

Constant Growth

These words are swimming around in my mind: If you're not moving forward, you're actually falling behind.

I'm increasingly aware of the need to keep physically active, especially doing the things that are difficult and hurt a bit. I was once climbing a long, steep stairway up the Escarpment at Queenston Heights when my left knee suddenly "gave way." It felt as if I had no knee when I put weight on it, and I fell to the ground. Other people helped me up, to my great embarrassment. Now I try to climb a hill on my daily walk, to get and keep my leg muscles strong.

Business strength can show forward movement or strength, in terms of growth, whether in revenue, customers, or service, which in our case includes editorial content. This issue's content has grown in a few ways. We have a new department, a new column and in order to improve our service, our first reader survey.

New Content

There are so many unique and interesting retail shops along the Niagara Escarpment, with so much to offer, that we've started a new department called Purchasing Pleasure, to highlight some of the special products available.

I've also launched a new column to share my challenges with managing a parcel of rural land near the Escarpment. I hope you'll find it interesting or amusing, and not the worst kind of vanity publishing. I would appreciate your advice for dealing with my various predicaments.

Reader Survey

Another new item this issue is our first Reader Survey. We think we have a good idea of

the kind of people who enjoy *Niagara Escarpment Views*, from our travels, conversations with people, and your cards, notes and messages, but we want to get some statistical facts about all of you. This is also your opportunity to let us know what you like and what we could improve. We will even make it worth your while to complete the survey! We'll mail a free copy of the next issue to a Canadian address, and if you're a subscriber, we'll extend your subscription by an issue. Or, you could give us the address of someone else in Canada you'd like to see get a free copy. Just give us the address and a copy will get in our next mailing.

This Issue

We have three large main feature articles this summer, touching on areas along the Niagara Escarpment in the north, centre and toward the south.

"Atop Spirit Rock" is Sandra J. Howe's recommendation for exploring a beautiful part of the Bruce Peninsula that is also rich in history and mystery.

"Cataract's Historical Falls" takes you to the gorgeous Forks of the Credit, where a ruin broods beside a little waterfall that once gave great power to the area. Writer Andrew Hind declares that it's one of the Escarpment's best secrets.

"Hamilton's Balancing Act: Nature vs. Industry" recounts the history of an industrial heavyweight and its delicate balance at the edge of the Escarpment, what locals call "the Mountain." Paul Weinberg has researched the city's development and speculates on its future.

Ethics, Excellence, Engagement

Some other words that popped into my head



PHOTO BY MIKE DAVIS

recently are ethics, excellence and engagement. It's been fashionable for a while for magazines and businesses to have three words that sum them up. After reading Mike's column for this issue, these words came to me as defining what we're about, or at least what we aspire to.

It wouldn't occur to us to be anything but completely ethical, and we've been amazed to learn of people who don't pay their bills, take money without doing what they promised, or otherwise act in unscrupulous ways. It gives other magazines a bad name. Excellence in magazine

journalism and customer service is what we strive for, and we believe we're achieving. Doing this well is one of our competitive advantages. This leads to engagement, in which you, our readers, remain loyal, tell us what you think, and talk to others about the magazine. For more on these concepts, turn the page to Mike's View.

As always, let us know what you think.

Gloria

Gloria Hildebrandt

P.S. Wild animals need wild spaces.

LET US KNOW WHAT YOU THINK!



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