

Information Byway



NORTH WESTERN ONTARIO
TOURISM ASSOCIATION

www.nwota.com

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Phone (807)488-5514

e-mail: info@nwota.com

Fax (807)488-5514

North Western Ontario Tourism Association Annual Spring Meeting



Thursday, April 29, 2004
Nestor Falls Community Hall

AGENDA ITEMS

General Meeting

Canada Border Services Agency

Citizenship & Immigration

Custom House Currency Exchange

Hon. Tim Peterson, MPP Mississauga South,
Parliamentary Assistant to Minister of
Tourism (to be confirmed)

Gateway Project

Enviro Test (New Water Regs.)

Tourism Recovery Program

Red Tape Committee Meeting Update

Pipestone/Clearwater Chain of Lakes Study
Results

Ontario Tourism Marketing Partnership

And MORE . . .

***Watch local newspapers for more
information or request an agenda
from the NWOTA office.***

NEW DRINKING WATER REGULATIONS

Wayne Helliar, NWOTA Director

As many of you know, Ontario has introduced new drinking water regulations, as a result of the events that occurred in Walkerton. These regulations are broad and every business that supplies accommodation and/or public drinking water will be affected. These businesses will be phased in over the next few years. The majority of camps and resorts will fall under the designation of small, non-municipal, non-residential water systems. For precise definitions, consult "The Safe Drinking Water Act" (Ontario regulation 170/03).

In the case of a surface water source (i.e. lake) the regulation takes effect July 1st 2005. All surface water must be treated, with no exceptions, and weekly microbiological testing done by an accredited lab, during the season when guests are being accommodated.

In the case of a drilled well or ground water, which is not under the direct influence of surface water, the regulation takes effect December 31st 2006. Ground water must be tested every second week. There is a possibility of an exemption to chlorinating a drilled well, but 2 years of weekly testing, with 0/0 results would have to be provided.

In both cases, a qualified professional engineer must provide an engineering evaluation report, certifying that the engineer has visited your drinking water system, and include the engineer's opinion, that the system meets all requirements. As well, a detailed chemical and mineralogical test, for things such as lead, sodium and fluoride, must be performed every 5 years. All testing must be done by an accredited private lab, as the Northwestern Health Unit will no longer do testing for the private sector.

NWOTA is concerned about the cost of implementing and testing to tourist outfitters that have shorter and shorter operating seasons. Microbiological testing will run around \$35.00 per sample and chemical analysis as much as \$5,000.00 per test. Mineralogical testing for lead etc. seems particularly unnecessary, as risks are assessed on lifetime exposure, and the average guest at a resort stays only 5 days and may consume very little water while there. Add to this an undetermined cost to set up treatment equipment, and

it seems unlikely that many outfitters will be able to meet the requirements of the act. NWOTA has been lobbying government to come up with a reasonable standard for our region, which does not compare to Southern Ontario. So far no help has been forthcoming, but we will continue to work on this problem.

IT IS IMPORTANT TO NWOTA FOR AREA BUSINESSES TO SUPPORT OUR EFFORTS TO BETTER THE TOURISM INDUSTRY IN OUR AREA.

If you have not renewed your membership, please do so now.

MAKE NWOTA A STRONG VOICE FOR TOURISM

NEW ECONOMIC DEVELOPMENT OFFICER FOR AREA

Congratulations to Geoff Gillon, Rainy River Future Development Corporation and dedicated NWOTA board of director. Geoff received his professional designation as a Certified Economic Developer. **CONGRATS GEOFF, we wish you only the best for your future endeavors.**

TOURISM RECOVERY DOLLARS DESIGNED TO ENHANCE PROMOTION OF NORTHWEST ONTARIO

By Gerry Cariou, Executive Director, Sunset Country Travel Association

Everyone in the tourism industry in northwest Ontario is aware of the impacts on travel last year as a result of SARS and the war in Iraq. Many operators identified direct cancellations at their facility because of these issues. In an effort to assist the tourism industry recover from these events, the Government of Ontario created a "Tourism Recovery Office" to assist the tourism industry in Ontario increase marketing and promotion of the Province and its regions as tourist destinations. The *Destination Marketing Partnership Fund* is a pool of marketing dollars designated for supporting marketing partnerships with industry across Ontario. A key element of the Fund is the fact it is intended to support marketing efforts above and beyond what is normally done in the region.

Last November, Ontario's Sunset Country Travel Association along with NWOTA, KDCA and the five regional Community Futures Corporations developed a strategic marketing plan and submitted it to the Tourism Recovery Office for their review. The marketing plan consisted of a number of initiatives designed to promote northwestern Ontario as a vacation destination. Specific components of the plan included direct mail promotions, co-op magazine advertising and TV advertising in the important U.S. Midwest markets.

In January 2004, the Government of Ontario approved partnership funding of \$149,000.00 with \$66,200.00 coming from the regional organizations. This means total project costs are approximately \$215,000.00 of which 69% is being covered by the Provincial Government – an extremely generous contribution! This funding allocation is evidence of the Provincial Government's understanding of just how important tourism is to the northwest and shows the Province's willingness to assist the industry in the region recover from the negative events that have occurred over the past year.

To date, two direct mail "card deck" mailings (over 600,000 individual cards) promoting the northwest have been implemented by Sunset Country Travel Association. At the time of writing this article, the Association is in the process of putting together two, 3-page advertising spreads in *North American Fisherman* and *In-Fisherman* magazines. These advertising spreads will be accompanied by 36 co-op industry advertisements promoting fishing packages available in northwestern Ontario.

NWOTA, KDCA and the five Community Futures Corporations are providing the partner funding and working on implementation of the marketing concept for a three city TV commercial campaign in Minneapolis, Milwaukee and Chicago. Over \$120,000.00 in TV advertising will be implemented in the latter part of April and early May of 2004.

These marketing initiatives should do much to increase travel to the northwest in 2004. All regional partners gratefully acknowledge the Ontario Government's financial contribution to this project as implementation would not have been possible without the support of the Destination Marketing Partnership Fund.

NWOTA Cookbook

We need your favourite recipes to produce the best cookbook the area has ever tasted!

Submit your recipe to the NWOTA office. Include your name, business name and location.

info@nwota.com or (807) 488-5514

NWOTA would like to extend our condolences to the families of Garry Delton and Herb Hoffman. Garry and Herb have been very instrumental in all facets of the tourism industry and will be sadly missed.

In Memory of Garry L. Delton

December 14, 1945 – January 12, 2004

*God took the strength of a mountain,
The majesty of a tree.
The warmth of a summer,
The calm of a quiet sea.
The generous should of nature,
The comforting arm of night.
The wisdom of the ages,
The power of the eagle's flight.
Then God combined these qualities,
Into someone quite extraordinary.
His masterpiece was now complete,
He lovingly called him, Garry.*

Every now and then we are lucky enough to meet someone so very special, someone willing to share his love, his knowledge and his life with those around him. Garry will live on in the hearts and minds of the many people who were privileged to know him and whose lives he touched. His values, hopes and dreams will continue to nurture and guide us. For those of us in the tourism industry and particularly those of us with the KDCA we have lost a true Friend, leader and inspiration with the passing of Garry.

(Most of these words are quoted from the obituary as printed in the Minneapolis Star & Tribune of Wednesday, January 14, 2004 and the Memorial Service held at the Fort Snelling Chapel on Thursday, January 15, 2004).

In Memory of Herbert Leo Hoffman

Oct 18, 1934 - Feb 6, 2004

The following was based on a eulogy written and spoken by the family at the funeral mass on February 12th, 2004.

We are saddened to hear of the passing of long time Sioux Narrows resident Herb Hoffman. He is best known around these parts as the owner of Red Indian Lodge and Shingwak Resort. Herb, however was a multifaceted individual, born in Bellingham Minnesota, he enjoyed the farm life and learned to operate and repair a variety of machinery at an early age. At 17 his family moved to Minneapolis where he worked two years as a press punch operator for Honeywell. At age 19 Herb enlisted in the army and was assigned to duty in Europe, in part because he made sure that his assigning officers learned that he spoke fluent German. More than one local was surprised to hear him say a few words in German, after he had sat quietly listening to them discuss the American soldiers. After returning from Europe, he went to night school to learn accounting, and started working full time for a local accounting firm. It was during this time that he met and married Mary Ann. He soon had his own accounting business, eventually forming a partnership with his brother Ray. He designed and built a home in Minnetonka. He and Mary Ann had five children, and somehow found time for hobbies such as hunting, fishing, camping, and prospecting. His love of the outdoors led to the purchase of Red Indian Lodge, which he turned into a world class facility. Part of the success came from his personal touch in all aspects of the renovations. Even to the point of making his own lumber, from skidder to sawmill.

He had many other successful ventures in the region, but did not stop at improving his own projects. He participated in NOTO, KDCA, and the Sioux Narrows Chamber of Commerce. He lobbied hard on behalf of the tourism industry on the issues of commercial fishing, land transfer tax, and removing GST for out of country visitors. He also worked with other resorts to start North Air Tours, which eventually became Reserve-A-Resort. As PCs became popular, he and his children were partners in Versatile Business Systems, developing software for Canadian resorts. No matter how hard the work was, Herb made family a priority, taking the children on many holidays, as a reward for their labours.

Many people who knew Herb will remember spirited discussions, at the coffee shop, or any social get together. A family member once said, "Every Hoffman has an opinion, and chances are it will be expressed!" Yet even when you disagreed with him, he would still have a package of his legendary homemade sausage or smoked trout, to send home with you.

Many times in the last year, Herb commented how he had the best friends in the world. Herb Hoffman gave us many memories, but he would say those memories were special because you were a part of them. His contribution will not be forgotten, his presence sorely missed.

Dates to mark on your calendar:

**Sunset Country
Annual General Meeting**

Thursday, April 22nd, 2004
7:00 PM at La Place Rendezvous Hotel
in Fort Frances, Ontario.

NWOTA Annual Spring Meeting

Thursday, April 29, 2004
9:00 AM at Nestor Falls Community Hall
in Nestor Falls

NWOTA Monthly Meetings

July 8, 12:00 noon, Emo Inn
August 12, 12:00 noon, Emo Inn
September 9, 12:00 noon, Emo Inn
October 7, NWOTA Annual Fall Meeting,
Location to be announced
December 9, 12:00 noon, Emo Inn

NWOTA is currently making
updates to our website
www.nwota.com.

We will be posting the
minutes of meetings,
calendar of events and
Information ByWay
newsletter on our website for
members to print &/or
browse through.

If you are unable to
download newsletters from
our website and would like to
remain on the mailing list via
Canada Post, please make
sure you indicate this when
renewing your 2004 NWOTA
Membership.

NWOTA MEMBERS
MAY NOW RECEIVE DISCOUNTED
SERVICES AT

ALL CANADIAN LOCATIONS OF
CUSTOM HOUSE Global Foreign Exchange

***At our retail branches (for individuals
needing to convert to / from foreign
cash and travelers cheques):***

- NWOTA members will not pay the \$2.75 transaction fee
- Outgoing wire transfer fees will be reduced by 50%
- You will also obtain a discounted exchange rate.

In Winnipeg, this branch is located at 243
Portage Ave. Phone 987-6000

***At our wholesale (or corporate)
branches:***

**Our wholesale branches specialize in
business transactions over \$5,000
and deals only with cheques and
electronic transfers of currency.**

- NWOTA members will have outgoing wire transfer fees reduced by 50%
- We buy and sell foreign funds at better-than-bank exchange rates
- We offer free delivery of cheques right to your office or transferred electronically to your account.

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