

IN THIS ISSUE...

2011/ 2012 RCTA Membership Renewal	1	MTA - New Water Sample Station	3	2011 Influential Women of Northern Ontario Award Winner	4
2011 Consumer Show Winner Announced	2	Canada Postal Strike	3	RTO 13 Update	4
RV Dumping Station Temporarily Closed	2	Rainbow Country Welcomes New Staff Member	3	Smart Serve - FREE Webinars!	5

THE GUIDE

NAVIGATING RAINBOW COUNTRY'S TOURISM MARKET

MONTHLY NEWSLETTER
MAY/ JUNE 2011

WORKING FOR OUR MEMBERS

Renew your 2011/ 2012 Rainbow Country Membership Today!



Rainbow Country Travel Association is currently renewing all RCTA memberships for the 2011/ 2012 season.

Member Benefits

Being a member of Rainbow Country provides your business with a number of benefits including:

- * A FREE 25-word listing in our annual Discovery Guide;
- * A FREE 150-word listing on the Rainbow Country website, www.rainbowcountry.com;
- * Access and discounts on various

RCTA and provincial advertising and marketing programs;

* A FREE distribution of member brochures to all regional information centres;

* Distribution of literature and member brochures at annual Consumer Shows in Ontario and the USA and more!

2011 Renewal

A copy of RCTA's 2011/ 2012 Membership Renewal Form and a copy of your business's 25-word Discovery Guide listing and 150-word website business listing were

mailed on May 9, 2011. Please review your information and mail the completed (revised) forms, along with your payment, to:

*Rainbow Country Travel Association
2726 Whippoorwill Ave.
Sudbury, ON
P3G 1E9*

If you did not receive a copy of Rainbow Country's 2011/ 2012 Membership Renewal Form, please contact Shanna Denis, Sales & Marketing Manager, at 705-522-0104 or by e-mail at shanna@rainbowcountry.com.

WINNER ANNOUNCED!

2011 Northeastern Ontario Consumer Show Contest Winner Announced -

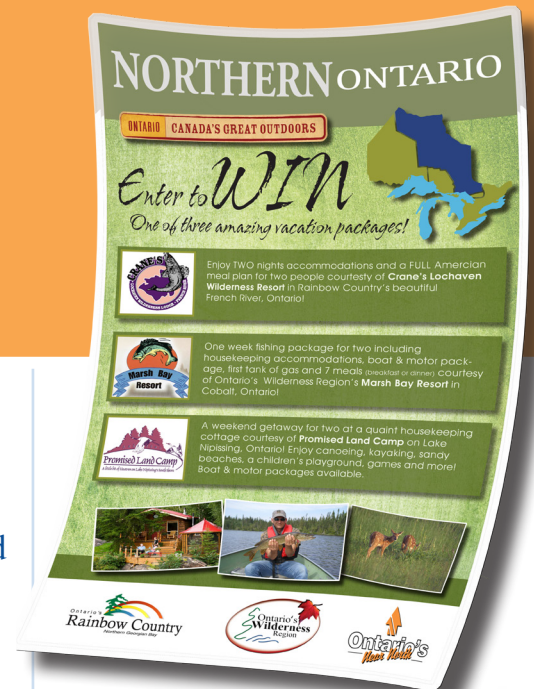
Congratulations Connie Wing from Timmins, ON!

Rainbow Country Travel Association is pleased to announce its 2011 Consumer Show Contest winner – **Connie Wing of Timmins, Ontario!**

Ms. Wing is the lucky winner of a full American plan, two-night fishing getaway for two at **Crane's Lochaven Wilderness Resort in French River, Ontario**. Rainbow Country would like to thank Sue and Ed Crane for providing Rainbow Country with this fabulous prize package.

The contest winner was selected from contest ballots collected at 2011 Northeastern Ontario Consumer Show booths. Consumers had the opportunity to win one of three fishing vacations within Northeastern Ontario.

The contact information collected from the ballots will allow Rainbow Country to further develop its database of individuals interested in receiving regular information and updates regarding our members and the Rainbow Country region as a whole.



Thank you once again to Crane's Lochaven Wilderness Resort. If you are interested in submitting a prize package for Rainbow Country's 2012 Consumer Show Contest, please contact Shanna Denis, Sales & Marketing Manager, at 705-522-0104/ 1-800-465-6655 or by e-mail at shanna@rainbowcountry.com.

R.V. DUMPING STATION TEMPORARILY CLOSED

Sudbury Wastewater Treatment Plant
Kelly Lake Rd., Sudbury, ON

The decision to close the dumpsite was made for the safety of motorists as access to the dumping station is through an active construction zone.

Recreational vehicle motorists must be redirected to alternate dump sites at the Valley East Wastewater Treatment Plant, 999 Yorkshire Dr., Val Caron, ON, and the Chelmsford Wastewater Treatment Plant, 265

Laurette Street, Chelmsford, ON.

If you have any questions regarding the temporary closing of the R.V.

Dumping Station on Kelly Lake Road, Sudbury, ON, **please contact Pat McCauley, Corporate Communications, City of Greater Sudbury, at 705-674-4455 ext. 2407.**



The City of Greater Sudbury has announced that the Sudbury Wastewater Treatment Plant on Kelly Lake Road has temporarily closed the R.V. Dumping Station, effective Monday, June 6, 2011 due to construction taking place on the premises.

NEW WATER SAMPLE DROP-OFF STATION

Manitoulin Tourism Association
Manitoulin Island, ON

The Manitoulin Tourism Association is now a bi-weekly Water Sample Drop-Off Station beginning June 6, 2011. Pick-up for water samples will take place between 3:00 p.m. and 5:00 p.m. on Mondays.

The MTA asks that all samples arrive at the office before 2:00 p.m. on Monday afternoons. Water samples must be taken no later than 11:00 a.m. on Sundays in order to be accepted as the samples are only usable within 48 hours.

If you have any questions, please contact Dawn Wall at 705-368-3021.

LOOMING POSTAL STRIKE IN CANADA *Rainbow Country Offers Solutions*

It looks like we may be faced with a Canadian postal strike. Should this occur, Rainbow Country would like to offer an alternate payment method for all members renewing their 2011/2012 RCTA membership.

Rainbow Country is pleased to accept both Visa and Mastercard for all 2011/2012 membership payments. Please contact us at 1-800-465-6655 with your credit card number and we can process the payment over the phone. An electronic copy of your receipt will be sent to you via e-mail within 48 hours of payment.

To submit changes made to your 25-word guide listing and your 150-word website listing, please fax a revised copy to 705-522-3132 or e-mail your changes to shanna@rainbow-country.com.



RAINBOW COUNTRY *Updates and more...*

Rainbow Country Welcomes...
Nataly Begin
Administrative Assistant

Born and raised right here in the Nickel Capital of the world, Nataly is the latest addition to the Rainbow Country Travel Association team.



Having lived in the hub of the north for over 20 years, she has had the opportunity to explore, in depth, the vast region of Rainbow Country and all of the natural beauty it holds. As a graduate of the Communications program at Laurentian University, Nataly will surely bring lots of experience and knowledge to her new role as an Administrative Assistant.

Welcome Nataly! We are pleased to have you join our team!

INFLUENTIAL WOMEN OF NORTHERN ONTARIO

2011 Private Sector Award Winner – Angela Johnston

Rainbow Country Travel Association would like to congratulate Angela Johnston, Northern Ontario Regional Director of Sales for Westmount Hospitality Group, in winning the 2011 Influential Women of Northern Ontario Private Sector Award.

From humble beginnings in Gowganda as a chambermaid at the Relax Inn, Johnston has climbed the rungs, one by one, to her current position as Regional Director of Sales at Westmount Hospitality Group, responsible for 13 properties across Northern Ontario, including all the Comfort Inn properties in the North.

At every property, Johnston increased sales to record levels or implemented record-breaking programs and was the 2009 Ted Day Tourism Award recipient for her contribution to the Northern Ontario Tourism Industry.

Johnston is considered a role model by her organization and encourages women within her organization to grow within their careers. Congratulations to Angela Johnston!



KEEPING YOU INFORMED

Regional Tourism Organizations (RTO) 13A Update

Things are progressing along for our new Regional Tourism Association – RTO 13, which encompasses all of Northern Ontario.

The new organization is now incorporated under the direction of a 19 member Board of Directors made up NORTAs, Cities and Operators and our Executive Director, Donna MacLeod sits on this board to represent our members and our travel region.

Year one of RTO 13 existence saw the incorporation of the organization; the development of by-laws and the hiring of an interim transition co-ordinator. Marketing consisted of a variety of priority projects that were undertaken by each sub-region.

RTO 13 is presently in the final stages of developing a new 5-year Northern Marketing Strategy that will provide direction for both OTMPC Northern Office and RTO 13. It is the goal of the board to have this strategy out to the public by the end of June.

Our sub-region RTO 13A, which encompasses Ontario's Wilderness Region, Ontario's Near North and Ontario's Rainbow Country, along with the three major cities are presently preparing our branding and marketing strategy for our travel region and it will roll out sometime later this month.

For more information on RTO 13 check out the website site www.rto13.com.

SMART SERVE ONTARIO

Now Offering FREE Webinars!

In celebration of 15 years of successful operation, Smart Serve Ontario is pleased to announce the launch of its newest program updates, which include a new and improved website, a revised online training program and a free webinar series.

The new updates are a result of feedback from stakeholders across the province regarding issues facing the hospitality industry as well as areas for improvement in responsible alcohol service training.

The introduction of a series of FREE webinars is intended to "raise the bar on responsible service". To register for a Smart Serve webinar, visit <http://smartserve.webex.com>. Book today – space is limited.

