

The First Decade

10 YEAR ANNIVERSARY

The last 10 years have flown by. It seems like only yesterday that Mike and I began this magazine. We chose an unusual focus for a publication: a little-known, poorly understood geological formation that snakes roughly north-south through southern Ontario, with protections on it that prevent rampant development, and place restrictions on landowners, even to the point, as some

close to Toronto, they have not all been overwhelmed with identical suburban residential development. By celebrating these aspects for the last decade, I believe *Niagara Escarpment Views* has helped residents feel increased pride of place.

Early on, Mike said "If no one tries to take us out, we'll be in trouble." He meant that if no one saw us as serious competition, it would indicate that we didn't have a good business proposition. We were somewhat relieved therefore, when we were

acknowledging that if they want to remain relevant and competitive, they have to recognize the value of the Escarpment to their communities.

We couldn't be more delighted.

So how do you celebrate 10 years of publishing a print magazine in an era when experts declare that print is dead?

We keep doing what we're doing: learning about the people, plants and animals of the complex ledge, mountain, cuesta or whatever you call it in your area, and working to share with all of you, well-written stories and lovely photographs. Many of you value and appreciate our efforts, which makes it a joy to continue.

In This Issue

This time, we share a solution to a mystery in the life of conservation icon John Muir, we present the work of life-long naturalist and artist Irene McIlveen, and we applaud the achievements of a couple of animal celebrities, a dog and a pig. We also present the Escarpment views of the winners of our first photo contest.

The Next Decade

As we enter the next decade of publishing, we look

forward to your continuing news and views of what we do. We value the dialogue we have had with you, our readers and viewers, since the very beginning, and encourage you to continue telling us what you think, positive or negative. Your opinions and contributions help shape this magazine into something truly memorable.

We couldn't be more proud of it.

Gloria

Gloria Hildebrandt

P.S. Wild animals need wild spaces.

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people told us, of specifying what colour they could paint their barns. This is likely a myth, as I can't remember seeing many barns painted any colour at all.

Other than avid Bruce Trailers and fanatical naturalists, who cared about this place? We certainly did, and we set out to find out who else did.

What's To Love

Despite the large area covered by the Escarpment, we learned that its communities have similarities.

Residents value a small-town atmosphere with charming, unique businesses that are served by their owners, homes and gardens that are not the same as everybody else's, and proximity to nature, trails and outdoor attractions. Even though some towns are

challenged a few times by some other publishers who made unpleasant phone calls and sent emails, mocked or bad-mouthed us in their magazines, and undercut our prices. This can be the nature of business. We've also seen some of these publishers fold up and go out of business. Yet we're still here.

We've also seen other publications begin to pay more attention to the Niagara Escarpment, as if

Let us know what you think!

Write us at editor@NEViews.ca or



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