



### 30th Anniversary and new parking lot

The parking lot out back of the Market was expanded in June, 1999 and 30 year Anniversary Celebrations took place in August.

The Centennial Dixieland Band provided the music, bbq sausages from Bavarian House were served along with cake, ice cream and a corn boil. A special visit from the Market Clowns took place and children were given candy treats.

New placemats were printed for the restaurant with historical facts concerning Masstown history and prices for goods in 1866 and 1918. The history committee for the Masstown Community Association was instrumental in helping acquire the information.

The Masstown Market received thank you cards and letters from many community groups that they have supported throughout the year.

Early in 2000, a \$1 million Fundy Eco-tour Centre is proposed for the Glenholme Loop on land adjacent to the Market. Those involved in the project include Eric and Laurie Jennings, Ed MacDonald, Vernon McCully, Gerry Hamilton, Jim Moore, Anita McLellan, Kerwin Davison and Dianne Colpitts. Funding is expected to come, in part, from a community economic development fund offered by the province. Investors would be asked to purchase \$1000 shares for a 30% NS tax credit.

Eric received a call in February from Dianne Fitzgerald to inform him the Chamber of Commerce had chosen him as Business Person of the Year for 1999. Eric's success story was featured in the Central Nova Business News. Dianne Fitzgerald stated, "At our annual meeting on March 24th, we will be honoring Eric Jennings as the 1999 Business Person of the Year. For those of you who don't know Eric, you only need to visit the Masstown Market to see the results of his entrepreneurial spirit."

The Truro Daily News headlines on March 3rd called Eric "The Pride of Masstown".

In Eric's acceptance speech he gave great thanks to his wife

**Sandra Allaby** remembers when her mother Gail Hines worked in the bakery and as a little girl she would stop by for cookies. She says she always enjoys shopping at the Market and often takes her two boys for ice cream. Sandra is very appreciative of the support the Market offers to local groups such as minor hockey and elementary schools.



### from our suppliers...

**Curtis Millen** of Millen Farms in Little Dyke says, "You will go quite a ways to find better people to deal with. They have always been very good to my farm and it is a very polite and well run business." Millen Farms supplies the Market with strawberries, blueberries, raspberries and sweet corn. "They are one of the biggest independent retailers and you won't find any better."



[www.masstownmarket.com](http://www.masstownmarket.com)

Priscilla and her support. "There are times when she gets upset with me when I am late getting home, or when a short trip to the Market becomes a long trip to the Market. She has stuck by me during all these times."

Eric also gave thanks to his son Laurie, for the past twelve years of valuable work, to his son Wade who joined the Market team in the last year and to his two daughters Cara and Sarah who have helped out through the years.

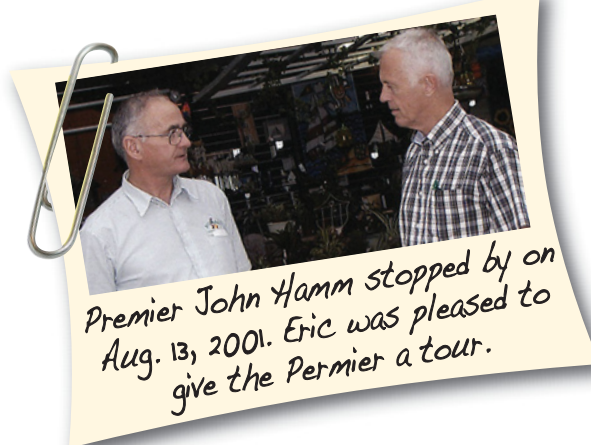
All the staff were appreciated for their support and loyalty over the years, some as long as twenty years, and the loyal customers were thanked as being "the lifeblood of any business" and Eric said he valued them highly. Numerous letters and cards of congratulations were received.

The Market restaurant, bakery and dairy bar were closed from Feb. 28th until Mar. 15th, 2000 for a complete renovation.

Lisa MacRae made colorful Canada Day ties for staff to wear during the celebrations. The Market employs 53 people in 2000.

A Taste of Nova Scotia celebration is held in August, featuring Austrian Smokehaus Sausage, local corn and blueberries. Elmer MacKinnon and the Acadians and the Strathmore Strutters provided entertainment.

Market staff held a rock-a-thon in November to raise money for Christmas Index.



### Eco-tour Centre plans fizzle

In early 2001, Eric's dream to build the Fundy Eco-tour Centre is not realized. The centre was intended to introduce visitors to the Colchester and Cumberland sections of the Fundy Shore. The promoters were hoping to build an ecotourism centre near the Market but were not able to sell enough shares to make it viable.

The first issue of the Market News was published in March and staff had fun with a dress up day. The Easter Bunny stopped by the Market on April 14 & 15th, Easter Weekend and Earth Day was the focus of a display on April 21st & 22nd.

The Masstown Market attended the Truro Home Show for the first time at the end of April, with a great sampling of gift items, flowers and produce. Gerry Hamilton competed, on behalf of the Market, in the Tulip Festival Chefs Competition held in May.

A huge mural is painted by Allan Beal to decorate the outside end wall of the Market. The sign depicts products available at the Market and is 50 ft long and 16 ft high. A children's garden is planted in front of the market by local children. A 'Fruit of the Month' program is started. Children receive a card that is good for a sample of the month's special fruit. The veranda is enclosed to make a Visitor Information Centre, which opens on July 15th, 2001. Ribbon cutting took place with MLA Bill Langille, County Councillor Keith Baas and piper Dan Wesley in attendance. Alec Gratto was the first employee for the Centre. Premier John Hamm stopped by the Market on August 13th to visit the new Visitor Information Centre.

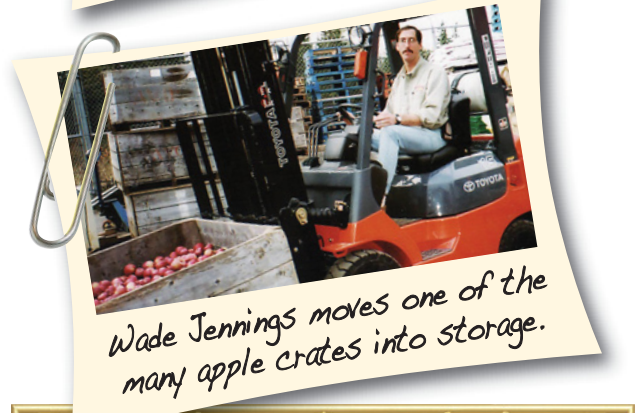
Colorful post cards were used as an advertising promotion in the fall, highlighting the Market's Fall Garden Fair.

Debert and Area Garden Club held an information session on starting bulbs during the Bulb Extravaganza weekend. Wade and Laurie constructed a fall straw barn display out near the highway. Many people used the location for fall photos.

Shopping baskets were added for customer convenience. The Gifted Garden was decorated extensively for the Christmas Season and Santa made a visit. Pictures were taken with Santa and the children.



**Marie McElhinney**, of Lower Debert, shops at the Market so often that staff often notice if she misses a couple days. "I buy all the fruit baskets our UCW gives to shut-ins at the Market and I am always pleased with the quality," says Marie. "The brown bread, white bread and rolls are as near to home made as you can get." She chuckles as she recalls asking Rhoda Rushton (who used to work in the restaurant and dairy bar) to "scoop her up an ice cream without calories."



**Grace Murphy** was the first employee hired at the Market in 1972. Starting out as cashier but later she did most every job, including ordering, and when Eric was away she was in charge. "When business really picked up it was hard to know how much to order, and many times Eric had to run to Truro for extra items. This left me in charge." Working at the Market for 15 years has many fond memories for Grace. "I really enjoyed working there and meeting all the girls. We all got along well together," says Grace. She remembers how busy it could get when 4 or 5 bus loads of tourists, many from the US, would all arrive at once.



**Ellen Alexander** always liked working at the Market. She came over from Scotland in 1946 and went to work at the Market after her family was grown. "Eric was a good boss and we had a lot of fun teasing one another," she says. "I was the first to retire and I thought they were kidding when they asked me to come back a little while later, but I guess they were serious." Ellen says she enjoyed getting to meet people each day at the Market, even some from Scotland who were over here on holidays. She would not give up any funny stories from her many years of work, although she says there were a few. "Just ask Eric!", she said.

