

CHMSE

KEY ACCESS

VOLUME 6 • NUMBER 2 • CANADIAN HOTEL MARKETING & SALES EXECUTIVES • THE HOSPITALITY NEWSLETTER

The Hospitality Industry *Our Community and Family*

We were all recently shocked and saddened at the loss of one of our colleagues, Robert Hatt who passed away very suddenly. This, among other tragic events this past year has caused many of us to reflect on the preciousness of life, family and friends. The hotel community is tight knit and woven from many inter-connecting relationships. Many of us walk into functions, whether they are CHMSE meetings, MPI events or the like and find that we have not only worked with many of the people in the room, but too have built long

lasting friendships with those gathered. These are the people to whom we turn with good news and bad; when the industry is puzzling or booming; or just to "gab" about who's turned up where. CHMSE has always been an integral part of this flow of information and the instigator of many of the relationships we cherish today.

In today's economic climate, it is even more important to gather as an industry and share the vital information that we are bombarded with on an hourly basis. It is not

always possible to pick up the phone and call a colleague to mull over mutual clients or new industry practices. That is the function of a once-a-month meeting. What better way to learn from one another than to have the opportunity to speak face to face about these important issues? CHMSE is the best vehicle in which to do this, as we have the common denominator -- each other. Good sales and marketing people.

I would encourage all that read this newsletter to come and see for themselves,

what it is that the association is truly about. We are a family, protecting and comforting each other through the most difficult situations. That is what we as an industry are about. As an association, we strive to continue to preserve and enhance the programming and functions that bring us all together on a regular basis. If you regularly attend CHMSE events, thank you. If it's been a while since you've seen us, we welcome you back. If you've never experienced a CHMSE function, come see what we're all about. I know you'll be pleasantly surprised.



By Ellen Violet
President, CHMSE

Membership Survey

*The Members
Have Spoken...*

Our 2002 Membership Survey results came in and with 37% of the active membership responding, there is a definite sense of commitment to CHMSE by hotel executives and affiliates. Here are some insights that came from the survey.

The two main reasons why you are a member of CHMSE:

- 1) To network with others in the hotel sales and marketing field. (75%)
- 2) To keep pace with developments in the hotel sales & marketing field (50%)

The three most worthwhile/beneficial member benefits:

- 1) Receiving the Key Access newsletter (75%)
 - 2) Discounts at CHMSE events (50%)
 - 3) The new web site: www.chmse.com (46%)
- A monthly meeting was considered to be important to 86% of the membership. This indicates that strong, relevant programming is an essential part of what members expect out of this affiliation. In fact, when asked about changing the meetings to once every two months, the comments indicated that the strength of the numbers might decline if changed.

CHMSE members want to get together and talk about what is going on in the industry. They want to have an affiliation that they can use as a resource for building their sales and marketing skills.

This is the focus of the new Board of Directors for 2002/2003... at right

Introducing... *Your New Board of Directors for 2002/2003*



Ellen Violet
President
Director of Sales & Marketing,
Days Inn & Conference Centre



Tiffany Gilmore
Immediate Past President
Director of Sales & Marketing,
Crown Plaza Toronto
Don Valley



Danielle Richardson
VP, Finance & Administration
Director of Sales & Marketing, Soho
Metropolitan



Kelly Bolton
VP, Membership
Sales Manager,
Sheraton Centre Toronto



Tracey Carroll
VP, Programs
Sales Manager,
Holiday Inn Toronto
Yorkdale



Clark Davey
Director, Membership
Account Executive,
AWW TELAV
Audio Visual Solutions



Aboud Haboury
Director, Communication
Sales Manager,
Sheraton Centre Toronto



Amy Currah
Director, Fund Raising
Sales Manager,
Toronto Marriott Bloor
Yorkville



Adam Robinson
Director, Affiliates
President,
Robinson Show
Services Inc.



Colleen Curran-Fotopoulos
Director, Communications
Sales Manager,
Best Western Carlton Place
Toronto Airport

Photos compliments of Stagevision Rentals, Inc.

Golf Tournament GRAND PRIZE WINNERS *See Inside!*

Remember, a lack of reliable and flexible electrical power can leave a black mark on any event.

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• Toronto Colony Hotel and many more.

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Thanks!

CHMSE wishes to extend sincere thanks to those who have donated prizes to our monthly meetings throughout the year. As always a special thank you goes to Ralph Strachan, Robert Babcock and STRONCO Show

Services for their generous ongoing support.

THANK YOU!

Meetings

Big Tracy Carrroll
VP Programs

Welcome
Back!

I am very excited to be involved with the meetings program for the upcoming year. We are looking forward to some very interesting and stimulating monthly meetings for 2002-2003.

Here is a list of the venues that we will be visiting over the next nine months. Mark your calendar – as you won't want to miss out! Don't forget that your guests are always welcome at our meetings.

I look forward to seeing you all there!

NOVEMBER

Discovery Night
Hard Rock Cafe – Club 279
Thursday, November 28, 2002

DECEMBER

Happy Holidays!
No CHMSE event.

JANUARY

GM's Night & Silent Auction
Le Royal Meridien King Edward
Thursday, January 16, 2003

FEBRUARY

Sheraton Centre Toronto
Thursday, February 20, 2003

MARCH

Toronto Marriott, Bloor Yorkville
Thursday March 20, 2003

APRIL

Details to follow - Thursday, April 17, 2003

JUNE

Details to follow

DISCOVERY NIGHT 2002

Hard Rock HIGH

CHMSE takes you back to the fun-loving days of years gone by.

Join us at the



Thursday, November 28
5:15 pm
279 Yonge Street (at Dundas)

Brought to you by Your Affiliate Committee, James, Sandra, Adam, Michelle, Julie



In this case, plenty. TELAV and AVW, two of North America's most successful audio visual providers, have come together to create "AVW-TELAV Audio Visual Solutions". This is not just any company, but one that takes the inherent strengths of each organization and combines them into a seamless, North American service delivery network. We provide an extensive array of services for corporate, association, and trade show clients. So next time you're hosting an event, trust the best name in audio visual solutions.



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Congrats!

Congratulations to RaeAnn

Sherrett of the Quality Hotel

Downtown whose name was

drawn for the Membership

Survey Nouvelle Maria Spa gift

certificate. To all CHMSE

members who took the time to

complete and return the survey.

THANK YOU!

Marketing 101

For those of you who believe marketing is all about simply bringing clients to your front door through some brilliant advertising, or a great offer... think again.

True, marketing begins with your organization's point of first contact with a potential client – but it also continues through the experience the client has with your organization. And it ends with the "story" the client is left with following their transactions.

But guess what – sometimes your potential clients point of first contact is not your advertising, or your great offer. Sometimes it's when they hear a story about a colleague's experience with your property.

This article demonstrates the potential power of positive marketing through the delivery of outrageous service. And the potential pitfalls...

OUTRAGEOUS SERVICE—A True Story.

To set the scene:

7:27 a.m. – reading the newspaper in the hotel lobby.

The shrill scream of the hotel's fire alarm shatters the hotel's Sunday summer calm.

Within seconds the front desk switchboard dances to life with query after query of "What's going on?" and "Must we leave our rooms?"

"While outrageous service in its positive sense serves to create customers for life, service that is merely outrageous – outrageously poor – turns the situation into an unending saga of negative word-of-mouth."

To set the response:

Actually, I'll present two responses. Both intended to quell an anxious situation, but only one designed to quell the hotel guests' anxiety.

One is designed to spin a difficult situation into a positive opportunity. The other is designed to magnify the angst and virtually

guarantee some very negative word-of-mouth – not to mention a few hundred guests that will think twice about booking this hotel again!

Which one can you identify with in your day-to-day service offerings with your clients?

RESPONSE ONE:

Calls to the switchboard are politely answered with "We're not sure if it's a real fire or a false alarm – but our chief engineer is checking into it. You can come down to the lobby if you want."

Pajama-clad kids and sleep-starved adults soon fill the lobby to capacity. Available seating is quickly occupied. Guests soon spill into the hotel's restaurant looking for an empty chair to sit in while they wait out the alarm.

Or do they?
The wait staff quickly informs them "The restaurant is for guests wishing to have breakfast – and those not wishing to eat must retrace their steps."

Twenty minutes have passed and the anxiety level is on the rise. Guests approach the front desk and ask, "What's going on?" "Why isn't the fire department here?" "Is it safe to return to our rooms?" and "Where's the manager?"

They receive the following replies: "We're still not sure, but our chief engineer is checking into it"; "We don't know why the fire department hasn't yet arrived, maybe it's a different kind of alarm"; "You can return to

your room if you want to" and "The manager is busy in his office."

RESPONSE TWO:

Calls to the switchboard are politely answered with "We're not sure if it's a real fire or a false alarm – but our chief engineer is checking into it. Please come down to the lobby – just in case."

Pajama-clad kids and sleep-starved adults begin to stream into the lobby – which soon fills to capacity. The manager-on-duty and front desk staff redirect guests to empty chairs in the hotel's restaurant. Wait staff begin to circulate through the restaurant and lobby with glasses of juice, muffins and danish for the inconvenienced guests while they wait out the alarm.

At checkout each guest received a hand-written note from the hotel staff apologizing for the inconvenience – along with an invitation to come back with a \$10.00 Off-Your-Next-Stay voucher.

Which story do you want your customers to tell about their dealings with you and your company?

While outrageous service in its positive sense serves to create customers for life, service that is merely outrageous –



outrageously poor – turns the situation into an unending saga of negative word-of-mouth. The service displayed in Response Two was unexpected, out of proportion and highly involving. It turned an unplanned, unforeseen and uncomfortable situation into a memorable event that was sure to harvest some positive word-of-mouth marketing for the hotel.

Or at least it could have.

The hotel in question chose Response One!

Michael Abramson
The Adlib Group Inc.
Phone: 416-447-9686
theadlibgroup@theadlibgroup.com
www.theadlibgroup.com

Welcome New Members

Ann Corbett, JRI, Toronto
Frank DiRocco, Delta Meadowdale Resort & Conference Centre
Tarek Abd El Moaty, HMSCI
Rose Fernandes, Four Points Hotel Toronto Airport
Donna Filion, Sheraton Centre Toronto
Peter Fink, Comfort Suites City Centre
Carol Gambriel, The Kingbridge Centre
Linda Jamieson, Westmont Hospitality
Romco Loparco, Presentation Services Audio Visual
Sacha Olenroot, Delta Chelsea Hotel
Laura Pallotta, The Waterside Inn
Gordon Pennell, Quality Suites Toronto Airport
D. Kevin Porter, The Westin Prince Toronto
Samantha Richardson, Toronto Tours Ltd.
John Schenk, Quality Hotel Downtown
James Simone, NMG GroupCare Inc.

Students

(George Brown College)
Remi Awoniji
Peggy Choy
Julia Newlands



8 7 Time HSMAI Award Winner for Effective Hospitality Marketing.

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Golf was Good!

*By Ellen Violet
President*

CHMSE held its 22nd Annual Golf Tournament at Granite Ridge Golf Club in Milton on Thursday, July 18, 2002. By all accounts everyone had a great time of sun, fun, competition and camaraderie. The prize table was groaning thanks to donors of many amazing items. Sincere thanks to all!



*CHMSE wishes to thank
its generous sponsors*

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A special thank you to the Golf Committee without whom the event never would have happened! They are Mark Harshorn, Marina DeSouza, Adam Robinson and Clark Davey.



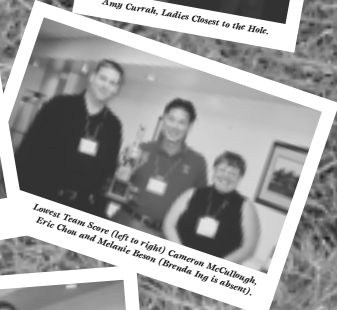
Golf Committee members Wendy Chant of Renaissance at SkyDome and Sandra Moniz of Toronto Board of Trade.



Amy Currah, Ladies Closest to the Hole.



Golf Committee Chair, and now CHMSE president Ellen Violet officiates.



Lowest Team Score (left to right) Cameron McCullough, Eric Chau and Melanie Beson. (Brenda Ing is absent).



Peter Sternberg, Men's Closest to the Hole with Tiffany Gilmore.



Winners of the Team Trivia Contest (left to right) Heather Matheson, Adam Robinson, Allan Burg and Jodi Morgan.



Most Honest Golfers – the Novotel North York Team.

Tournament GRAND PRIZE Winners

Trivia Contest: (with an impressive 16 of 18 questions correct!)
Jodi Morgan, Adam Robinson, Heather Matheson and Allan Burg

Best Dressed: Jodi Morgan

Ladies Closest to the Hole: Amy Currah

Men's Closest to the Hole: Peter Sternberg

Ladies Longest Drive: Marina deSouza

Men's Longest Drive: Terry Price

Shortest Drive: Tiziana Doimo

Most Honest Golfers: The Novotel North York Team
Ryan Duffy, Tanya Frattaroli, Allan Roach, Casey Savlov

Lowest Team Score: Melanie Beson, Brenda Ing, Cameron McCullough, Eric Chau

CHMSE Responds to Changing Times

A strategic planning meeting was held this past July to discuss the future of CHMSE and to evaluate the current course the Association was taking. The Strategic Team, comprised of past and current Presidents and Directors, developed a plan of action that was discussed with, and approved by, the 2001-2002 Board of Directors. These changes are outlined below.

- The Website, www.chmse.com, will evolve to be a valuable and educational resource tool by providing speakers' notes, articles, etc. for membership use.
- We will heighten our focus on education at each and every meeting. Efforts and resources previously dedicated to an educational day will be channeled into solid educational programming at monthly events to benefit more members.
- Lack of participation in nomination and voting suggested the Gala Awards program needed a revamp. Unfortunately there are limited resources of manpower, and for that reason the Gala will be suspended until such time as a member can come forward to revamp and run this event.
- Monthly educational dinner meetings will replace the Education Day and Gala, formerly held in February and April respectively.
- The Silent Auction portion of the Gala will be held at General Managers night in January, as it is a fundraising event that supports the programs of the association.

- The association will continue to offer a Student Membership Program that responds to university and college students who express an interest in the hospitality sales profession.
- In order to meet the needs of the membership the Designated Hospitality Sales Professional (DHSP) program, unveiled in 1997, needs to be reviewed in detail. Until such time that this can be done CHMSE will support sales manager and director of sales certification through the Ontario Tourism Education Corporation but postpone its work on DHSP.
- Given how busy May and June are, and the feedback from the membership survey, these two monthly meetings will be combined, date to be determined.
- CHMSE will actively promote the JobBank and make it the place to find a hotel sales person within the industry. Not only does this provide revenue to support the association but it also offers a valuable service to member companies seeking to recruit.

As we move ahead into the 2002-2003 year, CHMSE is poised for success. We are a strong association with solid financial resources and a smaller but dedicated Board of Directors. The new Board is eager and energetic to keep moving the Association forward.

Should you have any questions please feel free to call any member of your Board of Directors.

A Past President Shows His Support

In response to Tiffany's communication to the members, the CHMSE Office received this e-mail transmission from member David Scholefield of Best Western International, Inc. David served as president of CHMSE from 1986 to 1989 and has retained his membership despite a relocation to Arizona.

"Congratulations - sounds like you have a perceptive, receptive, responsive and dynamic group at this point. Proud to be part of that type of group... I am glad to see that a group of individuals took as much time and effort to review all the factors affecting the association today and created a path that will lead to a more stable and productive future."

Welcome

Student Members!

By Colleen Curran-Pitopoulos, Director of Communications

It is with such pleasure that I take on the Student Portfolio along with Communications for CHMSE. We are in an industry that knows how valuable the student members are to the rejuvenation of the Sales and Marketing departments in our hotels. The fresh ideas and ability of our newest graduates to "think outside the box"

are the ones holding the keys to future revenues at our hotels and trust me - we need you!

For "A Day In The Life of a Sales Office" with one of the more experienced hotel sales and/or Marketing Executives in the membership - contact me at (416) 675-1234 ext. 1551 or at colleen@royalcoquitoe.com.

The Loss of a Valued Colleague and Friend

Memorial on Robert Hatt

On August 30th, the hospitality industry lost one of its brightest stars. Robert Hatt's sudden passing has made us all come to grips with our own immortality. Heartfelt sorrow spread through the Toronto hotels and beyond like a tidal wave.

However, we must not look at Rob's life in terms of how short a time he was here, but rather, what he did with that time. As those who knew Rob can attest, this was a man who knew how to live and tried to live life to its fullest everyday. This was a man that wanted no regrets.

There are many different faces a person must wear throughout their life that of husband, father and businessman - to name a few. For most of us, it was the latter face of Rob we really knew. He was known in the industry for his high standards, strong ethics, and attention to detail. His flair for entertaining rivaled that of Martha Stewart. A perfectionist when it came to the smallest of details helped secure his reputation as one of the city's top catering directors.

There was another side to Rob that many of us did not get to glimpse. His deep and unwavering love for his wife Dorothy was ever present when you saw them together. He always thought of Dorothy and the children

first. His children were his greatest joy and he took great pride in both of them.

Rob's passing has had a very deep impact on the hospitality industry as both Dorothy and Rob have touched so many people throughout their careers. The outpouring of support and the eagerness to do something for Dorothy and the children has been incredible. The industry members have come together to take care of their own.

Andrea Lov, Iyla's godmother, has set up an educational trust fund for the children in the names of Iyla Maria Hatt and Robert Andrew Hatt. Anyone interested in making a donation should send it to: Investment Planning Council of Canada 807-10 Kingsbridge Garden Circle Mississauga, ON L5R 3K6.

Please identify you are making a contribution to the Hatt children and add all funds to the "Council All Equity Portfolio Mutual Funds".

*Respectfully submitted by: Suzanne Cing-Hara
Note: CHMSE's Board of Directors has made a donation to the Hatt children fund on behalf of the members.*

Note from the Affiliates Director

Adam Robinson
Robinson Show Services Inc.

I am asked every day "How is the business doing?... Are you all right?". In starting a new business, I will admit to there being a certain amount of fear involved - fear of the unknown, fear of failure, and of course, the thought of being completely responsible for my own destiny.

I cannot, however, say I felt alone. Nearly one year into this venture, there is one essential word that stands out: Network.

Several factors have made it possible for me to do what I do now: friends, business acquaintances, had golf days, lunches, meetings, association committees, good training, hard work, and of course, five years of CHMSE membership.

I have always been a believer in "you get what you give". I feel I now represent living proof. As a member of CHMSE, the best thing I did was to get involved in a committee, attend as many meetings as possible and contribute where and when needed. These are uncertain times in our industry, and more than ever, CHMSE needs the support of its loyal and dedicated affiliate members. Ask what you can do to help, volunteer for those committees and get involved. CHMSE needs your support, and for certain, you get back what you give.

KEY ACCESS

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Buyers Have a Buying System. Do you have a Sales System?

The days of the slick bit-and-run "feature and benefit" dumps are gone.

While traditional sales techniques have worked for a while, today's sophisticated buyer is on all the tricks of the trade and has learned to turn the tables on the sales person by developing his own "buyer's system".

Sadly, salespeople don't even realize they have lost control of the process. The time has come to do the opposite of what you've been trained to do.

The difference is that you will have your prospects buy from you, rather than be sold by you. You'll establish rapport, build trust, communicate effectively and develop lasting relationships. This system will help you quickly qualify prospects on several levels, to determine next steps, to prescribe solutions, to let the prospect or client buy while retaining and developing the client relationship for more business, referrals and introductions.

A professionally trained salesperson following a sales results system is a very powerful tool in any organization. Remember, without sales, there are no transactions. That

translates into no revenue. Without revenue, jobs and organizations do not exist, no matter how good the product or service is. Without a sales system, sales professionals become a slave to the buyer's system.

The Buyer's System

Why do consumers respond "Just Looking" when sales staff offer help in making a selection?

Is it fair to say that consumers feel it is okay to mislead a salesperson, because they know salespeople may mislead them? This is the first step in the buyer's system—the buyer will initially always mislead a salesperson. It is up to the salesperson to gain the buyer's trust first.

One of the biggest problems in sales is that salespeople are so knowledgeable about their organization's products and/or services that they feel they have to give the information away, even if the client doesn't ask for it. I like to refer to this as free consulting. Salespeople feel the more information they give, the more sales they

will get. Buyers like this about salespeople. It gives them a chance to stay in control.

Salespeople deserve to be recognized for their vast reserve of knowledge, but at the same time they need to learn to dummy up, or better still, shut-up.

Free consulting is the second step in the buyer's system. Buyers will ask you tons of questions, which you normally have to finish in answering. You feel they are legitimate questions they are asking so you respond.

The person answering the questions is not in control. It is your job as a salesperson to qualify the prospect, not have the prospect qualifying you. Your job is to ask questions, not give information away, particularly for free.

The funny part is that most salespeople have not learned this yet. They give away tons of information and then they get: "Thank you for all your information, let me get back to you."

Now the prospect has gathered all the information they need for free and mislead us

again giving us the impression that we got one. However, it really only a "think I got one."

Because you have been well trained, you got all of the prospect's contact information and you decide to follow up with them. What usually happens? Unless the prospect takes your call and responds to your e-mails, you have fallen in the buyer's system once again. The fourth step of the system is they hide—they don't return your calls or e-mail messages. Why? Maybe because they found a better deal, a better product or service, or maybe a better salesperson—one who asked questions, took the time to show her or she cared by listening to the prospect's needs while helping the customer buy. You can tell and sell or you can do the opposite—ask and let them buy. Keep doing what you have always done and you will always get what you have gotten.

*Written By: Bob Urichuk
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The Revenue Manager's Corner A new series on revenue management

What every sales person should know...

Here is a scene that I am sure has been played out in hotels across the nation. As a Sales Manager, you hang up the phone, and in your hands you have a great new group booking. It practically landed on your desk, free of charge, you think it's a bonus. It's for a large block of rooms and the rate has been negotiated at a rate that has often been accepted for groups of this type at your hotel. You've checked, and lots of rooms are available. It's a sure thing, all you need to do is get the agreement signed and wait for the rooming list. You rush your new lead to the Revenue Manager who is immediately annoyed, and tells you to turn away the group.

Sound familiar?

As a Sales Manager, you are confused and almost outraged. Who in his right mind would turn away any group business and most importantly—WHY?

Although group business brings in a large lump sum of revenue, this revenue vehicle takes a long arduous trip. Group business is not easy to secure, often requires a lot of follow up, and depending on the type of group—there are many other concerns. Details such as payment, deposits, or rooming lists often arrive at the last minute. However, these inconveniences pay the bills—so why would a hotel turn away a group that is guaranteed money?

The answer is REVPAR.

Selling more rooms can easily increase REVPAR. With that in mind, it would make sense to take the group booking. However, sometimes, REVPAR can be better with slightly

fewer rooms sold at a higher rate. This would only be the case when the Revenue Manager is forecasting high occupancy and strong demand for the market.

... more is not always better!

Let's look at an example. The Perfect Timing Group is offering to take the last remaining 100 rooms at the rate of \$50, which we know will give us \$5,000 in revenue.

However, your Revenue Manager is forecasting a very strong demand for the day, and is also forecasting to be able to easily get an average rate of \$60. Even if only 90 of the 100 rooms were sold that would be \$5,400 in revenue. By selling fewer rooms, for a bit more money you have an increase of \$400 in revenue.

Now, if you are able to sell the remaining ten, even at a low rate, you are dealing with even more additional revenue!

More revenue means greater REVPAR! Our sales activities and revenue planning is always about increasing the REVPAR. Often, in fact most of the time, that's by selling more rooms.

Sometimes, when you're lucky, it's by giving up a few occupied rooms for the average rate.

*Richard Billings
Rooms Division Manager
Quality Suites Toronto Airport*



From the Director of Educational Development

By Aboud Haboub

The CHMSE board is pleased to introduce to you the new e-tool in our CHMSE web site.

The board's long-term goal is to provide you with the best educational resources to assist you in achieving your goals.

Our immediate mission is to have all members using the CHMSE.com web site for online event registration.

Through our jobbank link, our web site is going to be the place for all postings of the

hotel sales and marketing career opportunities in Canada.

We look forward to your feedback and comments in developing the CHMSE web site.

Also, please note... from the desk of Amy Currah, Director of Fundraising... keep an eye on the CHMSE web site for our exciting items that will be up for bid in the Silent Auction—held on January 16, 2005 at the Royal Meridian King Edward Hotel!

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FLEXIBILITY

Through the Keyhole

Danielle Richardson leaves Starwood to become director of sales and marketing at the soon-to-open Sobo Metropolitan Hotel... **Colleen Curran-Fotopoulos** moves from the Quality Suites Airport to Best Western Carlton Place as sales manager... **Helen Stukator** moves from Toronto Tours to The Kingbridge Centre as sales manager... **Jim Cummins** returns as director of catering and banquets at the Sheraton Centre Toronto... **Sean Stewart** departs the Courtyard by Marriott to become sales manager of business travel with Renaissance Hotel at SkyDome... leaving the Renaissance is **Mario Tarsio** who becomes sales manager at the Holiday Inn Select Toronto Airport... **Mike Evans** leaves Four Points Toronto Airport to join the Sheraton Gateway as sales manager... **Lesley Simpson** moves from Airport Marriott to TravelCLICK where she is director of sales, Ontario region... joining Airport Marriott from the Days Hotel and Conference Centre - Toronto Airport is **Marie Gambardella** as associate sales manager... **Robyn Peter** of Fairmont Royal York is promoted to corporate sales manager... **Alex Selmani** departs the Royal York to be sales manager at the Colony Hotel Toronto... **Kate Sullivan** has been appointed director of sales at the Four Seasons Toronto. Kate was previously director of sales at the Fairmont Vancouver... **Nikki Lewis** departs the Four

Seasons to become regional sales manager for Metropolitan Hotels... new regional sales coordinator at the Met is **Tanya Middleton**, formerly with the Motel... **Tanya Mills** leaves the Delta Meadowdale to relocate to Wiaront, Ontario... **Cindy Matlow** is promoted to director, corporate sales for Canadian Niagara Hotels and Resorts... **Jason Bonnell**, previously with the Cambridge Suites is sales manager at the Hilton Toronto... **Ralph Schwengers** leaves Mendelssohn to join the Toronto Congress Centre as director of sales and marketing... **Kevin Porter**, formerly director of sales at the Inn on the Park becomes director of sales and marketing at The Westin Prince... **Elizabeth Benitez-Alvarez** moves from the Ramada Don Valley to the Holiday Inn Markham where she is sales manager... **Kimberlee Chung** departs Tourism Toronto for world travels... **Ann Corbitt**, formerly with Swifttrans and World Youth Day is now vice president of JPD Toronto Inc... **Tom Ellal** becomes general manager of the Days Inn & Conference Centre Toronto Downtown and **Tricia Gooding** is promoted to Assistant Director of Sales... **Rawi Zayadi**, formerly at the Holiday Inn Markham is now general manager at the Crowne Plaza Don Valley... **Rawi** replaces **Marc Armstrong** who becomes general manager of The Kingbridge Centre... **Marc** is also serving as chair of the Greater Toronto Hotel Association... **Kosta Tomczak** leaves the Sheraton Centre to become vice president, Sit

Sigma for Starwood Hotels... **Rekha Khote**, who was formerly regional director of sales and marketing for Starwood, replaces **Kosta** as general manager... **Tejra Muccio** moves from Entertainment to join Tourism Toronto as sales manager... **Romeo Loparco** is promoted to regional sales manager at Presentation Services Audio Visual... at Starwood, **Gordon Carnross** becomes regional director of sales and marketing... **Vicki Zeppa** departs. Discover the World Marketing to join the Delta Chelsea as corporate sales manager... **Louis Loranger** departs the Chelsea for relocation to Delta Centreville Montreal.

Congratulations

Elizabeth Benitez of the Holiday Inn Markham wed **Jefferson Alvarez** on June 1, 2002.
Julie Folino of the Delta Meadowdale Resort & Conference Centre and husband **Joe** welcomes **Matthew** born on August 22, 2002.

Kelly Cyr of the Delta Toronto Airport and husband **Peter** welcomed daughter **Charlotte** Ann on September 4, 2002.

Michelle Julien of The Kingbridge Centre and husband **Bill Dixon** welcomed daughter **Livia Sara** on September 7, 2002.

Mary Jane Caleca of Freeman Decorating and husband **Maurizio** welcomed son **Noah** Augustino on September 8, 2002

To the winners of the 14th Annual Pinnacle Awards presented by Hotelier including... **Days Inns Canada** (company of the year), **Katherine Penny** of Ryerson University (educator of the year) and the **Hotel Association of Canada** (supplier of the year).

Industry News

The **International Centre** recently expanded to more than 500,000 sq. ft. of exhibit and meeting space.

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