

The Clan Hannay Society Canada Branch

Report on Glengarry Highland Games

Maxville Ontario August 3-5, 2006



The Canadian Branch participated as a Bronze Sponsor in the 48th annual Glengarry Highland Games held at Maxville Ontario August 3rd - 5th. This was the first year The Clan Hannay Society had a table in the Clan Buildings and participated in the Parade of The Clans.



The Glengarry Games is well known in Canada and the United States, with many visitors coming from the north eastern US and all of Canada. The main day of the Games was Saturday featuring the finals of athletic and band competitions, as well as traditional music, dancing and food! Over 30,000 people were in attendance on Saturday, with temperatures around 30° C and sunny skies.



Massing of the Bands



The Main Clan Building



Crowds along the Vendor Walkway



Crowds at the Main Grand Stand

Clan Hannay was represented by Major General (Ret'd) James Hanna, Convenor Emeritus of the Canadian Branch, Frank Lawler, Convenor Canada West, and Jamie Hanna, Convenor Canada East. The Clan Hannay table was staffed on Saturday by Frank and Jamie.

During the day, amongst the many people who stopped by the table, we made contact with 6 people with ties to Clan Hannay, and 1 life

membership was received post Games as a direct result of our participation.

Key Learnings

1. The Canadian Branch can improve its visibility at the Games by early commitment to participation and the use of signage, banners and flags. We need to let people know that we are at the Games, and then provide the signage to let them see us. Our presentation in the Clans Building was modest in comparison to other Clans. The Canadian Branch needs to invest in a proper Clan Hannay banner that can be posted prominently in the Clans Building and can be used in the Parade of the Clans. A Clan Hannay flag would also significantly aid in this objective.

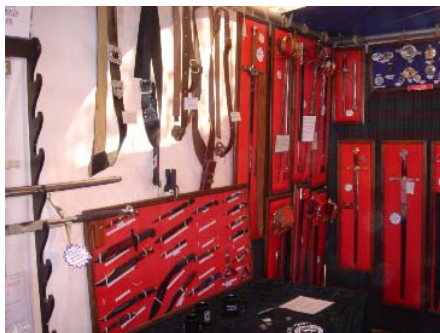


Clan Hannay "Parade" Group



The Clan Hannay at Maxville

2. The Games has a growing number of vendors that can be used to develop Canadian Clan merchandise.



Traditional Scottish "Accessories"



Reviewing a Vendor's Wares

3. The Canadian Branch needs to complete its own website, and begin a campaign to alert potential members of our existence. The key is to build awareness in a cost effective manner.
4. The Clan Hannay's attendance at the Glengarry Highland Games is worthwhile despite the small number of people with ancestral connection to the Clan who approached our table. The common comment from people was "I didn't see you here last year" indicating that an annual presence is important.

Next Steps

1. Convert "visitors" to Clan Hannay table to memberships.
2. Re-sign for Glengarry Highland Games for next year.
3. Canadian Branch to procure a flag and banner.
4. Develop Canadian-specific information for the next Games.
5. Launch the Canadian website.

Jamie Hanna
Frank Lawler