

Being a travel counsellor is the 'best job going'

by Darren MacDonald
The News

More than 2,000 tourists have travelled through the doors of the tourist Information Centre in Terrace Bay, but travel counsellor Barb D'Amuro says things are actually easier this year.

"I'm finding that things are a lot easier for us this year," says D'Amuro. "Last year was our start up year, and things were pretty hectic. But this year it's a piece of cake."

D'Amuro, along with France Maltais, Crystal McLean and Amber Glad, are responsible for greeting tourists travelling along Highway 17, and convincing them to stay in town and spend some money.

"We're not just there to tell them what we have, it's really a sales-oriented position now," says Tourism Coordinator Susan Johnson.

"We're there to try and convince them to stay in town, but we have to do it in a way that they don't know you're doing it."

To help them do that, Johnson and the four travel counsellors attended a seminar in Terrace Bay recently. The seminar was hosted by Ron Christianson, who tutored them on how to deal with many kinds of tourists. He also covered ways to get them to stay in town.

"We learned how to talk to people and promote the town without being too pushy about it," says Crystal McLean.

"For example, if someone comes in, you might ask if they've eaten yet. And if they no, you might say some thing like 'well, I know a good place.'"

Johnson says the centre has started keeping a list of the number of referrals to local businesses they do each day, breaking it down into categories. That way they can find out what seniors ask for the most, or what families usually are trying to find.

"We give them information about all of the places in town where they could go—we don't favour one place over another," she says. "But once we get a better idea of what they're looking for, we do try and narrow it down for them."

But the job isn't all selling. France Maltais says a lot of people come in just to see a friendly face.

"A lot of people just want someone to talk to," she says. "They might be travelling by themselves, and just stop in to talk and see a smiling face. A lot of times they're not looking for anything specific."

On average, she says she spends between five and ten minutes with tourists, depending on how much detail they're looking for.

"It depends on the person," she says. "If they really seem interested, then I'll really get into telling them what nice about the area from my perspective as well as the town's."

"Everyone who comes through that door is an individual," says Barb D'Amuro, who says she's spent as long as one hour talking to tourists.

"I tell the girls out front that they've got the best job going."



From left: Travel counsellors Barb D'Amuro, France Maltais, Tourism Coordinator Susan Johnson, and counsellors Amber Glad and Crystal McLean outside the Tourist Information Centre in Terrace Bay.

THUNDER BAY DISTRICT HOME FOR THE AGED BIRCHWOOD TERRACE

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- Registered Nursing Assistants

All resumes must be submitted by :
Monday 27, July 1992, at 4:00 pm.

Please forward to: Administration Services Supervisor
Birchwood Terrace
P.O. Box 250
Terrace Bay, Ontario
POT 2W0

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Week: Twenty - Nine

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July 14: Anne Needham, Schreiber, \$10
July 15: Diane Morin, Hearst, \$10
July 16: Therese Landry, Terrace Bay, \$10
July 17: Alice & Tony Sozio, Thunder Bay, \$10
July 18: Joe Glasson, Terrace Bay, \$50
July 19: W. Sofonoff, Terrace Bay, \$10

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DR. DAVID HURST
OFFICE HOURS

Monday Terrace Bay Medical Centre
Wednesday 825-9133
Friday 8:30 - 4:30

Tuesday Schreiber Medical Centre
Thursday 824-2935
8:30 - 3:30

Hospitals Act
continued from page 1

ations present in elected bodies.

"This volunteer system is in contrast to the elected system of trusteeship in the educational field, which is politicized and often lacks the community and tradition so essential to excellence," he said.

"We also objected to the idea of having the medical staff report directly to the CEO rather than to the Board," said McCausland CEO Clem Fewer, who accompanied Gray to Thunder Bay.

"And we also objected to the idea of not having a member of the medical staff on the board as either an elected or an appointed member."

The brief concluded with a number of recommendations from the board, including a request that the Ministry of Health not make any major changes to the current Public Hospitals Act, that volunteer boards

continued on page 8