



FOR IMMEDIATE RELEASE  
TO: Wasaga Sun

### Community plants trees in former Deputy Mayor's honour

UTOPIA, Ontario, May 4, 2009 – The words “conservationist,” “champion,” and “hero” were used by many who attended the George Sheffer Memorial Tree Plant on Saturday, to describe the former Wasaga Beach Deputy Mayor.

Family, friends, politicians and the 2<sup>nd</sup> Wasaga Beach Scouts planted about 750 tree seedlings in Mr. Sheffer's honour, as well as one large maple tree. The afternoon of planting was organized under the Nottawasaga Watershed Improvement Program (N-WIP), which is a local group working to improve stream health in the lower Nottawasaga river and Blue Mountain watersheds.

Mr. Sheffer was a dedicated conservationist and member of the Nottawasaga Valley Conservation Authority (NVCA) from 1998 until 2006.

“George had the foresight to know that what happened upstream impacted the water in Wasaga Beach,” said Joan Sutherland, NVCA Vice Chair.

Sutherland told the crowd of about 100 people the story of when Mr. Sheffer fought to continue funding for the NVCA's Healthy Waters program, which provides technical and financial assistance to landowners to improve stream health.

“George brought two samples of water to our board meeting. One was crystal clear bottled water and the other was murky water taken from the Nottawasaga River in front of his house. He made it clear that we still had important work to do,” said Sutherland.

Assistance for the tree planting was provided through a \$1,000 donation from the Town of Wasaga Beach, a barbeque lunch provided by Wasaga Beach M&M Meat Shops, Baycliffe Homes and the McNabb family.

If you'd like to learn more about the Nottawasaga Watershed Improvement Program, please call the NVCA at (705) 424-1479, ext. 237.



Sharon Sheffer, George's wife, turned the first shovel of soil over the maple tree planted in memory of her husband, as her daughter Carie and grandson Caleb look on with Mayor Cal Patterson.

#### Member Municipalities

Adjala-Tosorontio

Amaranth

Barrie

The Blue Mountains

Bradford-West Gwillimbury

Clearview

Collingwood

Essa

Innisfil

Melancthon

Mono

Mulmur

New Tecumseth

Oro-Medonte

Grey Highlands

Shelburne

Springwater

Wasaga Beach

#### Watershed Counties

Simcoe

Dufferin

Grey

Member of



Conservation ONTARIO  
Natural Champions

[www.nvca.on.ca](http://www.nvca.on.ca) *Conserving our Healthy Waters*

NOTTAWASAGA VALLEY CONSERVATION AUTHORITY • Centre for Conservation  
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### About the NVCA

The Nottawasaga Valley Conservation Authority is a public agency dedicated to the preservation of a healthy environment through specialized programs to protect, conserve and enhance our water, wetlands, forests and lands.

### About N-WIP

The Nottawasaga Watershed Improvement Program is a pilot project of the Lake Huron-Georgian Bay Watershed Canadian Framework for Community Action. N-WIP is guided by a steering committee consisting of local interest groups, residents and various levels of government working together to improve watershed health.

For more information about N-WIP, please contact:

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New Tecumseth

Oro-Medonte

Grey Highlands

Shelburne

Springwater

Wasaga Beach

### Photo option #2



Sharon Sheffer (left), George's wife, watches with family as her grandson Caleb helps plant the maple tree in honour of her husband.

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