

**** Attention Corry & Union City Business Owners ****

Pennsylvania PRIDE Customer Service Workshop at the Corry Hi-Ed

Wednesday April 16 9 a.m. - 4 p.m. (Lunch - on your own) \$59

Did you know that Corry and Union City have been designated as Pennsylvania Route 6 Heritage Communities? It's all part of an effort to generate more tourism activity across Route 6, and the tourism dollars that come with it.

But what happens when those tourists stop at local businesses? Are they greeted warmly? Do your employees know the basics of customer service and hospitality? Do they know the local restaurants and attractions to steer tourists to?

PA PRIDE is a one-day, six-hour program for all Corry and Union City area business owners and their employees. It was designed by Penn State Cooperative Extension and the Potter County Education Council to create a seamless customer service and hospitality capacity in Heritage Communities across Route 6.



The PA PRIDE workshop consists of three core components to help provide your customers with old-fashioned, down-home hospitality. First, you will be given an overview of local and regional tourism initiatives and attractions. Then, you will learn how to improve customer service skills in your organization. Finally, you will work with the local Tourism Promotion Agency and others in our communities to build a community resource guide.

The course outline includes:

- ✓ Welcome & Introductions
- ✓ Expect Excellent Hospitality Habits
- ✓ Build a Winning Team
- ✓ Know Your Customers
- ✓ Building Your Resource Handbook
- ✓ Provide Proactive Problem Solving
- ✓ Moments of Truth
- ✓ The Circle of Service
- ✓ Where You Want Customer Service To Be
- ✓ Check-up Regularly
- ✓ Strategies

Instructor Linda S. Williams brings a background in marketing, public relations and training. She and her husband also own a touring company that specializes in guided motorcycle tours through the Pennsylvania Wilds Region and Enchanted Mountains Region of PA.

Registration and payment are required by WEDNESDAY, APRIL 9. Call us at 664-9405, & let's make Corry and Union City proud partners in the Route 6 Heritage Communities effort.