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Businesses could take better advantage of tourist trade

by Darren MacDonald
The News

By not marketing themselves, local businesses are missing out on capturing the tourist dollar, says Tourism Coordinator Susan Johnson.

"The (Tourist Information) Centre has been open for two weeks now, and already 450 people have come through the door," says Johnson. "And the first thing we want to do as a travel centre is to encourage people to stay longer in the community. To do that, we need to encourage the businesses to provide better service in that marketing area."

She says that our area has an image problem in Canada right now, as well as a reputation for having poor service and a poor product.

"Each business has a unique aspect about them, and I think that's something we haven't taken advantage of," she says. "We need to have people in our area understand the need to upgrade in all areas—service, product, everything."

Tourism Committee Chair Mike Moore says it's not easy for a business that's working

hard every day just to stay open to be able to step back and see the benefits of catering the business to the tourist trade.

"It's a big enough job just running (a business) and maintaining it on a day to day basis," says Moore. "But you have to stand back and ask yourself what you can incorporate into your business to take advantage of the tourist dollar."

Moore also says that although much work is left to be done, the township has come a long way in tourism development in just three years.

"If you look back at what Terrace Bay had three years ago, there was nothing," he said. "Today, we have a beautiful facility for people to come to and we've made the gorge improvements. I think we sometimes get caught up with what we have left to so that we don't sit back and take some pride in our accomplishments."

Those accomplishments are leading more and more visitors to Terrace Bay, and Johnson says there's an opportunity for

local merchants to take hold of.

"You can't sell on friendliness alone, you have to improve your product as well" she says. "I'm not saying we have to have this grand product, but promote what you have."

Double standard

continued from page 7

conveyed to the public that the bigger you are, the more you can get away with. OPSEU believes such a double standard should stop immediately."

OPSEU's brief recommends that "the Ministry of Natural Resources remove from its operation policies any double standards concerning the vigour with which violations are prosecuted under the Crown Timber Act, the Fisheries Act, or other legislation administered by the MNR;" and that "the province of Ontario review the penalties that can be imposed on violators of the Crown Timber

continued on page 12

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TOURISM

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Hotels, Motels and Resorts

- It's ~Employees ~ Plumbers
- ~Electricians ~ Grocery Stores
- ~Cleaning Services ~ Garages
- ~Construction Companies
- ~And Many More

That Are Required to Support
A Successful Tourist Industry

Let's Welcome tourists together

This message is brought to you by the Aguasabon
Chamber of Commerce



THANK YOU

The Schreiber/Terrace Bay Lions Club would like to thank all those who contributed to this year's Easter Seals campaign. Due to your generous support we were able to surpass our



CANADA 1992

Thank you to Christopher Ballentine for being our Timmy.

We would also like to thank the Township of Terrace Bay for the use of the Tourist Information Centre.

We look forward to everyone's continued support in future campaigns.

SPECIAL THANKS TO U.P.I.U. LOCAL 665 FOR THEIR OUTSTANDING CONTRIBUTION OF \$2,500.



Dave Daniels, U.P.I.U. Local 665, presents cheque to our Easter Seal Timmy, Christopher Ballentine and Lion Laurie McMaster.