
from the Fabric of the Past