

## Feature Member

**Business:** Wasmuth Homestead Bed & Breakfast

**Name(s):** Glen & Edna Wasmuth

**Tell us about your B&B. And what was your inspiration?**

"Our inspiration came from a stay at a B&B in Alberta," notes Edna Wasmuth. They had a "very nice experience" and decided to combine their current home renovations with plans to open a B&B. Wasmuth Homestead Bed & Breakfast opened in the summer of 2000. Located in a rural setting on a fully operational farm, Wasmuth B&B offers guests an opportunity to experience life on a farm while enjoying all the amenities of home.



**Have you had any interesting guests stay at your B&B?**

"We had a fly-in doctor from Kansas inquire about farming activities that he could participate in and he ended up flying up during harvest to get a ride on the combine," says Wasmuth. She also notes that the majority of their guests, in previous years, have been from Ontario and more recently from Western Canada.

**Do you have any advice for people in the industry or wishing to open a B&B?**

"It is especially important to become accredited and familiar with the B&B Association of Canada," says Wasmuth. That is something that guests look for when choosing a B&B. Owning a B&B is a good opportunity to meet new people or simply put, "it's a way to travel around the world in our own home."

Members are drawn at random. Battlefords Tourism has 96 members.

## Marketing

**New Office for Battlefords Tourism!**

We're on the move! Battlefords Tourism will be moving to a new office location, up one floor from our current location, to the 5<sup>th</sup> floor of the Royal Bank Tower at Suite 502, 1101-101<sup>st</sup> Street. Our new address will be effective starting January 1, 2011. **All of our contact information including phone, e-mail and fax will remain the same.**

**Trade Show Report**

Battlefords Tourism attended the Western Canadian Agribition in Regina November 22-27. This is a great show to highlight the Battlefords and area and our winter product. This year the show featured the Sport, Recreation and Tourism component in the newly built Cooperators Centre. Battlefords Tourism had 266 inquiries. A number of people were looking for skiing, snowmobiling, camping, museums and general travel information for the Battlefords. Thank you to our Winter Stay & Play package giveaway sponsors, the Gold Eagle Lodge and Table Mountain Regional Park and our secondary prize sponsor the Allen Sapp Gallery. Mike H. from Davidson was the Winter Stay & Play Package winner and Marlene T. from Southey won the Allen Sapp print.

**Tourism Saskatchewan Fall Meeting**

Tourism SK members are welcome to attend the Fall General Business Meeting on Wednesday, December 8<sup>th</sup> at the Delta Regina Hotel in Regina. To register please use the following link: <http://guest.cvent.com/d/gdq5sn/1Q>.

## Membership/Admin

**NEW!!! All 2010-2011 memberships paid by December 31, 2010 are entered into a draw to win a STEC (Saskatchewan Tourism Education Council) credit - \$1000 VALUE!!! - \$500 contribution from Battlefords Tourism and matching amount from STEC. Members may use the credit towards the purchase of training products including online learning modules, workbooks or Service Best training. The credit will be valid for one full year. Battlefords Tourism strives to improve customer services in the Battlefords and area and as such, has partnered with STEC to try and achieve this initiative. A current list of STEC courses can be viewed at [www.stec.com/training/workshops](http://www.stec.com/training/workshops). If you have any questions about this campaign please contact Diana at 445-2000.**

**Welcome New Members!**

Battlefords Tourism would like to welcome Debbie and Doreen from Creative Interiors; Vanessa Desrosiers of Paisley and Polka Dots; Kelly Murdoch of Yellow Submarine; everyone at Realty Solutions AKL Ltd.; and Centre francophone des Battleford Inc.

**Hours of Operation for the Holidays**

Battlefords Tourism will be closed at noon on Friday, December 24<sup>th</sup> and will resume regular office hours on Monday, December 27<sup>th</sup> and Tuesday, December 28<sup>th</sup> from 8:30am to 5pm. December 29<sup>th</sup> and 30<sup>th</sup> from 10-3pm and closed at noon on Friday, December 31<sup>st</sup>. We are closed on Monday, January 3<sup>rd</sup>. We will resume regular office hours on Tuesday, January 4<sup>th</sup>.

## Contact Us

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**LISTEN:** Tourism Radio 100.5FM

## Board of Directors

Donna Challis – Chairperson  
Cheryl Cook-Taylor – 1<sup>st</sup> Vice-Chairperson  
Candice Brown – 2<sup>nd</sup> Vice-Chairperson  
Laura Ruby Stade – Secretary/Treasurer  
Ray Fox – City of North Battleford Representative  
Susan McLean-Tady – Town of Battleford Rep.  
Jackie Starling - Director  
Darla Conley - Director  
Jane Shury - Director  
Claudia Baptiste - Director  
Denis Lavertu - Director  
Priscilla Farmer – Director  
Scott Whiting - Director

## Director's Corner

**Name:** Claudia Baptiste, Front Office Manager

**Organization:** Gold Eagle Lodge

**Director Since:** 2009

**Why did you become a board member?**

When the opportunity arose to join Battlefords Tourism, I felt it would be a valuable experience for both my personal and professional development. I could offer a different perspective to the board as a young, educated, tourism-driven individual.

**How has Battlefords Tourism influenced your outlook on the industry?**

As the Front Office Manager of the Gold Eagle Lodge, I am aware of the importance tourism plays in the success of the hotel. The accommodation sector is only one segment of the tourism industry. Being a part of Battlefords Tourism has increased my understanding on how tourism affects all the businesses. Creating partnerships between the various businesses and organizations would lead us into economic growth.

**What is the single most important issue facing tourism in the Battlefords today?**

Currently, the lack of accommodation and meeting space in the Battlefords is an issue. The ability to accommodate larger events & conventions would be greatly beneficial for the entire community.

## Events: December 2010

**Week One**

2 - 4 Battlefords Community Players  
2 - 4 Cochin Community Players  
4 The Annual Battlefords 2000 Lions Christmas Bazaar

**Week Two**

10 Community Christmas Party  
12 Christmas Concert with the Saskatoon Symphonic

**Week Three**

19 Children's Choir Christmas Concert

**Week Four**

25 **Happy Holidays!**