



By Cory Soal
R.H.A.D.

... Lend Me Your Ears

CUSTOMER SERVICE IS A PRODUCT SLOWLY BECOMING EXTINCT.

My definition of quality customer service and goal is to provide continued, effective hearing for the patient. There are many issues and parts of this task - please do not think I am saying that I have succeeded in creating an A+ practice. It takes a lot of work, dedication and time to achieve excellence. Regardless of business, it all boils down to customer service. The product purchased - and this can relate to any device - needs to be serviced regularly, the patient needs to understand and use their product properly. Wherever you shop, ask yourself this: Can I follow up with the same person who sold and serviced my product when I need them? Does the person who serviced you remember your name and needs? Will that person be there for me in the future?

As a local business person and proud lifelong resident of this community, I wish to thank all who have allowed me to serve the community since 1992.

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OPINION

VOLUNTEERS WELCOME AT ACTON LEGION

ACTIVITY IS PICKING UP THESE DAYS AT THE BRANCH, WRITES DAVID MALONEY



DAVID MALONEY
Column

You will notice that our summer hours have changed again, as we no longer open on Tuesdays due to the lack of support in the club room.

It has been a slow return to pre-pandemic membership support, so we have had to rely on hall rentals to keep business workable.

Hall rentals have indeed been booming, with a legends concert in May and fundraiser concert in June, hosting four bands in one place.

The place was literally rocking.

We have also had a slew of celebrations of life recently, making sure our volunteer crew was kept busy.

We have a new bar steward on duty on weekdays, so come in and say hello to David.

July 1 went off with a bang, if you will pardon the pun. The fireworks display was better than ever, and the rain held off until the final minutes.

We missed having the citizens band play on our patio, but we had several volunteer musicians entertain us in the afternoon and evening.

Peggy presented the fire

crews with a donation of \$500.

There is an old saying that "Old soldiers never die, they simply fade away." Well, one by one, our traditional colour party is beginning to fade away and as a result, our new sergeant at arms, Percy Harding, is seeking to recruit new colour party members.

Check out the board in the games room. Percy is offering free training and an opportunity to pay tribute to our veterans and earn your volunteer hours.

Branch 197 will host a booth at the upcoming Leathertown Festival on Aug. 14. Peggy is looking for branch memorabilia to highlight the Acton Legion's history. Contact Peggy if you have any we can use.

We are gearing up for this year's car show, sched-

uled for Sunday, Aug. 28. Anne tells me that we are getting great support from local businesses.

On Sunday, Sept. 11, we will host the fourth annual Ride or Stride for Claudio. This is a motor bike rally and fundraiser to support SickKids lymphoma research funding.

Lynda and Les plan to continue the Friday night social, including the return of the successful trivia night, which is becoming very popular with our members and their guests.

Please check the webpage at legion197.com. In addition, we will be posting information on social media.

David Maloney is the public relations officer for the Acton Legion, Branch 197. He can be reached at rclbr197@cogeco.net.

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