



Freeman On Ford

Newsletter 3 - October 2007 update

Freeman on Ford - Making you feel special

Its already been four years since we opened and we have met many wonderful people with greatly different backgrounds...from brides, car rally enthusiasts, farmers, judges, pop stars, comedians, vice chancellors, artists, journalists, film directors, historians, lawyers, I.T, H.R people, professors, gift voucher recipients, tired, stressed, guests and people requiring respite.... We have a privileged position as we often see people starting their journeys, to those departing, and our mission statement, regardless what the position in life (and lets face it, we all have to put one leg at a time in one trouser), is to make every one of our guests *feel like a king or queen when they stay with us....* We have a unique position and treasure these life tapestries and feel blessed. We are also flattered when repeat guests ask for the "same breakfast", or the "same room" when they arrive.... We have had quite a few laughs and stories to tell and some faulty tower moments!

We are 5 Star Rated again.

We are now Beechworth's first and only 5 star rated accommodation venue and have received this accolade twice. We have also been awarded a Certificate of Commendation from the Indigo Shire for extensive renovations to the building. It was a mammoth task to also separately renovate the bank chambers below and make it a separate business. We will not rest on our laurels and we have plans to improve and extend our building in the near future. AAA tourism has lifted the bar for accommodation standards and the accreditation to achieve 5 stars will only become harder to achieve. We try to keep abreast with WiFi wireless internet connections, AUSTAR (with 50 channels), endless complimentary videos and afternoon/morning teas incorporated in our tariffs. We also pride ourselves with extensive gourmet fully cooked breakfasts.

What does 5 Star Rating Mean?

A STAR rating system in Australia is operated by AAA Tourism. Properties are rated between one and five star by highly trained accommodation assessors recruited from hospitality and tourism industries. Properties are assessed every 12-15 months once the properties join the program. 5 STAR means "international quality appointments," furnishings and décor with an extensive range of first class guest services and facilities.

A Slice of Heaven...

Hi Heidi, John and I belatedly wish to thank you and Jim for a wonderful stay at "Freeman on Ford".

We had a very relaxing time and your home away from home is a slice of heaven.

Please tell Ezra that his cheesecake is a definite winner!

Fondest Wishes - J&J



The Minister for Tourism visits Freeman on Ford

(July 2007)

We were really excited to welcome The Hon. Mr. Tim Holding, Minister for Tourism, recently whilst he launched the new Beechworth brochure. The Minister requested to visit Freeman on Ford and Heidi thoroughly enjoyed his challenging questions and his interest in the tourism industry in Beechworth.

Beechworth in the TOP TEN.

You may have also read that Beechworth has been named in the top 10 'MUST SEE' destinations in an independent travel magazine "Australian Traveller". Beechworth has been named as number four from towns across Australia, beating destination such as Port Douglas and Byron Bay and is the ONLY VICTORIAN TOWN IN THE TOP TEN!!

Media Exposure:

As you are probably aware, The Great Outdoors show filmed Freeman on Ford in 2006 and this year, we had another television cast stay and film a segment on the B&B. We had the pleasure of welcoming Colin Lane, formerly from "Lano & Woodley" successful comedy duo, and the crew from The Wine Me, Dine Me show.

Easter Parade

We had a fabulous time putting in our first float and banner in the this year's Easter parade and we had a lot of fun dressing up in period costumes and arranging the old brass beds complete with chamber maid (and potty) much to the delight of the large crowds.

Gift Vouchers & Other Services

We offer gift vouchers which are ideal for birthdays, anniversaries and are a good way to reward staff or just to say "thank you". We can also assist with booking secretarial and beauty services and we can organise chocolates, champagne, local gift hampers, flowers and limousine hire.

Ned Kelly Statue "larger than life" in our courtyard:

We are proud to welcome hundreds of tourists daily into our open courtyard for photographic opportunities with a local legend, Ned Kelly. Ned was made by a local artisan. It is now permanently placed in the courtyard offering a wonderful memoir of Beechworth to both local and international tourists.

Good Karma – Never tire of doing good:

Finally, we wish you all the best whether or not we see you again and hope that you live life to the fullest....(Hold on tight and enjoy the ride)....and remember, never tire of doing good.

Sincerely, Heidi and Jim, Jasmine and Ezra



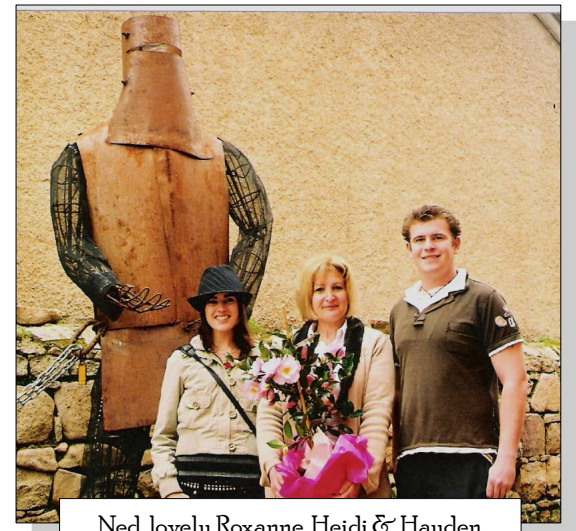
Getting along famously ...The Minister & Heidi.



Colin Lane, Feb 2007



Eric and Helen, Easter 2007



Ned, lovely Roxanne, Heidi & Hayden