

THE STATEMENT

IT'S HARD TO KEEP A SECRET, especially when it's an exciting one. There are so many things we could tell you about The Bank, we could show you pictures of what it looks like inside, but then it would spoil the surprise. And none of us REALLY like opening our birthday presents ahead of time, now, do we. The Bank is keeping some things under wraps. Intentionally. All *will* be revealed.

OUR FIRST "TOURISM BOOT CAMP"

For three Tuesday evenings in May and early June, more than 20 tourism-related business people got on board to participate in a nine-hour opportunity to enhance and strengthen marketing opportunities, create a unique, **OUTRAGEOUSLY RURAL** experience and work with other local, tourism-focused businesses to create new partnerships. Kitted out in Camp Gear (camouflage hats, canteen, mini-flashlight, a mini camp stool and a dog tag name tag), the "campers" worked on their own, in large groups, and in small groups with other businesses.

Along the way they examined "Moments of Truth," with **EBRC Business Counsellors, Anne Kenny and Gord Hall**, learned about tourism-related resources from the County of Elgin, including the new **SAVOUR ELGIN** initiative, from its **Communications Coordinator, Kate Burns**, heard an inspiring presentation on sustaining quality by **Susanne Steed of Lavender Blue**,

focused on what made them a "purple cow" as they created an Outrageously Rural experience, received tips from PR consultant, **John Matsui (Makin' Headlines, Inc.)**, on approaching media and getting press, and had experience seeing themselves on video, presenting their company's "elevator speech," with John Matsui offering comments and suggestions. Food & Fotos, The Bank's hallmark, were also featured at each evening, with food provided by **Chef John Marleitner of Tall Tales Cafe, Wallacetown**.

Participating businesses also have access to ongoing mentoring and support with EBRC as they continue to develop their ideas for ratcheting up their tourism business.

The Bank's First Tourism Boot Camp ended, appropriately, with a "Cabin Photo," Certificates of Outrageousness and.... 'Smores, with chocolate from **Chocolaterie Forrat** (Covent Garden Market, London).&

TOURISM BOOT CAMP 1



TOURISM BOOT CAMP PARTICIPANTS

Front Row: Cherie Bowering (Cherie Fabric Arts), Cheryle Simser (The Windjammer Inn), Chef Kim Saunders (The Windjammer Inn), Dave Page (Lion's Gate B&B), Tammy Oliveira (The Bank)

Middle Row: Derek Buchanan (The Bank), Debra Bagshaw (Relish Elgin), Wendy Yorke (Lion's Gate B&B), Paula Verbrugge (The Bank), Karen Vecchio (Joe Preston-MP- Exec. Asst.)

Back Row: Sharon Little (One Quality Note), Gord Hall (EBRC), Grace McGartland (The Bank), Joy Westelaken (Empire Valley), Anne Kenny (EBRC) Wendie Dupuis (Lakewood Trailer Estates), Susan ????(Lavender Sense) Dorothy Staddon (The Bank), Pam Page (Lion's Gae B&B).

Absent: Mary Jocius (Erie Gardens), Aaron Beecroft (Lakeview Gardens), Jesper Andersen (Lavender Sense), Kate Burns (Communications Coord.- Savour Elgin- County of Elgin), Marily Haslett (The Windjammer Inn)
Photo by John Matsui.

BOOT CAMP SCRAPBOOK

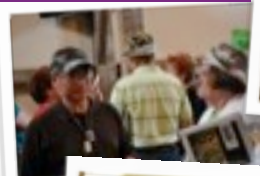
TAMMY- NEW DECK



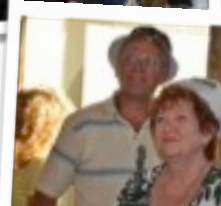
JOY & DAWN IN FULL GEAR



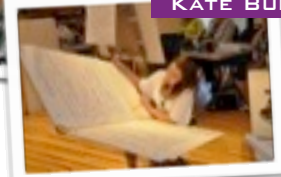
KATE BURNS, SCRIBE



JOHN & DOROTHY IN COOKERY



DAVE & PAM PAGE



THE HERITAGE PATHWAY PROJECT

The "Ceremonial Placing of the Stones" along the Welcome Pathway took place on May 28. During the first week of June, the sidewalk was laid. Still thinking about a stone? There's still some time to order yours for either the Welcome or the Garden Pathway. It's a great way to celebrate a wedding, anniversary, or someone in the community who stands out. Your business or organization can make its mark, too.



Call Tammy Oliveira 519-768-9986 to order.

—FREE HERITAGE STONE—

SPECIAL OFFER FROM BILL DENNING, OF PADFIELD FUNERAL HOMES (519-785-0810). Call him to ask how you can receive your free heritage stone.&

WHERE IS THIS?

Look carefully and see if you can tell what and where it is. Email your answer to:

info@theartsandcookerybank.com

Put "WHERE IS THIS" in the subject line.

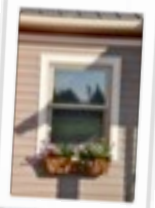
Correct answers will be placed in a magic barrel. Names will be drawn at a later date for some fun and silly prizes. Hey, it's a game... have fun.

Last month's foto snippet was of part of the newly restored and hand-crafted coffered ceiling. The

ceiling didn't look like this three years ago. With heritage colours and other details, you will feel like you're standing in a 1914 bank. Congrats ???&



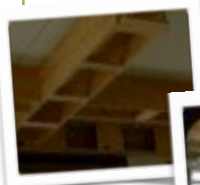
ALL IN A DAY'S WORK Many thanks to Susanne Spence-Wilkins and her crew for laying sod and planting the front garden. Empire Valley provided the flowers. ??? provided sod and ??? the mulch. It's worth another drive-by viewing!



Jill Soos volunteers her time to enter data about photos into the Foto Data-Bank




Brenda Farr-Gaynor of ResolutionIM cooks up something for a Foto shoot for Savour Elgin. Grace and her members of our web development team look on.



PLEASE PASS THIS NEWSLETTER ALONG to your friends, near and far, who would be interested....and

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