



Five Islands Legion had a strong presence during Christmas Dinner at the Canadian Compound in Afghanistan. Pictured on the back wall is the banner which was signed by local residents during Remembrance Day ceremonies. Warrant Officer Duncan Rowlands, son of Gerry and Judy Roberts, Five Islands attended November 11th ceremonies in Five Islands in 2008. (Rowlands Photo).



A banner from residents of Five Islands containing the signatures of those attending recent Remembrance Day ceremonies was sent to Warrant Officer Duncan Rowlands who is serving with Canadian Troops in Afghanistan. The banner is prominently displayed on the back wall. Rowlands took the photo just prior to dinner being served. (Rowlands Photo).

## Bass River & Area Fire Brigade News

By Peter Christensen

Quite a lot happening at the hall since the new year started. Lots of training going on.

The last week was all about breathing with exertion. The breathing went well but the exertion was real hard at times. With our breathing apparatus on our backs we were really at a disadvantage with the face mask kinda blacked out. We were led into the gym at the school and informed we were to play B A basketball. After the last air tank was going off with the alarm system on it. We were made aware that this was a fun drill, but showed us how much air we used and we were under pretty ideal conditions. a great lesson on proper breathing.

And I think I talked our training officer into doing a drill called B A Floor Hockey. Thanks Blaine.

Tonight we were training on M F R training. And we were inside a full size school bus. An accident had happened with the bus in the middle of the highway with two school age children with injuries, One pre-teen male had a nasty contusion on his forehead, and was complaining of back pain. He was also a very confused kid, but being a preteen, it was hard to figure out if it was the patient or the preteen thing going on there.

The other child presented as a red haired young girl with a protruding lower leg bone, as well as back pain. And she was upset as well as her Hanna Montana show was starting DAD !!!!.

As there is limited space in a bus isle we took a lot of time coming up with the proper way to access the kids, take care of their basic needs and get them strapped into a back board. The moving of the children was a special problem. Back boards are not short and bus isles are not wide, so a problem to figure out. We took

both children out the back door of the bus. We could have taken one out through the side emergency windows and lower the board down to the ground, but it was a little disconcerting to one of the clients, so out the back door they went. A great training session, hot and cramped, and that was on a bus sitting straight on all wheels. A real eye opener to all about what we would be up against if the real thing came upon us. Good thing there are all those professional bus drivers out there. I feel better all ready. Thanks go out to Blaine Dickie, our training officer, and to Ian and Anna MacFarlane for their assistance with the whole exercise. To bad Karen MacFarlane was not there as an upset parent, oh well next time.

The fifty year celebrations are coming along, and I believe the fireman monument is going ahead as well. Though there is a lot of preparation to go.

A special thanks to both Blaine and Ronda for all there hard work on the calendars for 2010. I thought they were the tops and great pics as well.

Thank you to SANTA who arrived at the hall just before Christmas and treated the children to his wisdom and his HO HO HO. I saw him coming down the Maple Ave St, on board of Gordon Lewis wagon, being pulled by his great looking Halflinger team, with all those bells and the Christmas songs it was very exciting for sure. Santa was very touched by the Christmas card he received from a special friend, Chloe, he was very happy he told me as he was leaving, and he said that he liked coming to the hall very much, and wished us all a Merry Christmas.

Hope to see you at the hall sometime. We are always looking for good people to help out in the community. Join up anytime. Keep your pipes clean.

others! If they like what they see they will find out more, they may drop in to see you. Customers need to know what you offer. They need to know that you are available to do business with them. How many businesses do you know that aren't reaching their full potential, as not enough people know of their existence. One is too many!

Next Month we will talk about how to utilize a free sales person for your business.

**Ian Black owns "Our Little Sign Shop" and can be contacted at [shoreline@ourlittlesignshop.com](mailto:shoreline@ourlittlesignshop.com) or, 902 254 2729.**

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## Young Lad Has Huge Heart

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money to their Faith Baptist Church on Sunday and donated the \$137 to Samaritan's Purse, a Christian relief organization. "Then we prayed that God would multiply this amount and my prayer was answered," says Canaan. "When I got to school today I found out my whole school is going to raise money, too. That was a BIG answer to my prayer."

Canaan is a Grade One student at Debert Elementary and Principal Erma Cox was also very proud of what her

young student had found in his heart to do for the people of Haiti. "I was quite emotional when I heard what Canaan had done," she says. Mrs. Cox read about Canaan's act of kindness to the whole school on the morning announcements.

Canaan says he doesn't plan on saving money for the video game anytime soon. "I want to save more money, so if there is another earthquake someplace else, I will be able to help them, too."

**Well done, Canaan, you have a heart of gold!**

## Area couple close to Earthquake

By Linda Harrington

Gerald and Donna Cole, who own Community Metals in Debert, were recently doing Missionary Work in the Dominican Republic. A pastor had told them on their next visit to the Dominican they could go and visit an orphanage in Haiti.

The next day the earthquake hit Haiti and left this orphanage in a serious state. The orphanage has lost its sponsorship and they needed \$750 immediately to feed the 50 children in their care.

Gerald and Donna returned home and told their congregation at Christian Fellowship Church in

Debert about this serious problem. They were thrilled to collect over \$400 in donations at the morning service. The Church contributed the remaining money to reach \$750 and this was sent off to help these children in Haiti.

Donna says they have just heard that the orphanage is now expecting to care for as many as 200 children. Those in charge are looking into the possibility of moving the orphanage into the Dominican Republic, where there has not been any devastation from the earthquake. If this happens they will need more donations to help build a place to house all these children.

## When does signage hurt business?

By Ian Black.

Happy New Year to you all! As the festivities are subsiding and the realization of a new year is looming we find our self's being forced to stop and to contemplate how we are going to either promote or to build our own businesses. How can we increase sales, encourage new customers into our establishment or simply just let people know we exist!

One of the very easiest is to take a long hard look at your signs. Quite simply a Sign is an unparalleled way to attract customers. It's an incredibly effective, yet inexpensive form of advertising for any size business. Customers notice the good ones. "oh I saw your sign" they say. Remember that a sign is viewed each time a customer passes it. They may pass it on the way to work, or on the way home, on weekends, during lunch. A person viewing your sign becomes a daily thing. Potentially an hourly thing and its ongoing again and again.

Have you ever heard the phrase a good sign is the sign of a good business and a bad sign is the sign of a bad business? People judge you either consciously or subconsciously. They also do this with your business. A bad old faded or home-made sign possibly flaking paint, missing letters. A sign

falling over with rotting posts is only telling people that no care is taken of your business image. Customers will assume there will not be a great experience when they come into your business. So they may simply not bother! Its all going to be a bad experience. A sign that's not giving out the right message is actually working against you.

I find it helpful when viewing customer's signs to see them as being the very first introduction you have with a potential customer/client. Think of it as the initial handshake. Think of it as your Business card. It instantly

shows people that you are available to do business with. A bad old sign doesn't make you money it's actually costing you money. Now imagine that un-kept sign as your initial contact. Think of it as a grubby dog-eared business card. You wouldn't dream of letting that be the first impression of your business would you? Never on this earth would you hand over a card like that! It would be paramount to handing over a napkin with coffee rings and a number scrawled on it. Suddenly it becomes clear, you see how your business can be seen and judged by

*Bass River United Baptist Church*  
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