

Acton Esso grabs top award in Toronto-area

BY DOUG HARRISON
The Acton Tanner

Wendy Durno says she's lucky to have an Acton Esso staff with a good attitude.

From this, good customer service has developed. And it has now grown to epic proportions — to being named 1992's top Esso Petroleum full service station in the Toronto Automotive Division.

Esso recognized Durno, the station manager, and her staff for demonstrating an outstanding level of commitment to high standards of service to their customers. It stems from the Commitment to Leadership (CTL) program that

the Mill Street station has been operating under for the past two years.

"It made everyone feel great when we were informed of the award," said Durno recently. "It shows consistency and the use of a strong video training program that has enabled us to keep the same staff."

Durno and her daughter, Tammy Anderson, are the station's two full-time employees. Durno has employed the same six part-timers, who work weeknights and weekends, since last summer.

"We had a meeting of the top retailers and found stations that do

well don't have staff changes," said Durno. "They (the staff) were kind of depressed in the winter, but it's kind of hard to be excited about the job when the weather is this bad."

Under CTL, a "mystery" shopper is designated to enter a station once a month in the Toronto area to inspect and grade its appearance and customer service. When an employee scores 100 per cent on his or her evaluation, they receive a \$100 bonus in their pay cheque and \$300 is split among the other employees.

Durno prefers to have the individual winner distribute the win-

nings to the rest of the staff.

"It's a good system, praised Durno. "Most of the employees have worked together and this allows them to watch the other because their individual performance jeopardizes each other."

In May of 1992, Acton Esso participated in Thankful Tankful Day. Although they didn't get an award for this, they managed to raise slightly under \$1,000 for the Easter Seals Society from gas sales and a garage sale.

"That's a salute for the Acton people because they bought the gas," explained Durno, adding that Esso donated one cent for every

litre purchased. "For a community this size (7,000), that was just fantastic."

Durno, however, isn't too pleased about a soon-to-be imposed reduction in the time allotted for the gas attendant to approach and greet the customer. But she adds, the shaving of five seconds from 15 effective May 1, is a message from upper Esso management to work harder and serve customers better.

"If I don't teach the employees right, I haven't done the next person who hires him or her for their next job any good," Durno admitted.

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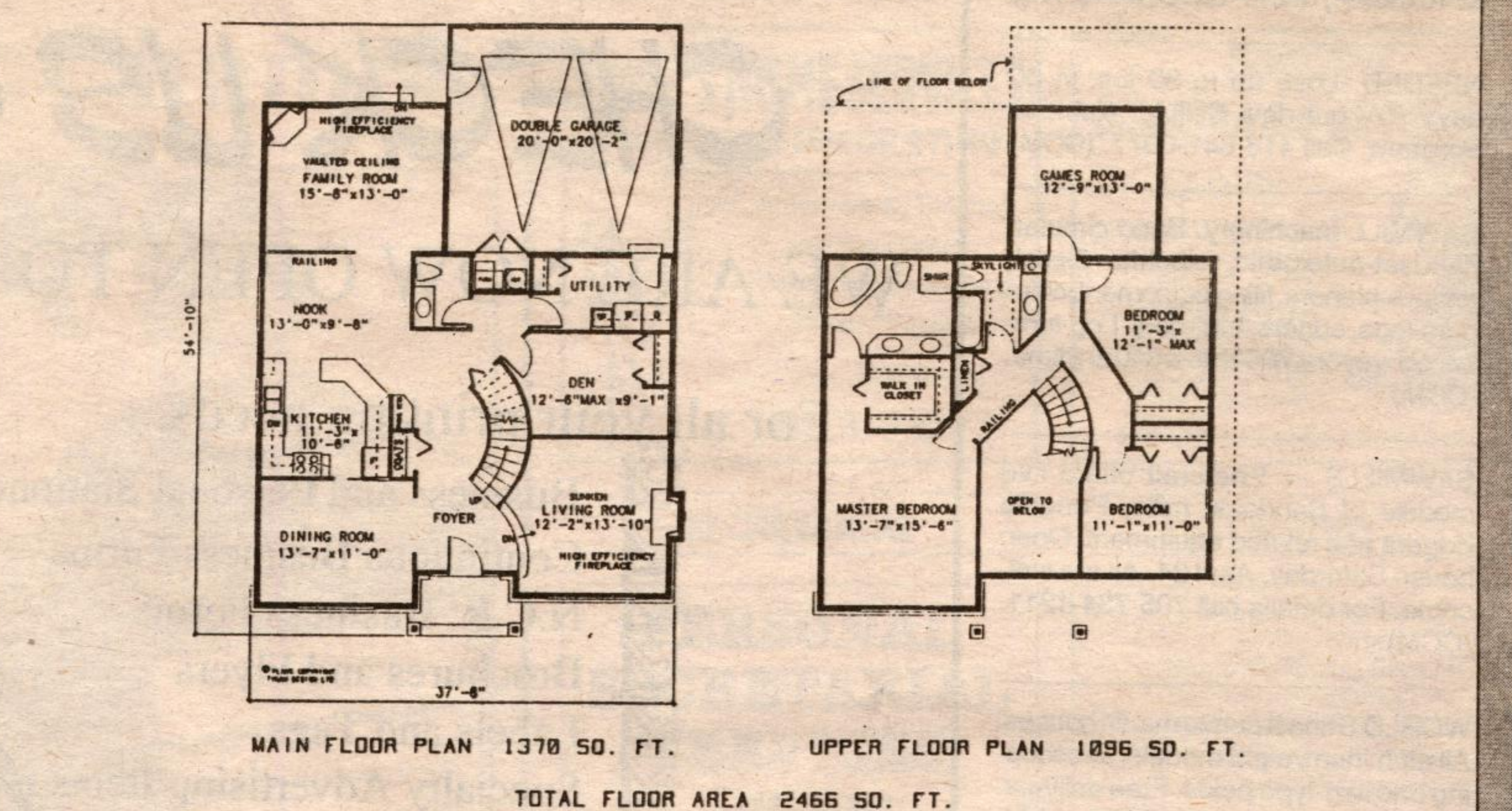
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Classic East Coast Look Enhances Two-Storey

A brick facade complemented by gables and arched multi-pane windows recalls the charming beauty of an old English country manor — a look which enjoys much popularity on the East coast.

This home was designed to suit a relatively narrow lot with rear lane access, and offers a comfortable and stylish floor layout.

Enter into a spacious two-storey foyer and your first sight is an elegant curved staircase. To the right, a sunken living room features a cosy fireplace and an attractive feature window. To the left, the dining room also has a feature window, and provides ample room for a suite. Also, the dining room can be closed off from the kitchen by a sliding pocket door. The kitchen boasts an efficient working layout with an open counter, which acts as a handy pass-through to the nook. A vaulted ceiling in the family room adds a dramatic touch. The den, complete with closet space, could also be used as a guest bedroom.

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