

Feature Member

Business Name: Shepley House B&B
Name(s): Claude & June L'Heureux
Member Since: 2005

In your opinion, how important is customer service? Any tips?

"Very important," says June. Claude and June's philosophy is simple; create a home-like atmosphere and provide great customer service. "It's important to go that extra mile for your guests," says Claude. Some of the 'extra' things they do for their guests are: shuttle people to the bus depot, escort them to and from the hospital, do their laundry and make reservations at restaurants. June states that it's all the 'extra' things they do for their guests that assists them in developing repeat clientele.



Who has been your most interesting guest?

"Lawrence Hill has been our most interesting guest," says June. Lawrence Hill has written several novels, including *The Deserter's Tale: the Story of an Ordinary Soldier Who Walked Away from the War in Iraq*; which was, in part, researched and written at Shepley House. "We've also had guests stay with us from as far away as Africa, Australia, New Zealand, China, France and Alaska," comments June, "for the most part they are passing through but some end up staying longer, seeing the sights and attractions."

Members are drawn at random. Battlefords Tourism has 90 members.

Marketing

Tourism Awareness Week

Battlefords Tourism has a host of events planned for TAW, starting Monday, June 7th with a flag raising ceremony and mock cheque presentation at City Hall at 10 a.m. and at Town Hall at 10:30 a.m. Join us for an Open House at the Battlefords Chamber of Commerce Visitor Information Centre from 9 a.m. to 5 p.m.

Battlefords Tourism staff will be welcoming visitors at the campgrounds on June 10th during a Campground Meet & Greet. Staff will be distributing packages containing Battlefords and area information and items from member businesses. Finally, on Friday, June 11th an invitation only luncheon will be held at the Western Development Museum to recognize the contributions of our volunteers, including our volunteer Board of Directors.

Mystery Snap Shot Summer Contest

Gilbert the Gnome is home for the summer and he is looking to get out and experience the Battlefords once again! Every week, starting June 28th, Gilbert will be featured in a photo taken at a Battlefords and area attraction. Log on to www.battlefordstourism.com to enter your guess and name for a chance to win some fantastic prizes!

Membership/Admin

Member Updates

The BBEX Awards were held recently and Battlefords Tourism members came up winners! Innovation Credit Union won for Community Contribution, Blue Rentals won for Customer Service and Table Mountain was awarded Business of the Year. Congratulations to all our members!

Outgoing Board of Director

This month we say good-bye to outgoing Battlefords Tourism Director Brendan Manz, who has been on our board for the last two and a half years since arriving in the Battlefords in 2008. Brendan has accepted a position as the Community Development Officer in Watrous. Brendan brought to the table his knowledge of marketing as well as his experience with the SK South East Tourism Region. We wish Brendan all the best at his new position.

Welcome!

Battlefords Tourism and the Board of Directors would like to welcome Scott Whiting, Site Manager for Fort Battleford National Historic Site, to the board.

Contact Us

Diana Tucker, Tourism Development Officer
Karen Martel, Admin/Marketing Assistant
Elaine Kostiuk, Convention/Event Coordinator

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Board of Directors

Donna Challis – Chairperson
Cheryl Cook-Taylor – 1st Vice-Chairperson
Candice Brown – 2nd 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

Interview with a Board Member

Name: Candice Brown

Director Since: 2004

How has Battlefords tourism influenced your outlook on the industry?

After being on the board a short time, I quickly realized how important the tourism industry is to every community and how it affects every single person in the community. Parents with children involved in sports, the gas station on the corner, the clerk at the corner store - everyone is directly or indirectly affected by visitors. Visitors spend money which generates the economy in The Battlefords. The more tourists we have, the better our economy will be.

What fun project would you like to see happening with tourism in the Battlefords?

I would love to see Battlefords Tourism have a mascot that could attend events around town and make us seem a little more exciting. The mascot's image could be on all our stationary, our website and banners.

What Battlefords Tourism membership benefits does your organization use the most?

I believe the advertising initiatives that we participate in with Battlefords Tourism do generate a lot of business for us. Visitors always want to know where a casino is and our advertising partnerships with Tourism lead them directly to us.

Did you know?

Travel and tourism generates an estimated \$18.8 million in travel receipts annually in the Battlefords

Happenings and Events: June 2010

Week One

5 Battlefords Bike Rodeo
5 Vintage Auto Club Show&Shine
6 4-H Regional Show and Sale
6 WDM Gospel Jamboree
6 Vintage Baseball Tournament

Week Two

7 Tourism Awareness Week
7 Wayne Pruden Memorial Golf Tournament
11 Children's Festival
11 BWF Fish Fry
12 Horsing Around Weekend

Week Three

15-25 Soaring Association National Competition
19 2nd Annual Battleford Block Party
21 Aboriginal Festival

Week Four

24 Battlefords United Way 13th Annual Golf Tournament
26 Fort Battleford Ghost Walk