

# STRATEGIC OBJECTIVES

July 12, 2006

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Mayor W. Donald Cousens  
101 Town Centre Boulevard  
Markham, ON  
L3R 9W3

184 Front Street East, 4th Floor  
Toronto, ON, Canada M5A 4N3  
TEL (416) 366-7735  
FAX (416) 366-2295  
www.strategicobjectives.com

Dear Mayor:

On Thursday September 21, 2006, M&M Meat Shops, Canada's largest retail chain of specialty frozen foods, is hosting its second annual National Family Dinner Night and continuing its tradition of bringing family and friends together.

Family experts and researchers have told us that one of the most valuable gifts parents can give their children is time spent together as a family. Taking this advice, last year M&M Meat Shops successfully launched National Family Dinner Night and encouraged thousands of families to sit down and have dinner together. Through these efforts, M&M strengthened communities and raised \$25,000 for the Crohn's and Colitis Foundation of Canada (CCFC). This year M&M is hoping to bring even more families across the country together at mealtime.

- Last year's program received the support of community leaders ranging from the Prime Minister to the Mayors of some of Canada's smallest cities. We would be most honoured if you, as a leader in the community, would
- ① provide a letter of support for this community-based initiative and, if possible, formally proclaim
  - ② September 21, 2006 as National Family Dinner Night. We would truly love to hear your own memories about your family dinners growing up and what getting together for a family meal means to you.

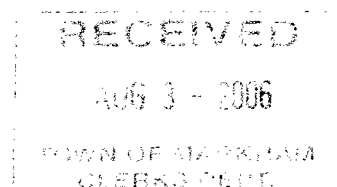
M&M Meat Shops will be asking families to register their participation in National Family Dinner Night on their website: [www.mmmeatshops.com](http://www.mmmeatshops.com) as of August 1, 2006. For every person that registers, M&M will donate \$1 to the CCFC.

Of course, we also hope that you will enjoy a family dinner on September 21, 2006, and register your participation in National Family Dinner Night at [www.mmmeatshops.com](http://www.mmmeatshops.com).

As M&M Meat Shops' public relations partner, we thank you in advance for your consideration. We will follow up with your office in the next few days. In the meantime, if you have any questions, please do not hesitate to call me at (416) 366-7735.

Thank you for your consideration.  
Yours truly,

  
Judy Lewis  
Partner & Executive Vice President  
STRATEGIC OBJECTIVES





Proclamation

BIOTECH WEEK IN MARKHAM AS PART OF

ImaGENEation - NATIONAL BIOTECH WEEK

SEPTEMBER 23 – 30, 2006

WHEREAS The Town of Markham recognizes the importance of biotechnology as a creator of wealth and employment and in contributing to a healthier tomorrow for the community;

WHEREAS The Town of Markham is committed to encouraging the development and nurturing of the biotechnology sector together with our YORKbiotech four founding partners, namely York University, the National Research Council/Industrial Research Assistance Program and the Regional Municipality of York;

WHEREAS The Town of Markham will together with its YORKbiotech partners, celebrate National Biotech Week ImaGENEation by working with students by providing tours of local biotech companies and hosting a special event for businesses, academia and government, in the Markham Civic Centre during this special week

NOW, THEREFORE be it resolved that I, Mayor W Donald Cousens, on behalf of the Members of Markham Council hereby proclaim September 23 – 30, 2006 as Biotech Week in Markham as part of ImaGENEation – National Biotech Week.





Re: Character Community Week  
October 16<sup>th</sup> – 21<sup>st</sup>, 2006

Date: July 31, 2006

Last year, all municipalities and the Regional Municipality of York proclaimed the third Wednesday of October, as Character Community Day. On this day, a number of events took place across the region to raise awareness about the Character Community initiative.

This year, the Character Foundation of York Region is asking each Municipality to proclaim the third week of October (**October 16<sup>th</sup>-21<sup>st</sup>, 2006**), Character Community Week.

Events will be held at local schools, libraries, businesses and community centers.

Some of these events will take place on:

- October 16<sup>th</sup> at Upper Canada Mall, Newmarket, Character Community Day
- October 18<sup>th</sup> at Hillcrest Mall, Richmond Hill, Character Community Day
- October 19<sup>th</sup> at Great Hall, Region of York, Newmarket
- October 21<sup>st</sup> at Markville Mall, Character Community Day

Posters advertising Character Community Week are included in this package. Please post them in prominent locations.

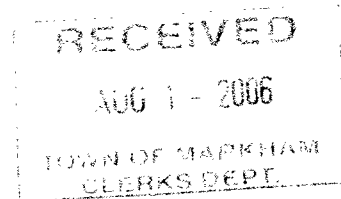
4/ In conclusion, we ask you pledge your support to the Character Community Foundation and declare the 3<sup>rd</sup> week of October 2006, Character Week in the Region of York.

For further information, please contact Christine deHaas at (905) 830-4444 – Ext. 1522.

Regards

Christine M. deHaas  
Executive Director  
Character Community Foundation of York Region

[www.charactercommunity.com](http://www.charactercommunity.com)



# **Celebrate Character Community Week in York Region**

**October 16-21, 2006**

**Focus on the 11 attributes and incorporate them into every day  
actions in your home, school, work and play.**



**Respect  
Responsibility  
Courage  
Inclusively  
Honesty  
Fairness  
Integrity  
Optimism  
Compassion  
Perseverance  
Initiative**

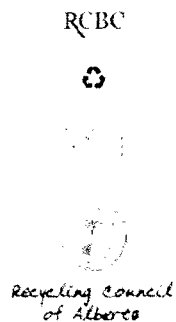


**For more information on Character Community Week, visit our website at  
[www.charactercommunity.com](http://www.charactercommunity.com).**

**The Character Community initiative  
is recognized and supported by the  
Regional Municipality of York.**

**A Character  
Community**

**York Region**



# Waste Reduction Week in Canada

October 16-22, 2006



# Semaine canadienne de réduction des déchets

16 au 22 octobre, 2006

August 30, 2006

## RE: WASTE REDUCTION WEEK in CANADA, OCTOBER 16-22, 2006

The Recycling Council of Ontario (RCO) requests that your municipality declare October 16-22, 2006 as Waste Reduction Week (WRW) in your community.

WRW in Canada celebrates our efforts to reduce, reuse, recycle and compost, and encourages us to turn new challenges into opportunities. Waste reduction is the key to conserving our resources and eliminates the need for disposal, therefore reducing our debt to the future. This is the sixth year that WRW in Canada will be celebrated across Canada, promoting the theme "Too Good to Waste". Promotional and resource materials will be made available to all local governments, schools and businesses. These materials can be viewed and downloaded from our website at [www.wrwcanda.com](http://www.wrwcanda.com).

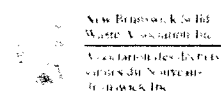
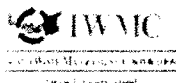
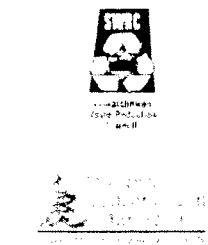
The RCO is the delivery agent for WRW in Canada in Ontario and will be working with schools, municipalities, businesses and community organizations across the province to build awareness of the importance of reducing waste and to encourage and help facilitate local waste reduction activities.

We encourage municipalities to register on-line and plan activities and events for Waste Reduction Week in Canada. We would be happy to promote any such activities on our website. We ask that you ensure that the WRW in Canada message and request for community proclamation is passed on to your mayor and council. Please let us know when the declaration is official and we will add your municipality to our website as a participating Ontario Community.

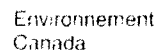
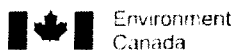
RCO understands and recognizes the vital role municipalities play in reducing Ontario's waste. We look forward to celebrating Waste Reduction Week with you.

Sincerely,

Greg McDonald  
National Coordinator  
Waste Reduction Week in Canada  
c/o Recycling Council of Ontario (RCO)  
51 Wolseley 2<sup>nd</sup> Floor  
Toronto, Ontario M5T 1A4  
416-657-2797 ext #5



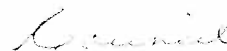
Champion Sponsors







August 29, 2006



To Mayors and Councils,

We are writing to ask that you and your Council once again endorse a day of recognition for the many people who work providing care to children in your community. Last year you were one of over one hundred and thirty municipalities that proclaimed this day of appreciation, making it such a success.

The Ontario Coalition for Better Child Care (OCBCC), the Canadian Union of Public Employees (CUPE) and our other labour partners representing child care workers across Ontario are asking that Wednesday October 25<sup>th</sup> 2006 be proclaimed as **Child Care Worker & Early Childhood Educator Appreciation Day** in accordance with the attached resolution.

Many groups are recognized by way of Municipal Resolution. Such a day allows the community to recognize the work of various groups and to acknowledge the contributions they make in the lives of community members.

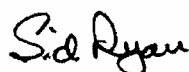
Many children, families and communities benefit from the work of child care workers. Child care also contributes to the economic life of communities. Research shows the many economic benefits accrued from affordable, accessible high quality child care. This benefit comes from the number of people employed in the child care industry and because the availability of child care allows parents to work and to contribute to the economic life of society.

To help us to promote this day we would also like to ask your Council to provide financial support for public announcements, for example advertising the day on the side of city buses or other means your Council uses to reach out to the public and we are happy to provide artwork to facilitate this process. We hope that with your active support your proclamation of this day of recognition will encourage and support a day of community recognition for child care workers.

Please advise us of your participation in this day of recognition so that we can acknowledge your community's role in celebrating child care workers across Ontario on October 25<sup>th</sup>.

Thank you for your consideration.

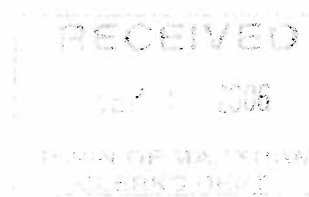
Yours sincerely,



Sid Ryan  
President, CUPE Ontario



Shellie Bird  
President, OCBCC



# 6<sup>TH</sup> ANNUAL CHILD CARE WORKER & EARLY CHILDHOOD EDUCATOR APPRECIATION DAY

OCTOBER 25, 2006

## **RESOLUTION**

**WHEREAS** thirty five years of research confirms the benefits of high quality child care for young children's intellectual, emotional, social and physical development and later life outcomes; and

**WHEREAS** child care promotes the well-being of children and responds to the needs of parents, child care workers and the broader community by supporting quality of life so that citizens can fully participate in and contribute to the economic and social life of their community; and

**WHEREAS** recent studies clearly show trained and knowledgeable Early Childhood Educators and child care workers are the most important element in quality child care, and further that good wages and working conditions are associated with higher job satisfaction and morale, lower staff turnover all of which predict higher quality care

**THEREFORE BE IT RESOLVED** that October 25, 2006 be designated the 6th annual "Child Care Worker & Early Childhood Educator Appreciation Day" in recognition of the influence, dedication and commitment of child care workers to children, their families and quality of life of the community.



# Lupus Foundation of Ontario

*Patricia*

Honorary Patron:

The Hon. James K. Bartleman  
Lieutenant Governor of Ontario

June 28, 2006

Markham City Hall  
Clerk's Department  
101 Town Centre Boulevard  
Markham, ON L3R 9W3

Box 687 294 Ridge Road N  
Ridgeway, ON L0S 1N0  
(800) 368-8377 ON Only  
☎ (905) 894-4611  
☎ (905) 894-4616  
✉ lupusont@vaxxine.com  
Website: www.vaxxine.com/lupus  
Serving Ontario since 1977 (Inc.)

Re: Flag Raising **"October is Lupus Awareness Month"**

To Whom It May Concern:

**Lupus Foundation of Ontario** was founded in 1977 by a group of lupus victims who wanted to help others who had been diagnosed with lupus, or were seeking a diagnosis for their symptoms.

We are asking for your help. During 2005, we were able to raise the lupus flag in Toronto, Ottawa, Kincardine, Kapuskasing, Fort Erie, Welland, Niagara Falls, Port Colborne and Guelph, to name just a few of the communities. We would like to continue with this programme, to bring awareness to everyone in Ontario, but we need the approval of Mayors and Councils to bring our quest into a reality.

Would your City Hall be willing to raise our flag during the month of October? We will furnish the flag, a return postage-paid envelope and literature for your libraries and hospitals. We would ask that a photograph be taken of the flag raising with your Mayor or a representative to publish in our quarterly newsletter, **"Lupus Talk"**. We do have a volunteer who is able to raise the flag with you.

Our website hits have escalated from 4300 to 120,348 in two years. These hits were reported in March, 2006. We know that many individuals living in Ontario are still unaware of what lupus is, or even that there is a chronic disease called lupus.

With your help, we will be able to educate many and help them to obtain a proper diagnosis along with suggestions how to manage and cope with lupus.

We look forward to raising our flag in Markham and hope that you will be able to accommodate our request.

Very truly yours,

Kathy Crowhurst

