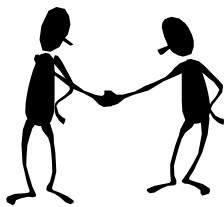




Are you interested in helping your employees build their customer service skills? Or even building your own customer service skills?

Would you like your employees to be better versed on local and regional tourist sites and event information so that they can better help your customers?



Would you like customers to visit your business again and again because they know that they'll be provided excellent customer service and valuable local information as well?

If you answered *yes* to these questions, the Pennsylvania PRIDE Program was established just for you!



Acknowledgements

The Cameron, Elk & McKean County Units of Penn State Cooperative Extension and the Potter County Education Council would like to thank the following organizations and individuals for their assistance in developing and delivering this program:

Oklahoma State University
Oklahoma Cooperative Extension
For sharing the curriculum for the Oklahoma P.R.I.D.E. program. www.rd.okstate.edu/CED/CommEcDev.htm

Terri Dennison, Executive Director
Pennsylvania Route 6 Tourist Association and Rt. 6 Heritage Corporation
For helping establish the program, and assisting in curriculum development and marketing.
www.paroute6.com

Charles Allen and Rick Kralj
Penn State University
Jefferson County Cooperative Extension Office
For supporting this initiative, reviewing curriculum and providing instructional support.

Lori Hansen, Creative Marketing Specialist
Potter County Education Council
For design and layout of course materials and providing graphic support services for this project.
www.pottercountyedcouncil.org.

an **OUTREACH** program of the College of Agricultural Sciences and the Cameron, McKean & Potter County Cooperative Extension Units

The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admissions, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-865-4700/V, 814-863-1150/TTY.



**Producing
Resourceful
Informed
Devoted
Employees**

A program to improve customer service techniques and hospitality skills for local business owners, managers and employees.

Brought to you by:



The Pennsylvania P.R.I.D.E. Program is designed to teach business owners, managers and employees quality customer service techniques and help them to learn about the highlights and tourist attractions in their community & county.



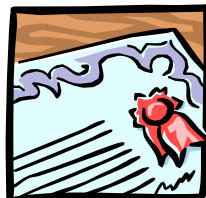
While we rely on tourists to help our businesses, tourists rely on our businesses and staff to guide them during their stay in our area.



Being able to provide customers with local information is, indeed, a form of customer service. You provide the customer with valuable information to make their stay more eventful and pleasant (*and make them want to return!*).

These workshops are free and the program is made possible by a grant from the Rt. 6 Heritage Corporation, DCNR and the Center for Rural PA.

All participants will receive a certificate and pin to show that they are Pennsylvania P.R.I.D.E. Certified.



The Pennsylvania P.R.I.D.E. Workshops are hands on and taught in small group sessions.

Input from participants is highly encouraged because who knows better what unique highlights are available than the people that live and work in those communities?



Specific areas covered in these workshops include:

- The Circle of Service
- Who are the people we serve?
- Moments of Truth
- Hospitality Habits and
- The tourism sites in the local area

Circle of Service



Interested?

Provide us with some information below and we'll let you know when a workshop is scheduled in your area!

- I am interested in attending an employees workshop
- I am interested in attending an owners/managers workshop
- I am interested in having my managers attend an owners/managers workshop
- I am interested in having my employees attend a workshop

Name: _____

Business: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

Mail this form to:
PCEC Port Allegany Education Center
8 N. Main Street
Port Allegany, PA 16743

Or fax form to: 814-642-2344.