



ElginCounty
Progressive by Nature

E-NEWSLETTER • SEPTEMBER/OCTOBER 2017

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Tourism Profile

Clovermead Celebrates the Majestic Pumpkin



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There's something magical about pumpkins, and it isn't just Cinderella that thinks so. Each year this humble squash is brought in from the fields to take its place of honour on our porches and in our stomachs. Smooth or lumpy, big or small, vibrant orange or snow white, pumpkins come in a range of shapes, sizes, and varieties - all of which are

deserving of celebration. Celebrating pumpkins is exactly what Clovermead Adventure Farm does each Saturday from mid-September until the end of October with its annual [Pumpkin Festival](#).

The event started small 9 years ago with just the Hiemstras and their kids



participating but every year it has grown more orange and more elaborate, giving families the excuse to get outside and enjoy the fall season. The event has become so successful that the farm, famous for its bees and honey, now sees more visitors during the festival than any other time of the year.

“We have a bee-autiful farm in the summer and in the fall so wanting people to enjoy it with us is just natural,” says owner Chris Hiemstra.

During the festival Clovermead, dressed in all its fall finery, plays host to a variety of enchanting fall activities that are sure to delight! Visitors can pick their own pumpkin directly from the field, navigate the twists and turns of a corn maze, make new animal friends, enjoy a wagon ride, and take in the thrills of the zip-line, the jumping pillow or the pedal go-carts. New this year is the Pumpkin Slide N Drop Show where a pumpkin is sent rolling down the back of the barn roof and up a ramp, finally splashing into a bin of water.

Not to be missed is the Pumpkin Cannon Show. Clovermead is home to three pumpkin cannons of various sizes, a pumpkin catapult, and a trebuchet. The show is held several times each Saturday and

afterwards kids can get in on the action themselves by shooting three walnuts out of a little walnut cannon and three walnuts with a super-sized walnut sling shot.

Clovermead also invites families to come on a week day to enjoy the fall scenery, pumpkin displays, and regular farm attractions without the hustle and bustle of the weekend traffic. Friendly Scarecrows sprinkled around the property as part of the decorations also provide the perfect backdrop for fall family photos.

Take the time this year to make Clovermead Pumpkin Festival part of your family tradition and create memories that will last a lifetime.



Furthernorth Design - Modern Design with a Vintage Flare



furthernorth

GRAPHIC DESIGN BY ABI NORTH

Abi North first became interested in both marketing and art in high school. A mix of media studies and art classes inspired her to combine traditional art with modern digital platforms. She dipped her toes into the waters of graphic design when she served as her schools' student council vice president and was involved in creating posters and tickets for dances and other school events. This love of art and media eventually led Abi to Fanshawe College where she pursued a three-year diploma in graphic design.

Fresh off of her graduation this enterprising young Elgin County resident decided to start her own business, Furthernorth Design, and in May of 2017 she opened a studio in the village of Port Stanley. Steps from the downtown core, this bright and modern space with a touch of vintage flare is a direct reflection of Abi's design aesthetic.

"I am very interested in typography and chalk art right now," says Abi. "I really enjoy taking vintage styles and design methods from pen and paper and then transforming what I have created for a modern digital platform."

Abi's youthful enthusiasm is infectious. No project is too big or too small for her to tackle and this passionate approach has allowed her to amass a collection of clients both locally and internationally.

Furthernorth's specialties are branding and logo development, brochure design, and magazine layouts. Current projects of note include the layout



and design of a high fashion figure skating magazine, logo development for a hunting and fishing television show, and logo design for a film production company.

Abi chose Port Stanley for her studio not only because she has roots in the community but because the village has an environment that is conducive to creativity.

“I love being close to downtown Port Stanley, hearing the lift bridge go up, enjoying the great restaurants and coffee shops on my lunch break, and being by the water really gets the creative juices flowing! One day the design industry may take me away but this little town will always bring me home.”

To see examples of Furthernorth Design’s work visit <https://www.instagram.com/furthernorthdesign/>.



Business Profile

Elgin County Wine Featured in LCBO Vintages

A new product from Elgin County’s own Quai Du Vin Estate Winery is now available in the Vintages section at select LCBO stores.

The Ehrenfelser grape, is a cross between Riesling and Silvaner, that was bred almost a century ago. It is native to Germany, but grown primarily in British Columbia. It’s known for tropical fruit and perfume notes.

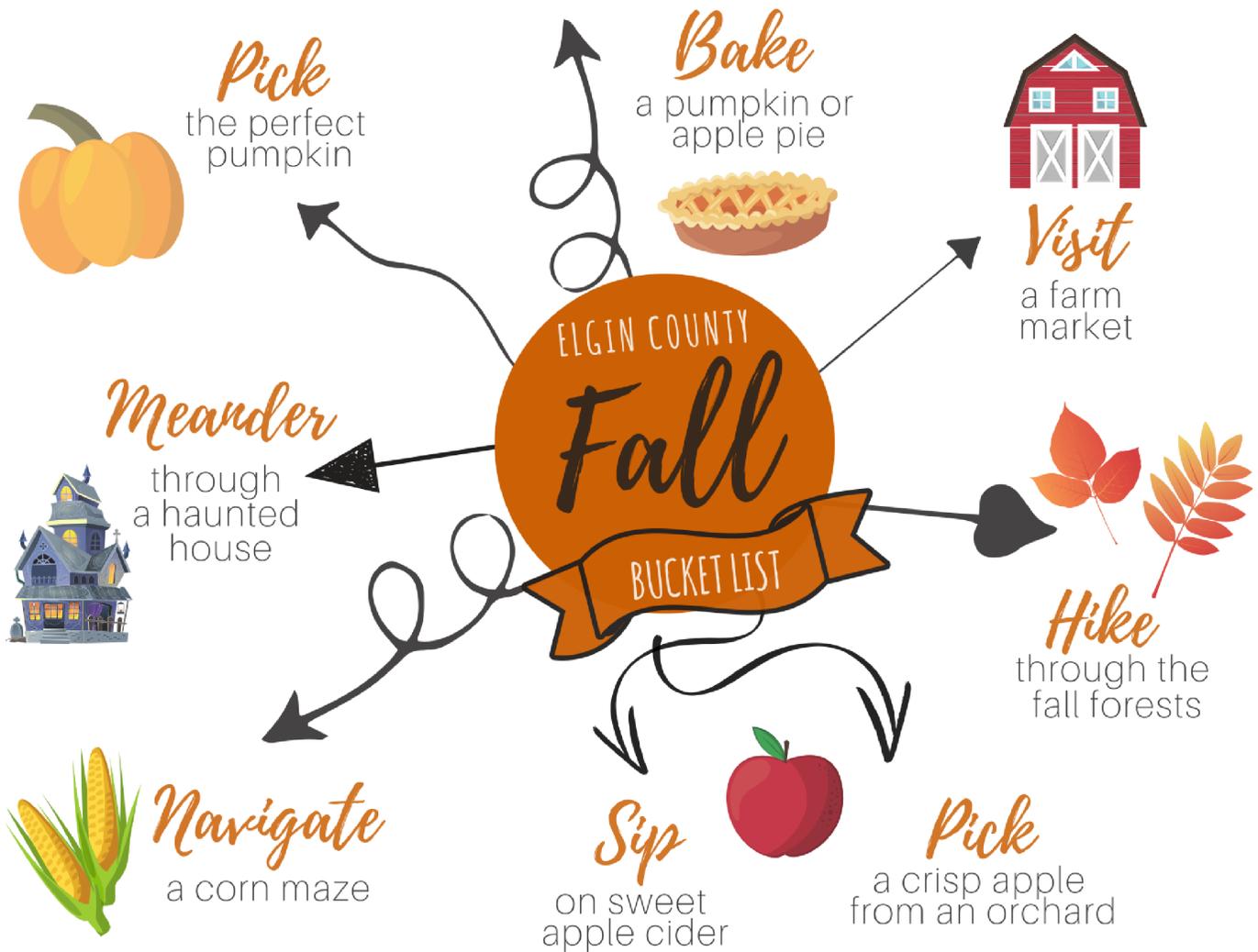
The Ehrenfelser vineyard at Quai du Vin is new and therefore produced only 55 cases in 2016. As it matures the vineyard should produce upwards of 200 cases per year.

The 2016 Ehrenfelser (LCBO #520536) is also being featured in the September 30, 2017 magazine with a profile on the winery and pictures of Elgin County.

The LCBO purchased over half of the total production of this wine and the remainder is available at [Quai Du Vin Estate Winery](#).



#FALLFORELGIN



How to Play

- 1 Like @elgincounty on Instagram
- 2 Take a photo of a category on the bucket list.
- 3 Post your photo on Instagram and use #FallforElgin.

Each week, a photo will be chosen at random to win a gift certificate to a local business.

For more contest details visit:
www.elgintourist.com/FallforElgin



Business Profile

Otter Be Here - Experience the Undiscovered Beauty of the Otter River



The beauty of the Otter River in Bayham is a well-kept secret. Gently winding its way south through tree-lined ravines, the river gradually meanders down to the lakeside village of Port Burwell. When Jan Wouters, a canoe enthusiast, moved to the area three years ago she was surprised to find the scenery along the river rivaled that of what she had seen in northern Ontario.

“I have done lots of canoeing up north and the Otter River is just as nice,” said Jan. “Canoeing down the river is such a serene experience. We regularly see Bald Eagles, Golden Eagles and even deer.”

In addition to its beauty, the river is an ideal location for canoeists and kayakers of all skill levels. The river is shallow and has a sandy bottom with few rocks. It also has lots of places to stop on the shore for breaks and picnic lunches.

It was their desire to share the beauty of the river and her love of canoeing that prompted Jan and her husband Jack to start Otter Be Here, a business that provides canoe and kayak rentals, drop off, and pick

up services at several points along the Otter River. Otter Be Here has three single kayaks, one tandem kayak, and five canoes available for rent. Renters can choose from several canoe runs all of varying lengths and levels of difficulty. Jan is happy to engage with renters assessing their levels of comfort and suggesting the best route to fit their needs.

Otter Be Here offers rentals seven days a week in the summer and into the fall, weather permitting. Because each canoe run takes a few hours, the last rental time available is 1:00 p.m. each day to give canoeist and kayakers the opportunity to finish their routes well before dark.

“You Otter Be Here and You Otter Come Back,” says Jan who since opening her business this year has received overwhelming support from the community. She already has a base of loyal repeat customers who appreciate the opportunity to try out a new activity. Jan finds that people enjoy the experience so much that they come back time after time.

For more information about Otter Be Here and a map showing the distance of each canoe run, visit www.otterbehere.com/.



Elgin County Conference Series Presents ...

Who Are You Online?

For more information or to RSVP
Call 519-631-1460 x 168 or Email info@elgin.ca
whoareyouonline.eventbrite.ca



Wednesday, October 25, 2017
Kettle Creek Golf & Country Club



Digital marketing is crucial to success in tourism marketing today, and the most important part is working with online content. In this workshop, we will cover the basic rules of the road, navigating the jargon and understanding the users, working with the more popular platforms, creating online advocates, and understanding digital influencers - all featuring examples from the travel industry. Finally, we will look at creative ideas for generating and using online content through the business itself or through attracting those online advocates.

DATE AND TIME:

Wed, 25 October 2017

8:15 AM – 12:00 PM EDT

LOCATION:

Kettle Creek Golf & Country Club

320 Carlow Road

Port Stanley, ON N5L 1B6

www.whoareyouonline.eventbrite.ca

A Visit Will Get You Thinking.

#OPLW

WWW.OPLW.CA

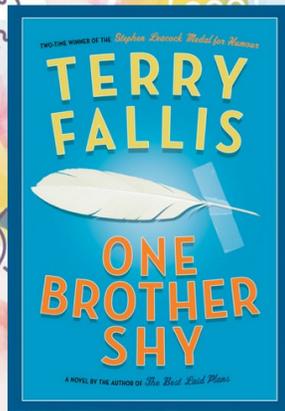


ONTARIO PUBLIC LIBRARY WEEK

Author Terry Fallis

WEDNESDAY OCTOBER, 18th 2017

Port Stanley Library & Festival Theatre



Join us in celebrating Ontario Public Library Week with a reception & book talk featuring award winning author and humourist Terry Fallis!

Join Us

Reception: 6 - 7 p.m. - Port Stanley Library

(Light refreshments will be served)

Book Talk & Signing: 7 - 8:30 p.m. - Festival Theatre

*(Books available for sale at the event with thanks to Coles, St. Thomas.
\$24.00/copy - cash or cheque only on-site)*

For free tickets register via Eventbrite: <http://bit.ly/2vxG3oU>

or call 519-631-1460 ext.151

Presented by Elgin County Library with greetings from presenting sponsor author Kelley Armstrong. Photo credit Tim Fallis.

