

Photo Credit: Fusion River Photography



The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN du CANOT

Annual Report 2010

→
moving forward



The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN du CANOT

From the Chair



Jim Stewart,
Chair, Board of Directors

Last year I mentioned that our Board of Directors had changed to a governance role with full delegation of the operations to a professional management team supported by a growing Volunteer base. I also noted a new excitement in the organization and 2010 was the test to see if the changes worked. In my view they have. Management produced a budget that originated from all Staff

members committing to performance targets. This budget was met. Our working capital is almost \$100,000 ahead of last year even after completing the renovations to our front entrance, which were carried out with a donation from the McLean Foundation. Our goal is to finish each year with more working capital than was available at the beginning of the budget year.

Meeting budget is only one measure of a successful year, however. Your Board and key Volunteers have been working hard to meet our future funding needs. In 2010 the Beaver Club Gala raised twice the amount it did in 2009 and the Gala Committee Volunteers are already working on ways to increase this amount in 2011 by getting more sponsors. With the help of the Development Committee, the Board launched a fundraising campaign in the fall of 2010 to raise \$120,000 to increase our working capital and fund the cost of improving the exterior appearance of our buildings. Every Board member contributed to the campaign and at the time of writing we have surpassed the goal. In 2011, the objective is to improve our fundraising skills to finance our future needs. In this regard the Development Committee has launched a new Major Gifts initiative in which they will work with Board members to attract large donations.

Now that our organization is strong we have shifted our focus from internal priorities to external activities. The improvements to the exterior of the building will help our future gate receipts by attracting more visitors. The recent improvements to our lobby add significantly to our changing exhibit space and offer enhanced access to our Gift Shop. Our goal for 2011 and beyond is to step forward as a national museum and get the word out across the country.

We owe a great vote of thanks to all those who have contributed to the successes of 2010, and particularly the Board, Staff and Volunteers who care deeply about the Canadian Canoe Museum and work so diligently to continue to support its growth and development.



Strategic Plan

Continuing with the on-going annual long-term planning process, the Board, Staff, and key Volunteers came together a number of times in 2010 to explore future issues and directions for the museum. The main result of a September retreat was an evolution of a document called *Charting Our Future* into an exciting new version of the strategic plan called *Onto the National Stage*. Beginning with the five core values of the museum, this document outlines our two main priorities: 1) building a sustainable national organization and 2) working toward creating a new home on the water in Peterborough by 2020. This new strategic plan is available on the museum website by clicking on "About" and looking for "Strategic Plan."

An amazing collection and a wonderful story! We came to Peterborough JUST to visit here.

CCM visitor from U.S.A.

From the Stern: Executive Director



James Raffan,
Executive Director

Last December two very unusual events took place that in many respects capture where the museum is in its ongoing evolution at the end of 2010. On the same day we were mentioned on the front page of the *Globe and Mail* and on a CBC Radio feature interview on "As It Happens." In both cases, the piece was about a find of the

world's oldest birchbark canoe that will eventually return to Canada, likely to the Canadian Canoe Museum.

While the story of this historic canoe will continue to reverberate from the National Maritime Museum in Cornwall, England and again when it arrives here, the fact that the Canadian Canoe Museum is being consulted about this craft speaks to our growing presence in the international watercraft world and our strengthening reputation as a museum.

Equally significant, however, are things happening in the CCM realm nationally and much closer to home, inside the

museum itself. Nationally, following the steps outlined in our new strategic plan, we have been reaching out in as many ways as we can to Canadians across the country to help connect them to the collection and to the activities of the museum. Our new Adopt-a-Canoe program is part of that initiative, as is National Canoe Day (nationalcanoeday.net) and our participation with Mountain Equipment Co-op at nine Paddlefest events across the country in 2010.

Inside the museum itself there are many exciting things happening as well. This report details fine work that General Manager John Summers and the team are doing in exhibits, education, public programming, membership, marketing, events and in the many growing functions of the museum that are fed by the passion, energy and expertise of Staff and Volunteers alike. And behind the scenes our Board and Committees—all Volunteers too—are working hard to strengthen our governance, development and fundraising.

Thank you to each and every one of you for helping to make the museum shine in 2010 more brightly than it has in a long while. It was a year of building for even better things to come. I hope you will all stay with us and bring your family and friends along as we work to keep the CCM light strong and bright in 2011.



“Excellent museum, great exhibit, very educational.”
CCM visitor from ARGENTINA

From the Bow: General Manager

As the Staff of the museum will probably attest, I'm a great one for making lists. In 2010, we were able to cross a couple of major things off the institutional to-do list that I'd like to tell you about.

Thanks to the generous support of the McLean Foundation, we were able to create a new changing exhibit space. We're pleased to recognize their support by naming the new gallery in honour of them and long-time supporter and Founding Chair of the CCM Board Jack Matthews.

I'm sure this won't be a surprise to anyone that's visited the CCM, but another item on our to-do list concerned the outside of our buildings. Many people have observed that a) the museum hides its wonderful light under a bushel; and b) that it's a particularly unprepossessing bushel with which we do it. I had made some sketches of what we could do to give our site and buildings some more curb appeal, and when I showed them to Board Chair Jim Stewart, he asked what it might cost to do the work. Under his leadership, the board endorsed the idea and raised the necessary funds. I won't say more now other than to urge you to keep an eye on the museum during the summer of 2011.

One other thing that happened in 2010 wasn't even on my list, but it should have been. Early in the year we were talking about ways to welcome our new Ambassador-at-Large Shelagh Rogers (see story p. 8), and about what might make a good badge of office for her. We talked about symbols of the museum (canoes, obviously), and about Shelagh's interests (ukuleles, apparently), and before we knew it the two converged in the form of a new musical hybrid called a "Canoekulele." Starting with an unsuspecting instrument chosen by our Executive Director, I married it up with an appropriately-sized canoe paddle, and then packaged the whole thing in a custom birchbark case. When we presented it to Shelagh, she was for a moment speechless, but then professed herself delighted. She has since played it at the Beaver Club Gala and several other places across the country, and we couldn't be prouder to have it out on the road with her.



John Summers,
General Manager

Museum Staff

Executive Director: James Raffan

General Manager: John Summers

Curator: Jeremy Ward

Office Manager: Marina VanAmerongen

Manager, Marketing and Information Technology: Anthony Berardi

Volunteer Coordinator (January to July 2010): Dwayne James

Volunteer and Events Coordinator (July to December 2010): Candace Shaw

Education Program Coordinator: Jen Burnard

Education Program Coordinator: Carolyn Hyslop

Artisan Program Coordinator: Beth Stanley

Weekend Supervisor: Chris Miller

Board Members

Chair: Jim Stewart

Vice Chair: Terry Guest

Treasurer: William Morris

Secretary: Philip Aldrich

Past Chair: Barry Diceman

Director: Pat Hooper

Director: James G. Matthews

Director: Michael Davies

Director: Bob Hall

Director: Beverly Haun

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Director: Michael Peterman

Director: Ken Powell

Director: Donald Ross

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Director: Ron Whetung

Honourary Officers

Patron: HRH Prince Andrew, Duke of York

Founder: Kirk Wipper

Ambassador-at-Large: Shelagh Rogers



National Canoe Day

The fourth annual National Canoe Day was celebrated across the country on June 26, bringing together thousands of Canadians to celebrate this national wonder. More than 40 events were registered on nationalcanoeday.net, spanning 8 provinces and touching thousands of participants. International events also occurred to fete the canoe, including paddlers in England and a trip down the Loire in France. At home in Canada, people were encouraged to get involved in any way they could, and some went for a quick morning paddle on the local lake before work, while others organized weeks-long canoe trips or community parties much like our own here in Peterborough. With our new National Canoe Day logo on stickers, buttons, posters and balloons distributed to each event, the museum's presence was felt across the country.

Thanks to generous funding by Mountain Equipment Coop, the CCM was able to offer the Great Canadian Mini Cardboard Canoe Challenge at nine MEC Paddlefest events across the country. CCM Volunteers stepped up in each province to help kids colour, craft, and race mini replica historical canoes, and when a date change meant our Quebec City Volunteers couldn't work the event, our friends at London, Ontario-based canoe builders Nova Craft

(who were also NCD sponsors) pitched in to make sure it happened. Locally, museum Volunteers and Staff took part in the two-day Toronto MEC Paddlefest, demonstrating paddle carving and creating mini canoes with kids at Sunnyside Beach, where despite inclement weather attendance was estimated at 4000.

Continuing an unbroken tradition of wet days for National Canoe Day, June 26 dawned rainy here in Peterborough and didn't let up until late in the afternoon. The good news is that despite the rain, attendance at the CCM-hosted Beavermead Park party was strong, and hundreds of hardy canoeing enthusiasts and CCM Volunteers didn't let a little rain dampen their spirits. Participating groups included the Wooden Canoe Heritage Association, the Trent-Severn Waterway, and the newly-formed Peterborough Paddling Club. Live music by David Newland and Matt Macleod kept toes tapping, crafts and activities kept kids busy, and the North Canoe and several canoes from the museum's handling collection were out on Little Lake all afternoon. There were smiles all-round as experienced canoeists and 'canewbies' alike took to the waters of the Trent Severn for a paddle up Peterborough's historic hydraulic Lift Lock at the end of the day.



Curatorial



Jeremy Ward, Curator

The start of 2010 saw the curatorial department installing the museum's latest changing exhibit. This show, called *What in the World is a Canoe?*, examined canoeing traditions from around the world. We have waited a long while to see some of the international canoeing traditions acknowledged

in one of our exhibits, and were delighted to bring out a number of wonderful watercraft from our collection to share with guests.

There were a broad range of other projects underway over the course of the year. Least visible but perhaps most significant has been our ongoing work with the artifacts in our recently-renovated storage facility. The initial stage of this project saw each artifact being carefully cleaned, documented, remounted and assigned a location in our collections storage area. In the second stage of this project, typically reserved for the colder months, we incorporated this new information into our collections database. This process will continue over the next several years.

Many other projects that this department has been involved with over the past 12 months have led to a strengthening of ties and partnerships with other institutions. I am pleased to say that we have begun working with students from the Collections Conservation and Management program at Sir Sanford Fleming College. As well, we began working with a team of 15 students from the Museum Management and Curatorship program towards the development of our new temporary exhibit, set to open in April 2011. We have also participated in a greater number of student classes and workshops at Trent University than ever before.

Aside from our Executive Director and his "National Treasure" speaking series, perhaps our second-best ambassador abroad is our 1500 sq. ft. traveling exhibit "The Canoe: a Canadian Cultural Icon." The exhibit, having recently been seen at Pier 21 in Halifax and Grace and Speed/Muskoka Warf in Gravenhurst, ON, has been on display this past year at Le Musée maritime du Québec, in L'Islet near Quebec City. It will return to us for a brief refurbishment in the spring of 2011 before it ships out to Fort Calgary for the year.

In the fall of 2010, Artisan Program Coordinator Beth Stanley and I made a trip to the Adirondack Museum in Blue Mountain Lake, NY, to pick up a marvelous 1920s C-1 racing

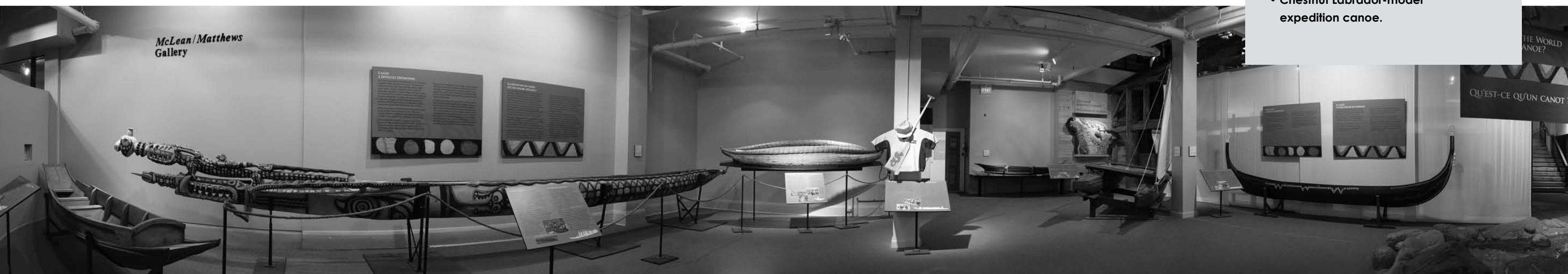
canoe for our collection. The return route took us home via the Antique Boat Museum in Clayton, N.Y. The trip was a wonderful opportunity to spend some time exploring both of these museums' exhibits, collections storage and archives again, meet with museum Staff and also to do some research for an upcoming exhibit.

At the start of 2010, the CCM's advice was sought on a very old birch bark canoe that had come to light in a storage shed in Cornwall, England. The canoe, once owned by Lt. Col. John Enys (who served in the 29th Regiment of Foot in Canada during the American War of Independence), has not aged gracefully and will require extensive work to support and stabilize the broken hull. Notwithstanding this, its age and excellent provenance make it a very significant find, and among the oldest documented bark canoes known to exist. I am pleased to say that the canoe's owners have declared their intention to donate it to the CCM. I anticipate that the canoe will return to Canada in the fall of 2011, following a period of display at the National Maritime Museum in Cornwall.

New Aquisitions

Every year, a considerable number of canoes and related artifacts are offered for consideration by the CCM to acquire for its collection. This year was unusually fruitful, and many remarkable canoes came to the attention of our Collections Committee for review. Many of our new acquisitions were selected to make our collection more complete. The Collections Committee also looks for watercraft that have unique histories or features added by their owners, and for those required for future exhibits. The following are only a few highlights from a list of this past year's acquisitions:

- Lapstrake decked paddling canoe by the noted Adirondack builder J.H. Rushton.
- 24' James Bay freighter canoe named CHECHOO.
- Chestnut Labrador-model expedition canoe.



Museum Appoints Ambassador-at-Large

The Canadian Canoe Museum has made a lot of friends over the years, and if you're reading this Annual Report, you're probably among them. In 2010, we increased the number when we made the acquaintance of a very special friend indeed in Shelagh Rogers, the long-time CBC host, writer and broadcaster.

Shelagh has been on an intersecting course with the Canoe Museum for a long time—in fact, several generations before she was born. Her great, great, great, great grandfather, Sir George Simpson, was Governor-in-Chief of the Hudson's Bay Company, an organization that knew a little bit about canoes and used a few of them for its business. During the course of a conversation with Executive Director James Raffan, she had offered to help the Canoe Museum, but said she was uncertain of how best to do it. Thinking on his feet and never at a loss for an idea, James instantly created

the post of Ambassador-at-Large and offered Shelagh the appointment. She just as quickly accepted, and not long afterwards launched into the duties attendant on such an important position with her characteristic wit, charm and boundless enthusiasm. In 2010, our new Ambassador joined us at a fundraising dinner in the spring, hosted an episode of her radio show "The Next Chapter" about canoes and recorded part of it whilst sitting in Farley Mowat's canoe on Little Lake in Peterborough, hosted the Beaver Club Gala and took the museum across the length and breadth of the country as she continued her decades-long conversation with the people, cultures and landscapes of Canada. We can only imagine where she will take the museum in 2011 and beyond, but one thing is certain—she'll do it with a laugh and a smile and the same appreciation of what the museum is about that she's already demonstrated.



What in the World is a Canoe? 2010 Special Exhibit

We know from the comments in our guest book that visitors to The Canadian Canoe Museum come away with a deeper understanding of the importance of the canoe to this country's history. As important as the canoe has been to Canada, we should not lose sight of the fact that the canoe (and of course canoeists) are also to be found in waterfront communities around the globe. By lifting our gaze to a wider horizon, we can see that the relationships that people have had with the canoe on our own landscape are also linked to a much larger story.

In June of 2010, the International Dragon Boat Festival took place on our own Little Lake, and thousands of participants from paddling clubs around the world arrived to compete and to celebrate this remarkable sport. The anticipation of this event combined with the reasons mentioned above led us to create a new exhibit for 2010 that examined some of the many remarkable canoeing traditions from around the globe. In order to develop this exhibit, we asked ourselves several key questions, such as

- 1) how does one define a canoe?
- 2) When do the extensive modifications of a paddled watercraft alter its status from that of a canoe to something that we might not consider a canoe but others do;
- 3) What are the essential elements that have influenced the design and construction of these boats, and
- 4) are they shared between different cultures?

The CCM has a rich collection of paddled watercraft from outside North America, from which we selected the following examples to display:

- A Thai "klong" or canal boat.
- A Gogodala dugout.
- A Totoro reed canoe.
- A Samoan outrigger.
- A Fijian drua.
- A sewn plank canoe from the Solomon Islands.



**Genial,
superinteressant!!**

CCM visitor from France



Photo Credit: Mollie Cartmell

Beaver Club Gala

In just three short years, the Beaver Club Gala has traced a course from a wild idea to the highlight event on the museum's annual calendar. Each year, we gather in October for a wonderful evening of music, food and song to celebrate and support the museum. In 2010, we transformed the Peterborough Golf & Country Club into a vision of late 18th century Montreal, complete with voyageurs, bark canoes, artisans at work, a boar's head and a piper.

The 2010 Beaver Club Gala was graced by a special guest host in the person of Shelagh Rogers, our Ambassador-at-Large. Armed with a microphone, a ceinture fléchée and a skunk hat appropriated from another guest at her table, Shelagh presided over an unforgettable night. Who else but the renowned Canadian journalist, broadcaster and collector and teller of stories could have delivered such a unique combination of stand-up comedy, ukulele

performance and witty repartee? She capped off the evening by donating to the museum a mourning ring owned by her great, great, great, great grandfather Sir George Simpson, the legendary "Emperor of the North" and Governor-in-Chief of the Hudson's Bay Company.

Under the able leadership of Katie Stewart, the Beaver Club Gala Committee put together an outstanding selection of live and silent auction items for 2010. Sell-out ticket sales and strong auction results netted more than \$75,000 when it was all done. All of the proceeds from the Gala support the ongoing operation of the museum.

Mark your calendar now for the 2011 Beaver Club Gala, which will be held Saturday, October 15th, at the Peterborough Golf and Country Club. The evening will be hosted by *Globe and Mail* columnist, writer and raconteur Roy MacGregor.



Volunteers



Candace Shaw,
Volunteer & Event Coordination

When I first accepted a short-term contract as National Canoe Day Coordinator, I little thought that I might end up as a permanent Staff member at the museum. But working with CCM Staff and Volunteers to bring our NCD projects together, I realized that the museum was one of the best work environments I've ever encountered. What a pleasure

it has been to step into an organization so clearly on the right track, with a strong Volunteer Corps of dedicated, hard-working people whose love for the museum shines through in everything they do.

The new Front Line desk, built by CCM Volunteers with a contribution by the Volunteers at Hope Mill, has been a great success. We've received many compliments on the professional look of the Front Line station from return visitors and Volunteers and Staff alike are benefiting from the new arrangement.

I'd also like to recognize the efforts of the Tuesday Woodshop Crew, who were responsible for the RONA raffle canoe build in the spring, and the Metal Shop

Crew, who spent the better part of the year designing and building pallets for the dugout canoes in the collection storage facility.

The merger of the Admissions and Gift Shop positions into one Front Line Crew proceeded apace, and I'm grateful for the willingness of Volunteers to pick up new skills and work with each other to ensure the highest possible standard of customer service for visitors to the museum. Once again, December 2010 was a banner month in the Gift Shop, coming very close to our record sales in December 2009. My goal for 2011 is to make sure everyone is comfortable and confident in their new roles.

The revival of the monthly Coffee Club has been a wonderful chance for Volunteers and Staff to talk and learn together. As our numbers of participants increase, it's a delight to see familiar faces and newcomers join the group. I'd like to extend thanks to the Staff members who stepped up in 2010 to give presentations, with a special thank you to Jeremy, who seems to have accidentally talked himself into doing a series of Curator's Tours which will stretch into 2011.

Thoroughly absorbing – a great preservation of a culture and art.

CCM visitor from New Zealand



Photo Credit: Ken Powell

In Recognition

City of Peterborough

Civic Awards for Cultural Betterment

Arnold Allen	Arlene Ketchum
Jack Berwick	Peter Knapp
Hal Bowen	Mark Lamb
Mike Brown	Jeanine Leahy
Mollie Cartmell	Daniel Lombardi
Gwen Clark	Eila Martin
Fran Cormode	Roger Martin
Randy Crawford	Terry McCall
Barry Diceman	Norma McEwen
Don Duncan	Joe Paterson
John Ernsting	Nan Sidler
Jim Ferguson	Dave Timms
Denis Gagne	Ipie van der Veen
Gloria Gibson	Pat Varty
Gary Gilders	Walter Willoughby
Shantal Ingram	

Provincial Volunteer Service Award

- Pat Varty (5 year award)
- Bernice Standen (5 year award)
- George McKeiver (10 year award)
- Arnold Allen (5 year award)
- Peter Knapp (5 year award)
- Denis Gagne (10 year award)

CCM – Byrick Award

John Ernsting

Volunteer Hours in 2010

126 Active Volunteers
10,602 hours contributed

Top Ten Contributors in Terms of Hours:

Don Duncan
Ipie van der Veen
Gwen Clark
Peter Knapp
Gloria Gibson
Hal Bowen
Joe Paterson
Denis Gagne
Fran Cormode
Randy Crawford

CCM Volunteer Service Pins

(starting dates in brackets)

2 Year Pin

David Auger (2006)
John Ernsting (2008)
Joan Findlay (2006)
Gloria Gibson (2008)
Terry Guest (2006)
Sue Guest (2007)
Bob Hall (2006)
Jeanine Leahy (2008)
Lloyd Mongraw (2006)
Barb Pugh (2008)
Nan Sidler (2006)
Callie Stacey (2006)
Mary Timms (2006)
Walter Willoughby (2008)
Bert Wyslouzi (2006)
Shantal Ingram (2002)

5 Year Pin

Phil Aldrich (2005)
Arnold Allen (2004)
Gwen Clark (2005)
Don Duncan (2004)
Jean Elliot (2004)
Bill Given (2005)
Diana Gregg (2005)
Eleanor Hamilton (2004)
George Hamilton (2004)
Ian Holmes (2005)
Dwayne James (2002)
Arlene Ketchum (2003)
Mark Lamb (2004)
Verne McKay (2004)
Asha Mohindra (2004)
Kris Mohindra (2004)
Barb Paterson (2004)
Michael Peterman (2001)
Don Ross (2004)
Jim Stewart (2005)
Mellissa Trudell (2005)
Pat Varty (2004)

10 Year Pin

Randy Crawford (2000)
Joan Barrett (1995)
Denis Gagne (1998)
Shirley Berwick (1996)
Hal Bowen (1999)
Marg Broadfoot (1999)
Kathy Hooke (1998)
Dick Persson (1998)
Bernice Standen (2000)
Dale Standen (1996)
Ipie van der Veen (1998)
Eila Martin (1999)
Roger Martin (1999)



Photo Credit: Mollie Cartmell

A Canada Day Story

Sue Guest, CCM Front Line Volunteer

My shift in the gift shop was July 1st and I must say I really lucked out. Canada Day has always been a special time in our family but I sometimes sense a lukewarm reaction around me. However, into the museum came a couple of visitors who really personified Canadians at their best. First through the doors was a couple with two small kids. The latter were pretty wired, but considering that they had driven all the way from Edmonton it could be expected. They had explicitly chosen Peterborough and the Canoe Museum to celebrate Canada Day as they journeyed to Kingston to settle in there into a new house. Dad was in the military and had just been transferred.

They were avid canoeists and felt our museum epitomized what the stuff of this country is all about. Then in came Dana Meise who is walking across Canada on the Trans Canada Trail. Just listening to his stories was worth the drive in to the museum from home! He was taking videos of the museum and again said what a super representation of our country it is. And then came a family from Knowlton, Quebec and some seniors from Washington. What a fabulous morning. And I did sell a couple of things too. Canada Day had a special flavour for me this year, thanks to the museum.

This is a Canadian treasure!

CCM visitor from Ontario



Photo Credit: Fusion River Photography

Education



Carolyn Hyslop,
Education Program Coordinator

Workshop Volunteers worked hard last winter doing maintenance on the bow portion of our sectional North Canoe, donated a number of years ago by builder Jim Holman. Last spring she was launched into another season with fresh gunwales and sparkling varnish. Her first outing of the year was to the Indian

River where Staff put her through her paces on a safety audit that saw her turned turtle, (not without some effort—she really does prefer the shiny side up, we were glad to see!) righted and paddled and bailed until we were satisfied with her worthiness to carry a crew of intrepid student voyageurs and their leaders.

With the gracious support of the Peterborough Rowing Club, on June 25th we were able to launch her from the Club's docks with a full complement of paddlers from the Karen Kain School of the Arts. Teacher Beryl Cohen worked tirelessly all spring to bring her class all the way from Toronto to pilot the program with us. Each Friday during our summer of CanoeKids Paddling Camp sessions enthusiastic paddlers hopped aboard. In PFDs and voyageur sashes they learned first-hand a little of the paddling lore, traditions and songs of the voyageurs. When Fall arrived, it was high school Outdoor Ed students and some of Trent's ESL scholars that tried their hand at paddling this big canoe.

This was also a year of new collaborations. This summer we partnered with the City of Peterborough Recreation Division for our summer camps. They included us in their marketing and handled the registration process while we looked after the staffing and programming. With this arrangement in place we were able to increase the number of camp weeks from two to four, fill all four weeks to capacity and create five weeks of full time summer employment for two talented and highly-qualified camp instructors, Mat MacLeod and Heather MacDonald.

In the fall, with the support of Fiona White, Program Coordinator for the Queen's-Trent Concurrent Education Program, we were able to bring on board two animators fluent in both official languages. We are thrilled that for the 2010/ 2011 academic year the galleries will ring with the sound of students speaking French as they are guided through an exciting day of experiences by our bilingual leaders!

Our summer never feels complete without an opportunity to gather with fellow educators and spend time networking, sharing ideas, skills, resources and our enthusiasm for getting students outdoors to experience and celebrate the character of the land that gave birth to the canoe. That was accomplished with our Summer Institute, this summer taking the form of a week-long Ontario Recreational Canoe and Kayak Association Tripper 2/3 course. On a rainy weekend in August our instructor Derek Mereweather met us at Paddlers' Co-op where Moving Water 1a was offered for those participants still in need of that prerequisite.

By Monday morning there were eight of us assembled on the shores of Anstruther Lake in the Kawartha Highlands ready to set off on a week of paddling, portaging, learning and sharing leadership.

With programming for the school-aged and older students well in hand we turned our attention to the pre-school paddlers-to-be. Collaborating with teacher, musician, singer-songwriter and children's entertainer Matt MacLeod, we developed and piloted a fabulous, 45-minute music and movement program for 3 to 7 year olds that highlights canoe-oriented songs, stories, and games.

As we approach our 10th year of delivering high-quality, experiential education programming, some of our indoor equipment and teaching resources are beginning to show

the effects of time and enthusiastic use. One program in particular needed some help. Our large, puppet version of the character from Holling Clancy Hollings' beloved story *Paddle to the Sea* was due for some major renovation. In a wonderful act of generosity, puppet maker Barbara Bickell took on the challenge and donated her services to the cause. The result was that we now have a wonderful, fresh, new "Paddle" to bring this classic story to life for children as we introduce a whole new generation to this well-loved story.



Jen Burnard,
Education Program Coordinator



Public Programs



Beth Stanley,
Artisan Program Coordinator

2010 was a busy year for public programming, with new artisan kits, a new artisan workshop and a confirmation of the Canoe Museum's reputation as an active museum where people come to learn new things. The newest workshop addition in 2010 was the long-awaited HBC Blanket Mitten Workshop.

Into our ever-increasing line of artisan kits came a new Finger Weaving Kit, a Paddle Carving Kit and a Mitten Making Kit to accompany the new mitten workshop.

Workshop participants spend a day or two learning traditional skills and techniques, meeting interesting people and working with their hands in a relaxed setting with supportive expert instructors. We've designed our workshops so participants leave a class with a finished piece, not a work in progress - this means no half-finished projects sitting in closets.

I'm always interested to know where our workshop participants travel from to attend the classes. Approximately 30% of artisan workshop participants come from the greater Toronto area, which isn't surprising considering the advertising we do through consumer shows such as Cottage Life and Outdoor Adventure. Another 30% come from communities in South-central Ontario such as Barrie, Cobourg, Huntsville, London and Uxbridge. 18% of the 2010 participants were from Peterborough. Although it is a small percentage of our students we also have international participants in our workshops, including those from the US and UK.

It's an amazing tour of
Canadian and world history!

CCM visitor from Brazil



We've made a real effort to develop artisan kits as companions to the workshops. These kits, which are the 'take-home' version of the workshops offered at the museum, are assembled here at the CCM and sold in our Gift Shop and through the online store. They provide us with an opportunity to sell the artisan workshop experience to people who can't travel here for a workshop and allow us to reach a broader market.

For 2011 we're planning to expand the workshops being offered by introducing two new courses. The first is a Canoe Seat Caning Workshop where participants will hand-cane both a bow and a stern seat for their canoe. The second is the much-requested Wood Canvas Canoe Repair Clinic where participants will receive the knowledge and hands-on experience necessary to go home and re-canvas, fill and finish their own cedar canvas canoe. We will also be launching a Wanigan and Tumpline Kit and a Seat Caning Kit to add to the line-up of artisan kits available in the Gift Shop.

Marketing

In 2009, we began a major effort to diversify our marketing mix. In 2010 we continued with that strategy by spreading our promotional messaging out through print, radio, television, digital media such as our website and email campaigns and through exhibiting at large consumer shows in the Greater Toronto Area including the Outdoor Adventure Show, Spring Cottage Life and Fall Cottage Life. It is a big project to take the museum on the road to these events, and we couldn't do it without the always-hardworking show team of Jeremy Ward, Beth Stanley, John Summers, Don Duncan, Peter Knapp, Randy Crawford and Barry Diceman, all of whom did a fantastic job helping me meet, greet and talk to thousands of interested folks who stopped at our booth over the past year.

Where we differed from the 2009 marketing campaign was in some of our messaging. In the spring we held a marketing brainstorming session with the creative people from the radio stations, graphic designers and television stations we use. The result was some new creative that was a bit edgier and made light of the condition of the outside of our building. The idea behind the creative was to have people who have never been to the museum question the ideas they have about us that are based on the old factory and office that is 910 Monaghan Rd. Despite a slow start to 2010 in terms of attendance the new message was well-received and attendance numbers for the year slightly improved over the 2009 totals.

In addition to all the promotion that is being done a couple of other big projects were taken on in 2010. The first was purchasing, installing and configuring our new point of sale system. The system has improved inventory control in our outstanding Gift Shop, tracking admission statistics and allowing us to better manage all of the transactions on a daily basis.

The other major project that we completed in 2010 was the amalgamation of museum member and contact information from two different databases into our PastPerfect software package. Using PastPerfect allows us to aggregate all of a supporter's transactions with the museum, from contact information to donations to attendance at events, into a single source. A big thank you goes out to Susan Russell for her expertise and contribution for that project and to Eleanor Hamilton for keeping the membership machine rolling on a weekly basis.



Anthony Berardi,
Manager, Marketing
& Information Technology



Our Valued Members

Honourary Life

Donald Burry, Don Curtis, Carl Doughty, David Houghton, Jack Matthews, Bruno Morawetz, Elizabeth Osborne, Ken Roberts, Bryan Vaughan, Kirk Wipper, Conna Wood.

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Peter Allen, Charles Franks, Jon Grant, Clifford Hatch, Maggie Hayes, Beverley Haun, Grant Linney, Kathleen Ramsay, Dale Standen.

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Adopt a Canoe

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Distant

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Very good and informative."

CCM visitor from Hong Kong



Family

Mary Ashbury, Mary Beth Aspinall, Simon Barker, Richard Batten, Julian Bayley, Don Benson, Deborah Berrill, John Berwick, Doug Blakely, Terry Boucher, Michael Boysen, Neil Broadfoot, Michael Brown, Kenneth Bruce, Bill Byrick, Fred Caloren, Colin Campbell, Derek Carroll, Jim Cashmore, Hugh Cleland, Robert Clysdale, Michel Comeau, Carol Corner, Randy Crawford, Don Curtis, George Dembroski, Michael DePencier, Ian Deslauriers, Barry Diceman, Mary Jane Dickson, Carl Doughty, William Duke, Don Duncan, Norm Dysart, Max Finkelstein, Ronald Fotheringham, Paul Fulton, Charles Geale, James Girling, David Goslin, Terry Gray, David Harris, Robert Hartigan, Terry Hawkins, Bob Henderson, Lisa Hicks, Bruce Hodgins, Pat Hooper, David Houghton, Ted Hunter, John Irvine, Michael Jarus, John Jennings, Janet Kelly, Al Ketchum, Peter Knapp, Elspeth Kushnir, Anton Kwiatkowski, Clifford Labbett, Andrew Laing, Doug Lavery, Linda Leckie, Gordon Lemay, Nick Lewis, Bruce Lister, Robert Lockhart, Bill Lockington, Jim Loucks, Joyce MacKenzie, Paul Macklin, Patrick Maloney, Roger Martin, James Matthews, Craig Maxwell, Christopher McDonald, Verne McKay, Barry McNichol, Gord Miller, Victor Miller, Russ Moore, Eric Morton, Bill Ness, Andrew Nowell, John Otter, Roxanne Palmatier, Joseph Paterson, Jim Patterson, Larry Pearson, Michael Peterman, Robert Phillips, Richard Plant, Joe Rees, Guy Ridgway, Drew Ridpath, Deryck Robertson, Jennifer Robertson, David Robinson, Jacob Rodenburg, Charlene Roy, Aaron Sargeant, Jutta Schaaf, Milton Schindel, Harold Scriver, Mark Scriver, Elizabeth Sine, Ernest Spratt, James Standen, Jim Stewart, Mark Stiles, Alek Szaranski, Julie TerVrugt, Justin Thibert, David Thompson, Alan Thomson, Patrick Turner, Hiro Urabe, Steve Vandermeulen, Charles Varty, Reid Watson, Mildred Weidhass, Chris Wells, Don Welsh, Ron Whetung, Richard White, Al Witham, Alex Wood, Roy Wood, Arthur Wootton, Peter Wotherspoon.

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Student

Zaid Jumean, Melanie Lyons, Briar Meade-Semel, Andrew Monid.

Special Donors

\$10,000 and Above

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\$15 to \$99

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Randy Crawford, Margaret Currie, Michael Curtis, George Cuthbertson, Ian Deslauriers, Mary Jane Dickson, Kaarina Dillabough, Joan Dionne, Pal Dosaj, Don Duncan, Larry and Ann Dunlop, Sandra Dupret, Walter Dyer, Anthony Dymott, Helen Eastaugh, Tessa Edwards, Mary Ferguson, Joan Findlay, Max Finklestein, Susan Finnie, David Forkes, Bruce Forsythe, Richard Fortin, Ronald Fotheringham, Anne Fox, Juliet Franczyk, Robin Fraser, Charles Geale, Danial Gibson, Seth Gibson, James Girling, Philip Goldring, Elaine Goselin, Betty Anne Graves, Terry Gray, Barbara Greaney, Peter Green, Alex Guthro, Gordon Haggert, Jo Harris, Maurice Harris, Gerald Hartwick, Fred Helleiner, Lisa Hicks, Bruce Hodgins, Barry Hoffman, Jim Holman, Ian Holmes, David Hoyer, Doris Huffman, Ted Hunter, Anne Irwin, Allan Jacobs, F. Winston James, Michael Jarus, Marsha Jeffries, Jane Jenks, Evelyn Johnston, Ed Johnston, Karen Johnston, Viliu Kanep, Paula Kartes, Joanne Kates, Janet Kelly, Ken Kelly, The Wooden Canoe Heritage Association Ltd., Al Ketchum, Bruce Kidd, Robert Kincaide, Mary Kirkbride, Paul Klonowski, Peter Knapp, Elspeth Kushnin, Clifford Labbett, Mark Lamb, Lucie Larose, Nick Lewis, Gary Lidster, Bruce Lister, Robert Lockhart, Mary Lowry, Craig MacDonald, Paul Macklin, Patrick Maloney, Brooke Martens, Roger Martin, Robert Martindale, Becky Mason, Joyce Mason, Susan Mattucci, Craig Maxwell, Graham McCallum, Christopher McDonald, Kathy McKnight, Ian McLeod, Linda McMullen, Victor & Lisa Miller, Russ Moore, Elaine Morrison, Peter Mueller, Billy Munnely, Patricia Nelson, Andrew Nowell, Bob O'Hara, Marsha Onyett, Scott Orfald, Sanford Osler, Brian Otter, George Panciuk, Wayne Parker, Murray Paterson, Larry Pearson, Dick Persson, Robert Phillips, Bill Phipps, Gloria & Clay Piercy, Valerie Porter, Fred Promoli, Stewart Purdon, Saroj Ramchandani, Don Rankin, Douglas Read, Joe Rees, Sandy Richardson, Guy Ridgway, Deryck Robertson, Jacob Rodenburg, Sheila Rody, Elsie & Janet Rody, Frank Romo, George Russell, Clayton Russell, Jyoti Saprashannon, Rick Schuett, Harold Scriver, Gail Simmons, Kevin Slater, Bernice Slotnick, Ruth Smith, Ernest Spratt, Gillian Stamp, Frank Stella, Rob Stevens, Mark Stiles, Roger Stockman, Nina Szpakowski, Tom Tack, Morgan Tamplin, Walter Taylor, Justin Thibert, Don Thompson, Alan Thomson, Mary Timms, David Tims, Anna Jean Trossman, Patrick Turner, Steve Vandermeulen, Charles Varty, Betty Ann Wakely, Willy Walker, John Walker, Piotr Wantuch, Reid Watson, Mildred Weidhass, Chris Wells, Don Welsh, Marian White, Richard White, Douglas White, Steve Williams, Robert Willoughby, Al Witham, Alex Wood, Roy Wood, Joan Wood, Peter Wotherspoon, Roger Young, B.K. Mohindra Family Fund, Lazer Graphics, Fourth Line Theatre, Peterborough Singers, Peterborough Theatre Guild.

Fascinating social, economic
and cultural history.

CCM visitor from Scotland



Photo Credit: Fusion River Photography



From the Treasurer

You will note from the statement opposite that the museum generated an operating surplus of \$140,081 before amortization for 2010. This surplus was largely due to the successful fall fundraising campaign, as well as Management's adherence to tight budgetary cost controls. After capital expenditures of more than \$65,000 and loan repayments of \$12,500, the museum increased its overall cash position by approximately \$45,000 during the year. Moving forward, Management and the Board continue to identify strategies to generate additional revenues.

Bill Morris, Treasurer

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Members of
The Canadian Canoe Museum

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2010, and the summary statement of operations for the year then ended, are derived from the audited financial statements of The Canadian Canoe Museum for the year ended December 31, 2010. We expressed a qualified audit opinion on those financial statements in our report dated March 23, 2011 (see below).

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of The Canadian Canoe Museum.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation of the summary financial statements based on the audited financial statements of The Canadian Canoe Museum for the year ended December 31, 2010.

Auditors' Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of The Canadian Canoe Museum for the year ended December 31, 2010 are a fair summary of those financial statements. However, the summary financial statements are qualified to the equivalent extent as the audited financial statements of The Canadian Canoe Museum for the year ended December 31, 2010.

The qualification of the audited financial statements is described in our qualified audit opinion in our report dated March 23, 2011. Our qualified audit opinion is based on the fact that we were unable to satisfy ourselves concerning the completeness of certain revenues. Our qualified audit opinion states that, except for the effects of the described matter, those financial statements present fairly, in all material respects, the financial position of the Federation as at December 31, 2010, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

McCull Turner LLP

Licensed Public Accountants

Peterborough, Ontario
March 23, 2011

McCull Turner

THE CANADIAN CANOE MUSEUM

Year Ended December 31, 2010

SUMMARY STATEMENT OF FINANCIAL POSITION

	2010	2009
CURRENT ASSETS		
Cash and short term investments	677,925	633,334
Accounts receivable	11,350	6,660
Inventory and prepaid expenses	93,796	95,176
	783,071	735,170
CAPITAL ASSETS	3,511,363	3,730,027
	4,294,434	4,465,197
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	25,939	60,191
Current portion of loan payable	12,500	12,500
Deferred revenue	82,847	61,328
	121,286	134,019
LOAN PAYABLE	40,625	53,125
	161,911	187,144
FUND BALANCES		
Unrestricted	56,203	-
Internally restricted	618,082	194,574
Invested in capital assets	3,458,238	4,083,546
	4,132,523	4,278,053
	4,294,434	4,465,197

SUMMARY STATEMENT OF OPERATIONS

	2010	2009
REVENUES		
Admissions and retail sales (net)	111,606	125,873
Membership, donations, grants and fundraising	533,013	466,574
Course, rental, investment and other	154,817	163,517
	799,436	755,964
EXPENDITURES		
Wages and contract staff	400,942	430,586
Building repairs and utilities	84,327	89,591
Operating, administrative and insurance	110,508	129,527
Fundraising	63,578	53,359
	659,355	703,063
EXCESS OF REVENUES OVER EXPENDITURES BEFORE AMORTIZATION	140,081	52,901
Amortization	285,611	294,681
EXCESS OF EXPENDITURES OVER REVENUES FOR THE YEAR	(145,530)	(241,780)

McCull Turner

Museum Outreach In Saskatchewan

Several years ago Bill Buxton, Principle Researcher at Microsoft Research, contacted the Canadian Canoe Museum about building or acquiring a birch bark canoe to retrace a journey his father had taken back in 1939 when he was a young Anglican minister and teacher in Pelican Narrows, Saskatchewan. Curator Jeremy Ward connected Mr. Buxton with a number of traditional canoe builders across the country and he finished up building not one but two 17' bark canoes with Tom Byers near Spanish, Ontario.

With logistical help from CCM Executive Director, James Raffan (in the stern, paddling down the Deschambault River east of Lac La Ronge) Bill Buxton (in the bow) was able to realize his dream. Details and photos of this wonderful historical reconnection are at billbuxton.com/canoe.html. Continuing the process of reaching out to Canadians across the country, we are hoping that this connection will result in further collaboration between the museum and the school in Pelican Narrows.



Photo Credit: Jim MacLachlan