

Brief Position Description: Responsible for guest services revolving around the Travel Café Visitors Center, and all visitor inquiries and brochure distribution. Providing impeccable hospitality to all Salem visitors while taking an active role in improving and extending the visitors stay in Salem. Coordinates the Booster volunteer program.

**BIO - Barb Cowan**

Barb Cowan has been Guest Services & Volunteer Coordinator in the Salem Travel Café Visitor Center since January 2007. Barb has lived in Salem for 40 years, thirty of which were spent as a High School history teacher. She is extremely knowledgeable about the area and she enjoys sharing her knowledge of Oregon and the Willamette Valley with visitors to the Travel Cafe. She has received numerous compliments from visitors regarding her friendliness, customer service and thoroughness.

Organization and communication are very important to Barb. She has completely computerized the inventory of the Travel Café Visitors Center, making the tracking and ordering process much more efficient. She communicates well with visitors, vendors and staff in a friendly and concise manner. This skill is vital when juggling telephone, email and mail requests while assisting visitors in the Travel Cafe.

Barb oversees Travel Salem's Visitor Guide distribution plan where she is in constant contact with Oregon, Washington and California AAA offices, Welcome Centers, visitor centers and points of interest to guarantee they have adequate quantities of Salem promotional materials.

As Travel Salem's Booster/Volunteer Coordinator, Barb works to recruit and train community volunteers to provide the highest level of service to Salem area visitors. She also plans and oversees monthly volunteer meetings, schedules volunteer coverage in the Travel Café Visitor Center and maintains records of volunteer hours.