

KeyAccess

V3 • NI SPRING 2001 THE HOSPITALITY NEWSLETTER

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I can remember sitting at a Board meeting a number of years back weighing the merits of having a CHMSE website. At that time we weren't sure if the association was ready for that leap. After much discussion we decided to put it on the back burner. The timing wasn't right and we would let another Board tackle that beast another year.

Well times have changed and so have the use of websites. No longer do I wonder what we will do with it. A website has become as integral to an organization's identity as their logo. The need for a CHMSE website became even more clear to me as I started my presidency. I receive numerous calls on a monthly basis from people trying to sell the association their product or service or they are looking for an opportunity to get in front of our membership to do the same. Each time I would be asked what our website address was and when I advised we didn't have one there was that dreaded pause of silence. Once word got out we didn't have a web page, the calls began to come in from companies wanting to develop it! The time had come for this Board to begin the process of a CHMSE website.

www.chmse.com is now in its final stages of development and we are very excited about offering on-line services to our membership. As I have stated before, in order

for CHMSE to continue to flourish, we need to expand our membership beyond the Toronto border and a website is the first step in that direction.

Where a few years ago I wondered what we would do with a website, I now want to know how much I can put on it. We looked at what things our membership was calling the CHMSE office to request. What do we currently fax and mail all the time that we could now offer on-line. What information do the members ask for or want to see regularly. What do we want potential members to know or learn about our organization.

We will now post our calendar of events with our monthly meeting registration forms on line, golf tournament information and sponsorship will be available on line, and our membership roster will be on the website as well. For the Derek Dodd Awards, the nomination forms and voting will be on the website. We will have a photo gallery of snapshots we take at various events throughout the year. The job bank will now be available on line as well as speaker notes from our monthly meetings. We will also be offering a "chat room" where hot topics can be discussed and debated such as attrition, cancellation clauses, lack of funding for Tourism Toronto or you can throw your own question into the ring for feedback. These are just a few of the many services that will be on www.chmse.com.

The possibilities are endless and with each new Board, new ideas and further enhancements will be made to the website.

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Three Months at a Glance: CHMSE Upcoming Events

Thursday, June 21, 2001	What Does It Take to Succeed in Sales? Toronto Colony Hotel
Thursday, July 19, 2001	21st Annual Golf Tournament Granite Ridge Golf Club, Milton
Thursday, Sept. 20, 2001	Members Dinner and Annual General Meeting Location TBA

**CHMSE
Golf**

Tournament!

See page 7 for details

Membership Growth and Retention – 2001 and beyond

By Paula Jordan, Director, Affiliates



KEY ADVANTAGES OF MEMBERSHIP

Exposure: Your company will gain monthly recognition within the marketplace

Time Management: Get your competitive information on line, via e-mail or in person at our monthly events

Technology: Stay abreast of the latest trends on how to increase maximization of e-commerce and software tools, which will enhance your position

Referrals: Obtain more business through personal relationship with other members and learn about what's new, who's new and what's happening in your own backyard

Certification & Accreditation: Take advantage of discounts offered towards Tourism Sales Manager Certification through OTEC, plus CHMSE's own "Designated Hospitality Sales Professional"

It has been the mandate for the 2000/2001 CHMSE Membership, Affiliate and Student Committees to increase the overall membership. Through a joint venture, the three committees reviewed the existing benefits of membership and discussed plans of expanding the membership within the areas of; hospitality students, meeting planners, event planners, premier venues and suppliers to the hospitality industry.

In May 2001, a Membership Drive was undertaken and specifically targeted prospective new members within the vertical markets listed above. Key emphasis was placed on recruiting more venues and planners to broaden our base. Additional activities have been scheduled to maintain the existing membership and ensure that "people on the move" re-join under their new company. The committees welcome any and all referrals for new members and notification of pending moves and transfers.

Our membership campaign message includes the "Key Advantages" of membership (listed), along with the opportunity for individuals and company's to strengthen their relationships with the existing members, gain additional exposure of their services and establish additional lead referrals for their business. Finally, we pointed out that it is through relationships that we all become successful and they need to support their hospitality community by participating in a valuable association, such as CHMSE.

Additional Advantages of Membership:

- Discounts at all CHMSE events
- 10% discount on the cost of OTEC's certification program

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I recently attended our National Sales Meeting provided by my employer Benchmark Hospitality. As I was expecting the same old dialogue I was completely surprised when this dynamic, "think way outside of the box" facilitator addressed our team and informed sales veterans of "a better approach". Cindy shares with us some very clever strategies in selling for the future. Two thumbs up to Cindy Novotny and the Master Connection Associates. -MJ

Developing a Strategic Selling Approach for the Future

Businesses and individual customers of the future are changing. Part of this change is the result of the changing internal culture of business, as well as your competition's ability to work harder to convince your customer that they want their business and will do what ever it takes to gain their trust. Additionally, the customer has been treated in a less than professional manner by their suppliers in the past which has lead them to demand professionalism for the future.

Within each organization there are several different buyers that influence the sale in various ways. Each individual plays a different role in the buying process. Your responsibility as a good sales

professional is to determine who these individuals are, what each of their concerns are, and what their objectives are for this purchase. Identifying who these players are and the roles they play requires the sales professional to develop a process that will uncover their existence. There will be times when no one will know of their existence at the outset, and as time passes they will surface. As they surface you must develop a strategy for approaching them one at a time and uncovering the necessary data to complete your plan. An important aspect of this process is to focus on the role the individual is playing and not his title in the organization. This will yield the best result and give you a competitive edge in the sales process.

Customer Roles and Influences

The Guide

You can recognize the four major influencers in almost every organization. Each has an impact on the ultimate sale. The Guide is the individual who directs you in your sales effort through the organization. This person is someone you know, you feel comfortable with, and you have no problem understanding and interacting with his behavior style. You work well with him and he can help you understand the organization you are calling on. This relationship allows him to help you avoid traps that you may fall into as you move through your sales process.

The Guide is your confidant who can keep you aware of what is happening in this organization. If something occurs that would cause you to make a major shift in your sales strategy, the Guide will alert you and give you the best advice and direction to make the shift. How you work with the Guide is important because he has a lot to lose. He has put a great deal of confidence in you, allowing you into this organization under his sponsorship.

The Achiever

The Achiever is the person that is in charge. He will conduct the function that you are trying to sell. If it is a training function, this person is going to get the people there, make sure the tables are all set up, make sure the banquets are all ready to go, proper A.V. equipment set, etc. This individual is important because he reports to management and possibly affects future business. The Achiever also is the one who has the most explicit needs.

The User

The User is the individual that attends the function or stays in the company's designated hotels. In a situation where the customer's company is going to have a meeting involving spouses, the spouses become users also. This meeting is going to require meeting rooms, sleeping rooms, and banquet facilities. The people that are attending do not do this very often, so they are going to evaluate the functions and what they experienced while they were there. It is important to clearly understand

their needs before making your final sales presentation.

The Selector

The Selector often stays in the background throughout the sales process. You may never meet this person. He could be an officer or senior manager of the organization. He or she could be the person who is responsible for all travel and lodging for his staff on the road. If it is a large organization, he could be the director of an entire department. What the selector often does is review data that is given to him by others and either makes the final buying decision or exercises a great deal of influence on it.

Hint: If you only know one person in an organization...take notice! Some competitor is working your account harder than you!

By: Cindy Novotny, Managing Partner
Master Connection Associates
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We realize that there will be an adjustment period and we will still be sending information in the traditional way as everyone gets used to using the website and the on-line services. For those members without Internet access, we will continue to mail and fax all your CHMSE information.

The web will change three key relationships with our members: how they access our association, how they interact with our association and how we develop this new community. We are certainly up for the challenge...are you?

If you have a suggestion for the website or if there is something you would like to see on-line, please feel free to e-mail me at chmse@idirect.com.

4th Annual Derek Dodd Awards Gala

When one sets out to plan an event like the 4th Annual Derek Dodd Awards Gala, you hope for certain key elements; a strong committee, strong support from the membership, participation in the voting process for legitimacy and most importantly, a good time to be had by all.

Well, thanks to a dedicated gala committee consisting of Clark Davey, Wendy MacKenzie, Betty Woloweic, Adam Robinson, Sandra Moniz, Beth Wilkins, Sandra Kwan and Lauren Schipper, this incredible feat was made possible.



A special thanks goes out to the many members who supported us by donating silent auction items or signed on as a gold sponsor. A big round of applause to our Gold Sponsors: TELAV/I.S.T.S., The

STRONCO Group, The Adlib Group, HelmsBriscoe, Event Fusion, Stirling Print-All, Novotel Hotels, Sheraton Centre Toronto and The Toronto Board of Trade. We wouldn't have been able to financially carry out the event without your generous sponsorship.

We revised our voting process two Galas ago and I believe this new system of having the Membership vote is working well. Thank you to all who took the time to nominate and vote for your peers. If there is no legitimacy to the voting process then there is no point in holding an Awards Gala in the first place.

Congratulations to our 2001 Derek Dodd Award winners: Kosta Tomazos, Sheraton Centre



An Excellent Odyssey

Toronto for General Manager of the Year; Lauren Schipper, Ryerson University for Student Member of the Year; Robert Babcock, The STRONCO Group for Affiliate Member of the Year; Kelly Bolton, Toronto Colony Hotel for New Hotel Member of the Year; Toni and Michael Abramson, The Adlib Group for New Affiliate Member of the Year; Danielle Richardson, Sheraton Centre Toronto for Hotel Member of the Year; Metropolitan Hotel for Sales Initiative of the Year and Marketing Campaign of the Year.

This year we introduced the President's Award, presented to those individuals or organizations that have made a significant contribution to the tourism industry. As the inaugural recipients Ed

and David Mirvish of Mirvish Productions were the obvious choice. They were so thrilled to receive this award they attended the Gala so we were able to personally present it to them. This new endeavor will allow CHMSE to recognize and thank our tourism partners on an annual basis.

With a record breaking 140 people in attendance, we look forward to continuing the tradition next spring. It has



Photos courtesy of Stagevision Inc.

certainly become the highlight of the CHMSE calendar year and I thank you for making it so.

GOLD SPONSORS

4th Annual Derek Dodd Awards

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Welcome New Members

Stephanie Atack, Tourism Toronto
Brandy Atkinson, Delta Toronto East
Cesar Balbuena, Diamond Hotels Inc.
Duane Brandow, CBC
Mark Brunton, AMCO Rents & Sales, Corp.
Mary Jane Caleca, Freeman Decorating Ltd.
Angela Canales, Holiday Inn Toronto Collection
Vivian Chiu, Embassy Suites Hotel & Conference Centre Toronto - Markham
Jeff Clark, Holiday Inn Markham
James Cronin, Stagevision Rentals Inc.
Colleen Curran-Fotopoulos, Quality Suites Toronto Airport
James Datlen, Best Western Carlton Place Toronto Airport
Dina Dickson, Howard Johnson Plaza North York
Tiziana Doimo, Mendelssohn Customs & Transportation Services
Loujayna El-Asfahani, Courtyard by Marriott Downtown Toronto
Mike Evans, Four Points Hotel Toronto Airport
Rachelle M. Fitzpatrick, Days Inns - Canada
Mary Ann Gamboa, Sandalwood Hotel & Suites
Joseph Gorewich, Best Western Primrose Hotel
Linda Jamieson, Westmont Hospitality Group
Michael Law, Four Seasons Toronto

Cindy Matlow, Canadian Niagara Hotels & Resorts
Karen McQuade, Crowne Plaza Toronto Centre
Dragana Micic, International Plaza Hotel
Aubrey Pancer, Windsor Arms
Jack Robinson, CN Tower
Sudipta Roy-Choudhury, Toronto Marriott Eaton Centre
Winnie Schroder, Le Royal Meridien King Edward
Elfriede Schmoll, Ramada Franchise Canada Inc.
Alan Serpa, eventsimple
Jennifer Sotiriou, Royal York Hotel
Angel St. Pierre, Ontario Science Centre
Mario Tarso, Holiday Inn Toronto Airport East
Krista Treiguts, Crowne Plaza Toronto Centre

Welcome New Student Members

Scott Clark
Kathleen Dumas
Roger Gergi
Katia Korniychuk
Anne Priya Krishnan
Iwona Rabanowski
Aurora Valdivia Caceres



Internship a Success!

The CHMSE Student Portfolio successfully launched a pilot project for a 10-week internship that rolled out between February and April of this year. Lynne Harrison, Professor of Hospitality & Tourism, put the idea for the internship forward. This year both the interns were from Ryerson Polytechnic University, however, the program will be available next year to all students completing their last year of their Hospitality Program. The ever so popular Day in the Life program will continue for first and second year students within hospitality programs.

The objective of this free program was to integrate final year hospitality students into the work environment of a hotel, while offering them a better working knowledge of a sales and marketing department. This program was also designed to assist in increasing the student's visibility as a prospective candidate for a placement within a Hotel Sales & Marketing department.

Lauren Schipper and Heather Publicover, both Ryerson students were selected to participate in the first year internship experience. During their 10 week program, they spent one day a week under the supervision of their designated supervisors, and were given a set of guidelines and a list of objectives that required completion in order to receive their course credit.

Special Thanks to Suzanne Cinq-Mars of the Metropolitan Hotel and Heather MacAulay of the Fairmont Royal York Hotel for their support to CHMSE, resulting in the success of the CHMSE Internship Program.

STUDENTS SPEAK OUT: A DAY IN THE LIFE OF A HOTEL SALES OFFICE

By Sandra Kwan, George Brown College

Spending a day with Louis Loranger, Hotel Sales Professional of the Delta Chelsea Hotel, offered me a hands-on opportunity to experience what sales people actually do within a hotel. It allowed me to view the hotel from both the customer's and the employees' eyes (back of the house tour). It also presented a great learning experience allowing me an opportunity to see how to quote rates and arrange sales calls. Louis covers the complex government market segment. He has to understand what part of the government his clients work for to understand their needs. I would encourage students to take part in a Day in the Life of a Hotel Sales Office, as it allows student members of CHMSE a great overall experience giving us a glimpse of the real hospitality world.

Special thanks to Louis Loranger of the Delta Chelsea Hotel and Sandra Moniz of the Toronto Board of Trade (CHMSE Student Director) for providing me with this opportunity.

STUDENTS SPEAK OUT: A DAY IN THE LIFE OF A HOTEL SALES OFFICE

By Rita Mylabathula, George Brown College

My 'Day in the Life' at the Sheraton Parkway Hotel, Richmond Hill was quite an experience. I shadowed Tine Sujitno, Sales Manager for the day. Tine is a very dedicated professional that really knows her stuff. She was a great guide and allowed me the opportunity to visit prospective clients with her. I was taught how to quote rates and what amenities were offered along with daily servicing of accounts. I would like to thank CHMSE Student Director, Sandra Moniz and my mentor for the day, Tine Sujitno for giving me this wonderful opportunity.

(continued from page 2)

- Invitation to apply for designation
- Three Key Access newsletter issues yearly
- Web site listing
- Invitation to purchase meeting series subscription
- Free admission to Hostex
- Complimentary Hertz Club Gold Membership
- Access to CHMSE's JobBank
- New members and members who refer new members will receive a coupon to bring a guest to a dinner meeting with our compliments
- Chance to win a free weekend for two at a hotel or resort in Ontario
- Invitation to join Costco at a discounted rate

Our membership has grown 23% over last year, specifically in the area of our student memberships. Growing our membership is key to launching CHMSE into the 21st century and with our new web site coming on board, we feel this will not only add to the advantages of becoming a member of CHMSE but will act as an additional vehicle to recruit new members.

To ensure we meet our membership growth potential in the coming year and oversee the development of the membership web pages, we are both prepared to stay on the Board for a second term. We welcome any comments you may have regarding membership advantages and any referrals you may have for new members. **Have a terrific summer!**

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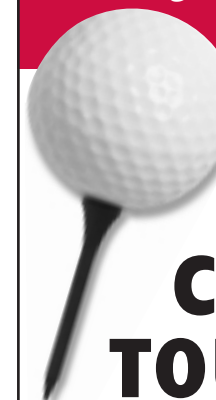
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21ST ANNUAL CHMSE GOLF TOURNAMENT!

Thursday, July 19, 2001

Granite Ridge Golf Club

(9503 Dublin Line, Milton, Ontario,
Tel: 905-878-5494, www.golfgranite.com)

Registration: 11:00 a.m.

First tee-off: 11:30 a.m.

Dinner & Awards: 6:00 p.m.

Scramble for golfers and non-golfers alike!
Don't forget that you can win prizes by participating in both the 50/50 draw and the putting challenge!

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Key Access: Volume 2 Number 1 Winter 2001 Issue
Key Access is produced three times yearly by the Ontario Chapter of the Canadian Hotel Marketing and Sales Executives, 84 Seventh St., Toronto, Ontario M8V 3B4
Telephone: (416) 252-9800 • E-mail: chmse@idirect.com
Editor: Michelle Julien • Layout/Production: theadlibgroup
We reserve the right to edit for space.

Through the Keyhole

David Wahba, formerly of Airport Marriott is relocating to the Ritz-Carlton Orlando, scheduled to open in 2003 as director of sales... former Fairmont Royal Yorker **Judy Healy** joins Le Royal Meridien King Edward as director of catering... leaving King Edward are **Betty Wolowiec** who joins The Waterside Inn as senior sales manager and **Cindy Matlow** who becomes account manager for Canadian Niagara Hotels and Resorts... another departure from the King Eddie is **Eileen Nock** who becomes director of sales and marketing at Holiday Inn on King... **Maria Chung** departs Hotel InterContinental and becomes Toronto-based national sales manager of Kimpton Hotels, which owns among other properties the Palisades in Vancouver... replacing Maria as DOS is **Elisabete Rodrigues** who leaves the Westin Harbour Castle... another departure from the Harbour Castle is **Rosamund Palmer** who is now sales rep with Skyline Executive Suites... **Allen Gelberg** joins Niagara-on-the-Lake Vintage Inns as director of sales & marketing... **Debbie Stellinga** departs Sheraton Gateway and becomes DOS at Westmont Hospitality Group... another departure from Sheraton Gateway is **Sharm Simon** who joins pharmaceutical Bayer as a meeting planner... **Brandy Atkinson** departs Westmont to join Delta Toronto East as assistant front office manager... **Frankie Tai** leaves Delta Chelsea to join AmEx as account manager... also moving from the Chelsea are **Stacey Rodrigues** who becomes executive meeting manager at the Delta Meadowvale and **Michelle Leroux** who moves to Delta's corporate office as national account director, tour and travel... leaving Four Points for some home time is **Christa Melady**... **Susan Devins** leaves the Four Seasons Toronto for a move to the company's Toronto worldwide office as director of corporate and travel industry sales... replacing Susan at the hotel as director of sales & marketing is **Michael Law**, formerly of Boca Raton Resort in FL... returning to the hotel side from the CN Tower is **Ellen Violet** who becomes national account director, tour and travel for AFM Hospitality... also making a move with AFM is **Vito Curalli**, DHSP who leaves the Royal Connaught Hamilton to become director of franchise development for Ontario for AFM Hospitality... **Georgia Lobban**, formerly Holiday Inn Yorkdale and **James Datlen**, previously with King Edward, join BW Carlton Place as sales managers... leaving the Carlton Place is **Michelle von Enckevort** who pursues a new career as a teacher... **Tom Price** joins Renaissance at SkyDome as director of sales & marketing... **David Denhardt** leaves the Royal York for a move to the Chateau Lake Louise as corporate sales manager... **Cesar Balbuena** is promoted to director of sales with Diamond Hotels... **Katrina Sagar** is executive director of sales for Choice Hotels Canada... **Robert Preece** of Choice Hotels has a change in title to national sales director... **Sandro Calcagno** is corporate tour and travel sales manager at the International Plaza Hotel... **Jason Bonnell**, formerly with Howard Johnson North York is now at Cambridge Suites as sales manager... former Holiday Inn West sales coordinator **Sonya Markovic** becomes catering sales manager at Radisson Suites Airport... **Deborah Clark-Rust** is promoted to associate director of sales with Novotel... **Sharon Sunich** leaves the Metropolitan Hotel to join the United Way... moving over from Inn on the Park **Toni Frankfurter** becomes assistant director of sales at the Westin Prince... **Marcelo Deoliveira**, formerly of Jonview is new sales manager, tour and travel with Deerhurst...

at the Crowne Plaza Don Valley **Kimberley Haw** is promoted to sales representative... at the Crowne Plaza Toronto Centre **Jeff Dixon** is promoted to sales manager, corporate group and **Lisa Natale** becomes sales manager, foreign affairs and travel trade...former Travel Cuts staffer **Jeffrey Ahier** moves to Design Exchange as sales coordinator... **Mandy Egan** of Tourism Toronto resigned to return to PEI... also leaving Tourism Toronto is **Pat Gappmayr** who joins Tourism Whistler as business development consultant... promotions within Tourism Toronto include **Patrick Essaye** to the position of director of corporate and incentive market and **Stephanie Atack** as sales manager... **Kip Horton** has relocated to Belgium to head up the Starwood national sales office there... **Elizabeth Benitez**, formerly with Embassy Suites has joined the Ramada Don Valley... **Ellen DeBoer** moves from Freeman Decorating to National Trade Centre as sales manager... **Simon Cooper** is named president and COO of Ritz-Carlton... **Aboud Haboury** leaves the Metropolitan Hotel to join the Sheraton Centre Toronto as corporate sales manager... **Sue Brown** and husband **Drew** are relocating to Ucluelet, BC to run their newly purchased "Snug Harbour Inn"...

What's New

The **Novotel Toronto Airport** will be closing effective July 5, 2001 to make way for expansion at Lester B. Pearson airport.

Sheraton Parkway North spends \$2 million on a reno including restaurants, lobby and new health club.

Le Royal Meridien King Edward allocated \$1 million to meeting room renovations.

Congratulations

Martha Holden (TSE Conference Centre) and husband **Rob** welcomed baby girl **Michaela** on February 14, 2001.

Robert Preece (Choice Hotels) and wife **Line-Josee** announced the arrival of daughter **Halle-Yolanda** on February 22, 2001.

Lina Farrell (Four Seasons Toronto) and husband **Mike** (Chair-Man Mills) announced the arrival of **Yasmine Kathleen** on April 10, 2001.

Bonnie Rivers (Toronto Marriott Bloor Yorkville) and husband **Alex** welcomed daughter **Arden Elizabeth** on April 13, 2001.

Meredith Donaghey (Toronto Tours) and husband **John** welcomed son **Jack Peter Ross** on May 9, 2001.

Barbara Broadhurst (Delta Chelsea) and husband **Terry** welcomed son **Brett James** on May 10, 2001.

Laura Pallotta (The Waterside Inn) and husband **Frank** announced the arrival of **Isabelle Alexis** on May 31, 2001.

Tiffany Gilmore (Don Valley Crown Plaza) and husband **Phill** celebrate the arrival of daughter **Georgia Delaney** on June 7, 2001

International Plaza Hotel and Conference Centre wins the Successful Meetings Year 2000 Pinnacle Award.

Sue Brown (George Brown College) on receiving the Golden Apple Award for best teacher as voted by George Brown students.

The Adlib Group is the recipient of their fifth consecutive Hospitality Sales & Marketing Association International's (HSMIA) award for hospitality advertising.