

## Celebrating Our Fifth Anniversary

**T**his issue, Autumn 2012, marks the completion of our fifth year publishing this magazine. Our first issue came out in Jan. 2008. It was a difficult time to start a business, because in early 2008 the economy, especially in the U.S., took a severe downturn. While there was immediately a lot of interest in our unique vision, many prospective advertisers slashed their marketing budgets. We were further alarmed to hear that some business owners might tell us to wait three years and if we're still in business, to give them a call then. Yet we also heard that we would benefit from the first signs of economic recovery, as the most successful businesses would resume advertising quickly. Everyone knows that to do well, your business has to advertise in publications that people pay attention to.

We have worked hard to create a magazine that reflects life along the entire Niagara Escarpment in Canada, and we are tremendously pleased at the response we get. Readers and viewers from ages eight to 80 tell us they love the magazine as much as we love creating each issue.

### Getting It Right

We're also gratified to see that we've helped raise vital awareness of the importance of the Niagara Escarpment, in other people. We've noticed town and regional tourism communications mention the Escarpment when they didn't before. We've also seen references to the Escarpment by other publications who before we appeared, simply ignored this wonderful feature. We think this is just great! There is so much to explore on and around the Niagara Escarpment, that there is an endless supply of fascinating subject matter for all to share. Gary Hutton does this well in his work for this issue, on the topic of what's so special about the Niagara Escarpment.

**Well protected at Fort Willow Conservation Area, by reenactors dressed as War of 1812 soldiers of Royal Newfoundland Regiment in red, and Royal Artillery in blue. From left: Lyn Downer, Gloria Hildebrandt, David Brunelle, Seaghan Hancocks.**

PHOTO BY MIKE DAVIS.



Anything that increases appreciation of this World Biosphere Reserve is welcome. We should be an example to the world, of how to get the right balance between development and nature.

### A New Look

In honour of our 5<sup>th</sup> anniversary, our Art Director Branimir Zlamalik, who has been with us from the challenging very beginning, has redesigned the magazine. We've kept the same emphasis on our gorgeous photography, much of it by our principal photographer, my co-publisher Mike Davis. Our redesign gives similar weight to our writing, because we are proud of the high quality of our magazine journalism by professional writer-photographers like Chris Mills, who contributed the feature on Isaac Brock and the Battle of Queenston Heights in this issue.

Our new design gives room for more white space, which lets the eye and mind rest and absorb our rewarding content.

The biggest change is on our cover, with a neater, tighter masthead. It identifies the magazine more strongly and serves to distinguish it from others who may have been trying to follow our lead. We believe the new look will give us more opportunity for creativity.

This issue is also our annual look at some visual artists who work near the Niagara Escarpment. Added to our interesting columns on cooking without recipes by our longtime contributing expert Misty Ingraham, and sustainable gardening by Sean James, we believe we have an impressive 5<sup>th</sup> anniversary issue, our biggest yet.

### Customer Appreciation

The celebration doesn't stop with this issue. We will host another, bigger Customer Appreciation Day this fall. If you're an advertiser or subscriber, you're invited! If you missed getting your invitation, please contact me at [editor@EscarpmentViews.ca](mailto:editor@EscarpmentViews.ca) or 905 873 2834. We're looking forward to you joining us.

As a final note, if you can identify the mushroom in Mike's photograph on page 50, please let us know. We tried but gave up. Can you help?

*Gloria*

Gloria  
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**P.S. Wild animals need wild spaces. Keep wild spaces wild!**

ESCARPMENT  
**Views**



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