

National Opinion Researcher shares his secrets at 12th Annual Lake Links Workshop

Saturday, October 19th, 9am-3:30pm in Perth, ON

Greetings!

Do you want the latest on how to protect your lake? Want to learn how to get your lake residents involved and get them helping too? Then come out to the 12th annual **Lake Links Workshop** in Perth on Oct. 19 from 9am-3:30pm at the Perth Civitan Club, 6787 County Rd 43 and we'll show you how.

As in the past we've got our usual line up of lake facts and updates of activities in the area, including the who's who and the what's what of lake issues. But this year we have something more, something big.

This year will be extra exciting for our audience as we are thrilled that Angus McAllister (of Angus Opinion Research fame) will be joining us. He'll be sharing his 25+ years of experience surveying public opinion on the environment and other issues. He'll be offering up ideas and actions on how local lake associations can reach and engage lake residents - i.e. the ones that are REALLY responsible for protecting the health of their lake. He's knowledgeable, funny and entertaining. And he's coming to Perth.

Everyone knows it can be a struggle to get people out to help on your committee, create your newsletter, attend meetings, get involved in the latest stewardship program to help protect that water quality that everyone keeps saying is their number one concern on their lake. Angus promises to give us some insight into who our lake residents and users are, what makes them tick, what interests them and what motivates them to act.

While this workshop is geared toward lake stakeholders, any organization, committee or group can benefit from the wealth of knowledge Angus will share regarding knowing your audience and how to get them moving. Everyone should walk away with some new insight, tools, strategies and motivation for getting people to help you help your cause.

We'll also hear from Terry Rees, Executive Director of the Federation of Ontario Cottagers Association (FOCA) who will bring us up to date on changes to legislation, funding, and management affecting lake environments.

Space is limited so register early. To pre-register, please call the Centre for Sustainable Watersheds at 613-264-1244 or email info@watersheds.ca (be sure to include your name, organization and contact information). Cost is \$15 per participant which includes refreshments and a light lunch.

For more information, contact:

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We look forward to seeing you there!

Sincerely,

Barbara King, Centre For Sustainable Watersheds