

The 2023 MLAOC "Spark Plug" Award

Presented To Dana Torch

Report by: Ken Kirk

The MLAOC "Spark Plug" Award recipient is selected on the basis of their significant contributions to the MLAOC as an organization and to enhancing the membership experience for their fellow members.

The criteria include:

- Having made multiple contributions over a period of time.
- Initiatives that have been beneficial to the membership as well as to the experience of individual members.
- Have improved the organization and enhanced its ability to serve the needs and wants of our members.
- Have contributed to the public awareness and understanding of the MLAOC and our purpose.
- Have worked for the "greater good" of the MLAOC without concern for immediate benefit and reward for themselves.

This years deserving recipient is Dana Torch. The Award was presented to Dana by Ken Kirk at our AGM in Aurora on Oct. 14.

Dana has made major contributions to MLAOC in two very important areas. First as our Social Media Coordinator and second, by creating a major MLAOC Swap Meet that has become an annual event and by taking the lead in representing MLAOC in displays at major events in Eastern Ontario.

Four years ago, your Steering Committee, recognized that Social Media was becoming a significant communication tool particularly among the younger demographic. We called for volunteers to develop an MLAOC Social Media platform & presence. Dana stepped forward.



L to R: Ken Kirk, Dana Torch, President Ron Stevenson & Dana's Dad, Rick.

Within a short space of time Dana had us up and running in the digital space. Today MLAOC has 885 Facebook followers and growing.

Dana has developed a second tier for "Members Only". This space now has 77 members. We average more than 2 posts per day. Dana has developed a much broader content profile for the "Members Only" tier. This includes full photo coverage for past events plus Technical Seminar Videos that were originally shot live at MLAOC Technical Seminars conducted by Ron Stevenson, Peter McDowell and Steve Silverthorn several years ago. Dana has taken the video raw footage, edited into concise, easy to understand videos and posted them on our "Members Only" page. A major job which took considerable time, effort and skill to execute and publish.

Dana has also been an aggressive event organizer. Six years ago, Dana originated the Eastern Ontario Swap Meet which he hosted at his home on Stoco Lake, near Tweed. This has become a great success and is now an Annual MLAOC Event, even surviving the COVID years. This event has increased our profile in Eastern Ontario and has brought in new MLAOC members from the region.

Cont'd pg. 17

Dana has been proactive in personally inviting older members and past members to renew their interest in old outboards and their MLAOC memberships. The Eastern Ont. Swap Meet attracts members from Montreal to Windsor and everywhere in between.

In addition, over the years, Dana has headed up many MLAOC displays on Canada Day at Picton & Bath, the Hastings Waterfront Festival and for the past 3 years the TORC Races at Tweed and this year, the boat races at Errinsville. Dana has built positive relationships through his efforts with both TORC and with the Ottawa Valley Powerboat Club.

All of these efforts have elevated MLAOC awareness and credibility and has increased our members opportunities to connect with each other and with the public.

Thank you, Dana, for all your contributions to MLAOC. Also thank you to Dana's Mom and Dad who are so supportive of Dana's active interest and efforts for the benefit of our Club and all our members.

Congratulations on being our 2023 "Spark Plug" Award Winner. WELL DESERVED.

MLAOC "Spark Plug" Award Selection Comm.

**Ken Kirk, Chair,
Rob Abbott Ron Stevenson
Peter McDowell**

Special Thanks to David Hymers who hand crafted the impressive "Spark Plug" Award trophy and donated it to the Club.

Previous "Spark Plug" Award Winners

Art Doling *	Ken Kirk
Jim Smith *	Peter McDowell
Roy Cameron	Ron Stevenson
John England	Sandy Kennedy

*deceased



Dana Torch's impressive collection of Outboards, fishing lures, oil cans, advertising & marine collectables.



L to R: Dana, Dale & Rick Torch.