

# Business

## Roos Vision Travel and Beeline Travel merge

A merger between Beeline Travel and Roos Vision Travel promises even better customer service for Halton Hills travellers.

The two longstanding independent full-service agencies will merge effective June 1. Combined, they will be the largest travel agency in Halton Hills.

Beeline, operated by Melitta Hannon, has been in business since 1988 on Main St. in downtown Georgetown, while Roos Vision Travel opened in 1974 and has grown to 19 offices across Canada.

"This merger adds a whole new dimension to what we already have here," said Herma Buchanan of Roos Vision Travel. "It adds Melitta's and her staff's experience to what the Roos staff already has. This means as a bigger company we have better buying power, which means better savings for our customers."

Hannon of Beeline agrees.

"This is a very positive story," she said. "We're very excited to move in so that we become bigger and better, with more resources, technology, and special savings to offer our clients."

The merger makes good economic sense in this service industry, said Buchanan. Rather than competing with



Herma Buchanan (left) of Roos Vision Travel and Melitta Hannon of Beeline Travel shake hands on merger deal between the two Georgetown companies. Photo by Ted Brown

each other in this growing community, the two are now sharing resources and staff expertise. Beeline's staff of three will move to the Roos' state-of-the-art building on Guelph St. (beside Tim Horton's) to join its staff of 10.

"Different agents have expertise in different areas, so if someone has more of an expertise in something, we can draw from

each other," said Hannon, pointing out she has an expertise in Australia, while Buchanan has experience traveling throughout China.

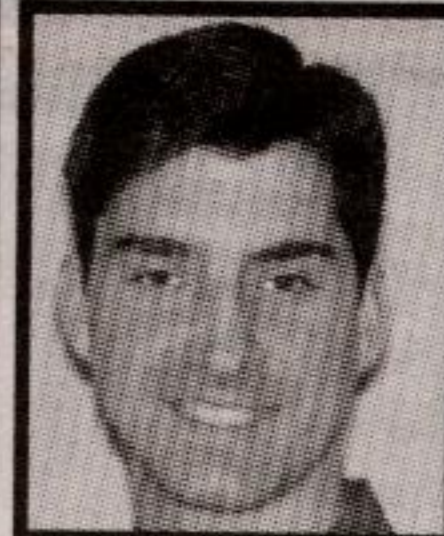
"Similarly with the rest of our staff. We got some people who are experts in the Caribbean, and others on Disney, while others have cruised on 30 different cruises. So if someone comes in, we can say 'okay who's been here, done this, and can tell us more about it'. Isn't that the best kind of knowledge there is?," explained Buchanan.

Eventually once the recognition factor has been established, both Roos and Beeline names will be dropped and the company will be known simply as Vision Travel.

To celebrate the merger, in the month of June the company will hold a contest to win a Caribbean cruise for two aboard the Norwegian Sea—just fill in a ballot at the Roos office. There's will also be lots of holiday travel savings too (see the ad in Friday's newspaper).

"I think with the growth that's happening in and around the Georgetown area, it's going to be a rosy future for our company," said Buchanan.

—By Cynthia Gamble, staff writer



By Cory Soal  
R.H.A.D.

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Ear infections are the Number One reason young children visit their doctors and take antibiotics. A new study finds many of those infections could be avoided if parents who smoke would make one important change.

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The Georgetown



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