



Executive Director Report – October 2017

Good Day,

The fact that you are reading this eNewsletter means that you get it. You understand that your business and the work that you do can be improved and elevated by being “in the know”. And while I apologize for preaching to the converted, I am hoping that you can perhaps help us bring more people into the fold.

I can’t tell you how many times staff and board hear that tourism businesses didn’t know what Central Counties Tourism was or how we could help them. And I get it. I really do. Business operators are often so caught up working “in” their business, they don’t have time to work “at” it. And for many municipal/BIA/regional staff, and service groups like art/culture associations for that matter, “tourism” is just one small piece of a ball of responsibilities.

However, for those that are swamped, for those who have tourism as one of a thousand responsibilities and for those who may not even yet understand how being tourism-ready can have a positive impact on their business as a whole, this little newsletter is the perfect starting point. A quick 5 minutes a month and you have a great overview of what’s happening, all the ways we can assist and what’s coming up.

We know a lot of people, like yourself, take the time to read the newsletter because our courses fill up, profiles are updated and individuals reach out to our staff after each edition. But we also know that there are many, many individuals/businesses who haven’t taken the time to find resources like Central Counties. I am hoping that you can think of a few of them and will take the time to forward this eNewsletter to them with a quick note saying sign up and stay informed.

Now, if you are reading this because a colleague forwarded it to you, welcome. If part of what you do is attracting and retaining customers/visitors, there will always be something in the newsletter that is relevant. I urge you to click [here](#) to sign up to receive the monthly eNewsletter and visit our business website at www.centralcounties.ca to see other resources we have available to you.

I believe that one day soon the day will come when we won’t be hearing “What is Central Counties” from any tourism-related businesses in the region. We are here for you and want you to take advantage of the services we provide.

As always, I am just an email away (cthibeault@centralcounties.ca) if you would like to reach out.

Chuck