

# KeyAccess

V5 • N2 SUMMER 2002

T H E H O S P I T A L I T Y N E W S L E T T E R

## What Can YOU Do?



By Tiffany Gilmore

**A**s outgoing President of CHMSE one of my duties is to fill the Board for the upcoming year. I didn't realize what a formidable task this would be. Given the economy and the strain that it has imposed, the hotel sales people feel increased pressure and general uncertainty of the future. Many would be Board Members are reluctant to take on anything new.

In these uncertain times it is really necessary for self-preservation and to rely on your networks and Associations. They will give you insight into whether your challenges are truly just yours or much bigger in scale. That is, they will give you perspective. As Barry Schimel indicates in his book "100 Ways to Prosper in Today's Economy", "No organization struggling through a rough economic period needs to face adversity alone. Associations can be a business lifeline in a sagging economy. Industry associations offer the opportunity to share experiences, problems and solutions with other businesses in your field. Don't waste time trying to reinvent the wheel."

CHMSE does just that by its mandate alone – to provide educational programs to improve the professionalism of hotel sales people. For us, this has included training sessions

on Networking (May and June 2002); New Markets to Penetrate (Educational Conference 2002), situational challenges and their solutions (Sales Challenge), to name a few. We are very proud to offer these small tidbits of information to the membership in hopes that everyone can take something back to the office or use at their next client meeting. We have offered Meeting Planner Panels (June 2000 and 2001) and General Manager's Panels (January 2000) to give the membership insight into their point-of-view on specific items.

When approaching some of the membership to discuss a possible role on the Board some members were very keen but did not have the support of their Director of Sales or their General Manager and therefore did not feel they could take it on. This is a very unfortunate situation because CHMSE is just as important as a supplier/buyer Association such as MPI. Where MPI gives you the opportunity to mingle with potential clients, CHMSE tells you how. Where CSAE gives you the opportunity to make small talk, CHMSE gives you topics of conversation. In times of economic cut backs, training is usually the first thing to be cut – and not just at hotels. Many of our potential clients cut back or eliminate their training budgets by holding sessions in-house or by using an in-house Manager as the trainer. Aren't we lucky to have an industry association whose sole (or should I say soul?) mandate is to provide training?

To get involved in CHMSE please email or call me at [tiffany.gilmore@cptdv.com](mailto:tiffany.gilmore@cptdv.com) or 416-385-6711.

## 5<sup>th</sup> Annual Derek Dodd Gala Awards

See page 6 & 7 for details



## DRIVE! PLAY! RIDE!

### Member Benefit Update...

With the summer season upon us, don't forget about the great additional benefits that CHMSE is pleased to offer members.

#### DRIVE!!

Hertz Canada Ltd. proudly supports CHMSE by offering our members a Hertz #1 Gold Card absolutely FREE! Imagine renting a car with no lineups, no unnecessary paperwork and nothing to slow you down!

#### PLAY!!

Playdium – The Ultimate Place to Play. CHMSE members enjoy VIP status, which entitles you to a 44% discount off of regular corporate rate!

#### RIDE!!

Paramount Canada's Wonderland – Simply arrive at the park and show your CHMSE membership card to receive the following amazing savings!

July 1 – August 25, 2002 \$38.00

August 26 – October 13, 2002 \$33.00

Children 3-6 years old and seniors 60+ are just \$24.00 (Regular Park admission is \$46.99)

We hope that you will take advantage of these great offers! Look out for some additional member benefits coming your way this fall. Enjoy!



## ANOTHER NEW BENEFIT FROM A NEW MEMBER

HIDDEN CONCEPTS is offering fellow CHMSE members an exclusive savings offer. As a CHMSE member any set-up fees will be waived (up to \$500 value) plus you will receive 10% off the cost of their services.

New member Michael Shuster says, "HIDDEN CONCEPTS offers Secret Evaluator Services, an effective and economical way of determining whether or not your investment in your staff is yielding the returns and results that you expect.

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## Welcome New Members

**Mary-Rose Castilla**, Holiday Inn Oakville Centre  
**Anna Choy**, Hotel InterContinental  
**Elizabeth Chung**, Arcadian Court  
**Kimberlee Chung**, Tourism Toronto  
**Francine Countryman**, Best Western Roehampton Hotel  
**Amanda Dailey**, Stage West All-Suite Hotel  
**Rey D'Cunha**, Holiday Inn Toronto Airport East  
**Monique Dennison**, Sheraton Parkway Toronto North/Best Western Parkway Inn Toronto North  
**Tracy Ellwood**, Renaissance Fallsview Hotel  
**Sean Fleming**, Westin Prince Hotel  
**Chris Hamilton**, Sandalwood Hotel & Suites  
**Janet Jakobsen**, Congress Canada  
**Hazel P. Juico**, Best Western Carlton Place Hotel  
**Ted Kozlow**, Sheraton Gateway Hotel  
**Louis Loranger**, Delta Chelsea Hotel  
**Domenic Monet**, Le Royal Meridien King Edward Hotel  
**Robyn Peter**, Fairmont Royal York Hotel  
**Richard Querubin**, Playdium Corp.  
**Farzana Rajwani**, Howard Johnson Selby Hotel & Suites  
**Mary Sessa**, Hilton Toronto Gautam Sharma, Holiday Inn Markham  
**Michael Shuster**, Hidden Concepts  
**Vincent Simmons**, CCR Solutions  
**Lesley Simpson**, Toronto Airport Marriott  
**Andrew Sun**, Hilton Suites Toronto/Markham Conference Centre & Spa  
**John Teljeur**, Radisson Hotel Mississauga  
**Catharine Thompson**, Renaissance Fallsview Hotel  
**Alicia Vianga**, Colony Toronto Hotel  
**Michael Welsh**, Deerhurst Resort



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# AFFILIATE ASPECT: Making the most out of it!

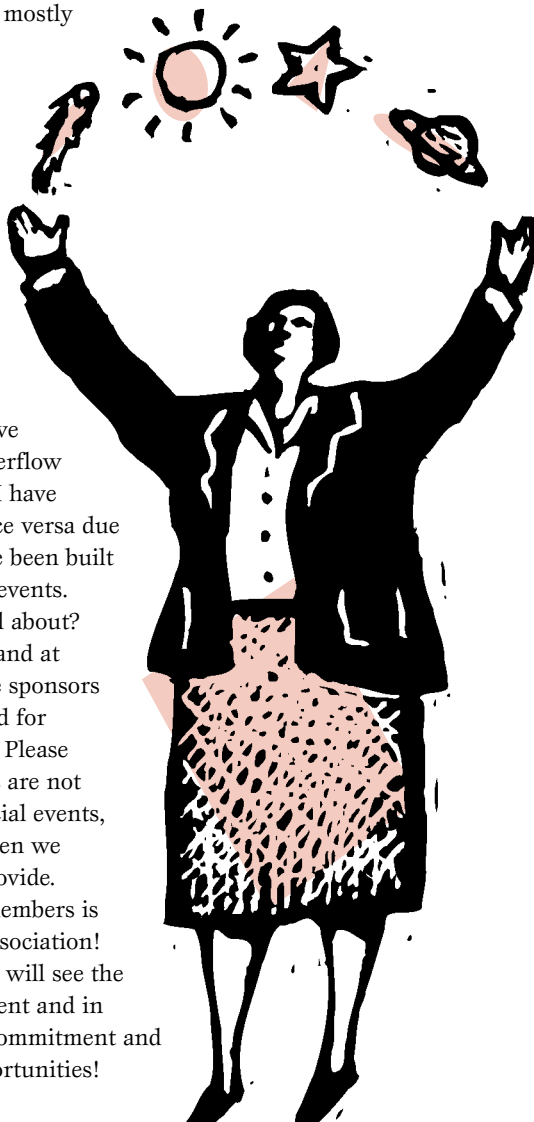


By Sandra Moniz, CMP,  
Director of Education

*As we step into summer hibernation mode, it is important not to lose momentum. Instead we need to use this time to reflect on what we have done or make note of what we can begin to do, in order to show a return on our investments. As a fellow affiliate member, I would like to share with you some thoughts on how to make the most out of your CHMSE affiliate membership.*

Although CHMSE contains mostly hotelier members, it has many supporters of the association, many of which are affiliate members. The association is fortunate to have much time and support dedicated throughout the year from our affiliates. I assure you that this does not go unnoticed. Very often, I find myself referring business to these very suppliers that have supported the association I belong to and believe in. I also find myself sending overflow business to hotel members that I have made relationships with, and vice versa due largely to relationships that have been built throughout the year at CHMSE events. After all, is this not what it is all about? At our annual Discovery Night and at this year's Awards Gala, affiliate sponsors were recognized and commended for their support to our association. Please help me ensure that their efforts are not only acknowledged at these special events, but also throughout the year when we require the services that they provide.

My message to my fellow members is this: become involved in your association! Make the most out of it and you will see the difference. Show your commitment and in return you will get a return in commitment and perhaps even new business opportunities!



## Monthly Meetings



By Paula Pfeiffer,  
Director, Membership Meetings

The monthly meetings continue to add value to our membership by providing networking opportunities along with interesting educational components.

The 6th Annual Sales Challenge in March was highly spirited and entertaining! Duff Shaw once again moderated a panel that included hospitality educators and industry managers. Creative solutions were produced for many real life sales scenarios. The Challenge was a great opportunity for more seasoned sales professionals to share their experience with newer members of our industry.

Helen Wilkie of MHW Communications gave us some insight on how to "Sow our Networks" at the May meeting and returned in June to present the second half of "Sowing and Growing Your Network". Helen was well received by all members for her energy, enthusiasm and approach to networking.

Networking needs to be recognized as a skill and tool used to connect people, services and increase revenue.

Looking ahead, venues for the 2002/2003 program season will be selected by the end of July. Contact [info@chmse.com](mailto:info@chmse.com) to find out how you can host a CHMSE event!



# Sales Tip of the Week!

## The Clarity of a Successful Cold Call!

By Tom Stoyan, Canada's Sales Coach

**The following is an example of an effective cold-call. How do I know?  
I called them back and booked them.**


*Hi my name is Teresa. I'm calling from Capital Cleaning Services. We specialize in carpet, furniture cleaning, drapery cleaning and maid services.*

*If you would like a price over the phone or by mail at any time call us back at 416 744-3400.*

*Thank you and have a great day.*

Why is this effective? First the script is direct, simple and informative. Second she delivered it in a way that conveyed warmth, care and a desire to be helpful.

And finally, she gave her phone number in a way which allowed me to write it down correctly the first time.

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## UPCOMING EVENTS

**Thursday, September 19, 2002**

Annual General & Membership Meetings  
at the Toronto Board of Trade

**Thursday, October 17, 2002**

Membership Meeting at George Brown College



# An Evening of Elegance and Excellence



By Danielle Richardson,  
Vice President,  
Programs

CHMSE held its Fifth Annual Derek Dodd Gala Awards on Thursday, April 18, 2002 at Arcadian Court in Toronto. The Derek Dodd Awards are named in honour of the first President of the association. They recognize excellence in the hotel sales industry and are awarded to those who made extraordinary contributions to the association and to the industry at large. Most award recipients were determined by member vote.

## Hotel Member of the Year

**Scott T. Duff**, Choice Hotels Canada

## Affiliate Member of the Year

**Sandra Moniz CMP**, Toronto Board of Trade.

## GM/Owner/President of the Year – (tie)

**Marc Armstrong**, General Manager, Crowne Plaza Toronto Don Valley and **Josef Ebner**, General Manager, Delta Chelsea Hotel

## New Member of the Year

**Marianne Sandvall**, Medieval Times

## Student Member of the Year

**Aurora Valdivia Caceres**

## Sales Initiative of the Year

(Given to the member who creates and has the most success with a sales campaign. The campaign must be created on the property level and is judged by industry experts.) – **Metropolitan Hotel**

## Marketing Campaign of the Year

(Awarded to the member who creates on the property or at the national level with or without the assistance of an agency the most significant Marketing Campaign. A team of industry experts judges this award.)

**Crowne Plaza Toronto Don Valley**



Vito N. Curalli presents the Sales Initiative Award to Suzanne Cinq-Mars of Metropolitan Hotels.



The team from the Delta Chelsea Hotel and others congratulate Josef Ebner (centre in tuxedo) on tying for the CHMSE General Manager of the Year Award.



Tiffany Gilmore accepts the Marketing Campaign of the Year Award on behalf of the Crowne Plaza Toronto Don Valley. Presented by Gala emcee Vito N. Curalli of AFM Hospitality Corporation.



Aurora Valdivia Caceres (L) receives the Student Member of the Year Award from CHMSE Director, Students, Tracy Carroll (R) of Holiday Inn Toronto Yorkdale.



The CHMSE President's Award is presented to (L-R): Hardy Sohl of Stagevision Rentals Inc., Ralph Strachan of The STRONCO Group, Robert Varga of Frischkorn Audio Visual and Clark Davey of AVW TELAV Audio Visual Solutions

**President's Award**

(Presented by the President of the association to the company or companies that contribute significantly to the Tourism and Hospitality Industry in Ontario.) The award was shared by: **AVW TELAV Audio Visual Solutions, Frischkorn Audio Visual, Stagevision Rentals Inc. and The STRONCO Group.**

CHMSE would like to congratulate all the nominees and winners for a job well done! Special thanks are extended to the talented members of the Gala Awards Committee:

- Clark Davey**, AVW TELAV Audio Visual Solutions
- Sandra Moniz, CMP**, Toronto Board of Trade
- Adam Robinson**, Robinson Show Services

Finally, the Derek Dodd Gala Awards would not be possible without the tremendous support of its sponsors and the many donors to the Silent Auction (which raised \$2,420!). To that end, CHMSE wishes to acknowledge all our prize donors and sponsors.

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- Arcadian Court
- AVW TELAV Audio Visual Solutions
- Novotel
- Robinson Show Services
- Sheraton Centre Toronto

**SILVER SPONSORS**

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  - Stagevision Rentals Inc.
- Photos courtesy of Stagevision Rentals Inc.



Scott T. Duff, Choice Hotels Canada, recipient of the Hotel Member of the Year Award and Danielle Richardson, Sheraton Hotels, Chair of the Gala



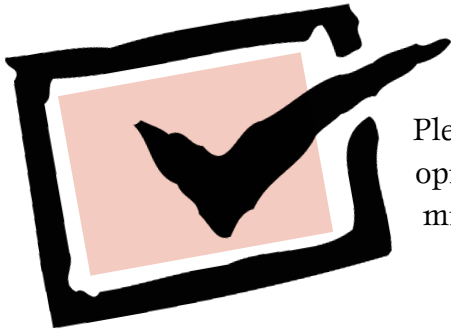
Marianne Sandval of Medieval Times accepts the New Member of the Year Award from Toni Abramson of The Adlib Group and Kelly Bolton of the Colony Toronto Hotel.



Sandra Moniz of Toronto Board of Trade, receives the Affiliate Member of the Year Award from Robert Babcock of STRONCO Show Services.

# And the Survey Says... Fill me out!

Check your in-tray for you CHMSE Annual Member Survey. This is a chance for you to have your say – comment on the current programming, offer suggestions for ways we can improve and just generally tell it like it is. The new Board of Directors relies heavily on your feedback. Please take a moment to offer your opinions. It takes just a few minutes but your input is vital!



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Edward Hotel... see your  
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for more details!

# Leverage the Subject Line of your E-mails!



Sending an e-mail is like making a sales call. If you fail to get our attention quickly, you just might fail to get our attention! Too many of us just hit the return key, send off our message and don't give enough thought to the power of the subject line. Make it too cutesy and your readers think it's Spam. (I have deleted more than one message without reading it for this reason).

To get more of your e-mails read, more quickly, try this: State the primary benefit of your message simply and directly in the subject line. By leveraging the subject line, you significantly increase the chances of your message being read.

And isn't that what you really want.

Remember: The difference between sales and profitable sales is the education and skill level of you and your team.

But I believe the main reason for chatting to peers is that these sales reps then don't need to face the daunting task of chatting up the real prospects! After all, the meeting planners and association executives are there to network among themselves, and past experience may have made them wary of hotel reps, whom they perceive as only interested in selling their services. So they may not be entirely welcoming to reps who try to break into their little groups. Still, those are the people you are there to meet. Your hotel hasn't paid for your lunch so that you can shoot the breeze with the competition. This is work, and you need to approach it that way.

## Good Selling!

**Tom Stoyan**

Canada's Sales Coach

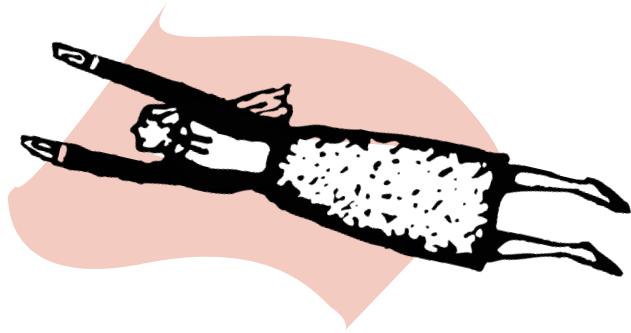
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# You've Got Mail!

Excerpt from an e-mail sent to Shelley Macdonald by Aurora Valdivia Caceres, student member and recipient of the CHMSE 2001 Student Member of the Year Award. Aurora writes about her experience on the CHMSE "Day in the Life of a Hotel Sales Office during which she visited Dorothy Martin and the staff at the Crowne Plaza Toronto Centre.



"... Thank you very much to you and Tracey (Carroll) for all the arrangements that the both of you made for my "day in the life". It was great. Dorothy Martin is a very professional person and an excellent director of corporate sales. I learned a lot about sales and I am sure that everything I learned today will be very useful to the

success of my career. As I told you this morning, I received an offer to do my internship in the Rooms division at the Hyatt Regency in Dallas... I will be more than pleased to remain a member of CHMSE even if I am not in Canada for the next 18 months. Once again, thank you very much for everything..."

## DO YOU HAVE A SALES POSITION YOU NEED TO FILL?

Consider CHMSE's JobBank as a way to target your recruitment efforts directly at experienced hospitality sales and marketing professionals. Fifty-word listings are just \$75 plus GST for 3-months. Jobs are posted at CHMSE's web site, [www.chmse.com](http://www.chmse.com)

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# International Business

## Savvy

In the hospitality industry we come in daily contact with people of different cultures in our competitive global market place. In order to understand and address the needs of the various people we encounter we need to be aware of the cultural differences that arise within our daily communication and know how to handle them.

For example in some parts of Asia, Africa and the Middle East, the left hand is considered “the dirty hand”. When greeting guests, be careful of how you shake hands. Always extend your right hand even if you happen to be left-handed. Be cautious about shaking hands with Asian and Japanese guests – take your cue from them, if they extend a hand then do the same. Some Arab men still do not shake hands with women.

The presentation and acceptance of business cards speaks to your cultural awareness. When dealing with African, Middle Eastern and Southeast Asians always use your right hand to present the cards. When dealing with Chinese, Japanese and Singaporeans use both hands – this is a sign of respect. Always acknowledge the card before putting it into your cardholder or jacket pocket and never put it in your wallet. A good rule of thumb is to always walk with the business card and keep them safe in a case.

Although it is generally considered rude to stare, the length of appropriate eye contact is culturally based. The Japanese would give the occasional glance and this is considered polite. In Asia,



Africa and India, eye contact may last two or three seconds. The Middle Eastern, Latin American, French and Italian give very direct eye contact to show that they are sincere.

Some cultures use gestures far more frequently than others do. The meaning can also differ from country to country. So the fewer gestures you make the less chance there is of offending someone. Germans are usually very restrained and use a



minimum of body movements in conversations. Japanese use fewer words and fewer gestures when speaking. Spanish and Latin Americans are more expressive with their hand and body movements. Refrain from pointing when in discussion with someone from the Middle East or Asia, it is considered to be very impolite. Never put your feet on a chair or a desk while in the company of an Asian or Middle Eastern individual. Don't move anything nor point with your feet either. Do not point using your index finger.

Although we believe that a smile is a universal sign of friendliness and happiness, some cultures do not see it that way. In Chinese culture there are many types of smiles from a dry smile to an embarrassed smile. A Greek may smile when he is angry. Asians smile to hide discomfort or embarrassment.

The Japanese would laugh to indicate shock or embarrassment.

The space between people is one of the biggest cultural differences. Some cultures are well known for their warmth while others are known for their reserve. Failure to address these differences can be a serious faux pas. Arabs may stand as close as two to three inches away from you. French, Middle Eastern, Italian, Latin American, Russians and Spanish tend to stand between 2 inches and 20 inches away from you. Americans and Canadians stand about 24-26 inches away. Asians tend to stand even further away than North Americans and Canadians.

Learning a few phrases of your expected guest's language does help to put you in more favorable light – it says that you cared enough, but be careful with the pronunciation.

Below are a few phrases that could prove beneficial.

#### Basic International Phrases

##### HONG KONG

Good Morning	Jou Sahn	(Jo-sun)
Goodbye	Joigin	(Joy-geen)
How are you?	Neih hou ma?	(Nee how ma?)

##### JAPAN

Good Morning	Ohayo gozaimasu	(o-high-yoh go-zigh-ee-mahss)
Yes	Hai	(High)
Please	Dozo	(doh-zo)

##### CHINA

Hello	Ni hao	(Nee how)
You're welcome	Bu Xie	(Boo syeh)
Please	Qing	(Ching)

##### CANTONESE

Good Morning	Jou Sahn	(Joe-sun)
Please	Ching Neih	(Ching-nay)
Thank you	Do Jeh	(Doh-jeh)

##### AUSTRALIA

Afternoon	Avro
Food	Tucker
Friend	Mate
Light-Bulb	Globe
Thank you	Ta

##### BRITISH

Bathroom	Loo or W.C. (water closet)
Cookie	Biscuit
Hood of car	Bonnet
Undershirt	Vest
Wake you up	Knock you up


##### NEW ZEALAND

Food	Kai
Cigarette	A fag
Elevator	Lift
Car Trunk	Boot

##### GERMAN

Good Morning	Guten Morgen	(GOO-ten MOR-gen)
Please	Bitte	(BIT-uh)
Thank you	Vielen Dank	(FEEL-en-dahnk)

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## Web News

*By Beth Wilkins,  
Director,  
Web Management*

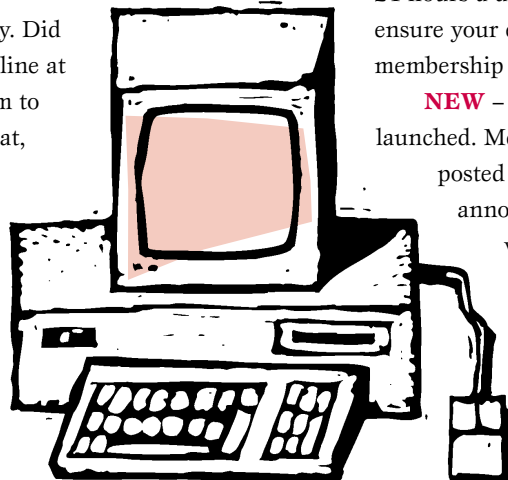
when? Wanting to contact other CHMSE members? Check out the on-line membership roster where you can access email addresses and phone numbers for all your fellow members.

CHMSE is hoping to soon phase out our paper mailings. Our goal is to eventually have all correspondence via

Summer is here! I can't think of a better way to spend a hot day in July than at the CHMSE golf day. Did you register on-line at [www.chmse.com](http://www.chmse.com) to find out the what, where and

e-mail and the web, saving our membership valuable dollars by eliminating postage costs and offering instantaneous information 24-hours a day on-line! Please take a moment to ensure your e-mail address is up to date on the membership roster.

**NEW** – another membership benefit has been launched. Members are able to submit “news” items to be posted on the web site free of charge. Photos, announcements, business news, industry info, whatever-items must be approved by the CHMSE Board of Directors prior to posting. Space is limited so get your requests in early. Non-members are also able to post “news” for a fee of \$50.00 per posting.  
[www.chmse.com](http://www.chmse.com) - it's easy to use and full of information.



**Mary Ann Gamboa** leaves Sandalwood Hotel & Suites to join Deerhurst Resort as associate director of sales... also leaving Sandalwood for Deerhurst is **Yola Marshall Peters** who becomes Deerhurst's director of strategic development and sales... formerly at the Best Western Carlton Place, **James Datlen** makes an inter-company move to become sales manager at Hilton Garden Inn Mississauga... at the Carlton Place, **Debbie Hastings** is promoted to director of sales... **Jennifer Chiappetta** departs Hilton Toronto to join Delta Toronto East as sales manager... **Elizabeth Benitez** formerly with Inn on the Park returns to the Ramada Don Valley... moving to the hotel side is **Rosalind Balsmeier** who leaves Congress Canada to join Hilton Garden Suites Markham as sales manager... also at the Hilton Suites Markham, **Cathy O'Connor** assumes the role of director of sales, having departed the Westin Prince... **Christopher Koleros** relocates from the Westin Prince to Le Royal Meridien King Edward as assistant director of sales... also joining King Edward is **Anne Papadimitriou** who leaves Crowne Plaza Don Valley to become sales manager... another move from supplier to hotel side is **Paula Jordan** who leaves HelmsBriscoe to become director of sales and marketing at Hotel InterContinental Toronto... Paula replaces **Elisabete Rodrigues** who moves over to Fairmont Royal York as IT sales manager... **Grace Lopez** bids adieu to the Royal York to become regional sales manager at Delta Ontario resorts... **Ian Turgeon**, formerly at Delta Toronto East, moves to the Royal York replacing **Carla Lopes Alberti**... Carla moves from the Royal York to Fairmont's national sales office... continuing the domino effect, Carla replaces **Amina Hassan** at Fairmont national... Amina moves to Starwood global sales... **Julia Vanderklok** leaves Delta Resorts to join Canadian Niagara Hotels as director of association sales... **Tom Price** relocates from the Crowne Plaza Toronto Centre to The Kingbridge Centre as director of sales and marketing... joining the SkyDome is **Mario Tarso** who becomes business travel sales manager... **Jill Thompson** departs the Four Seasons Toronto and was last seen heading to Mexico... CHMSE Student Member of the Year **Aurora Valdivia Caceres** takes on an internship with the Hyatt Regency in Dallas... **Bonnie Rivers** transfers within the Marriott Bloor Yorkville to the concierge desk... at George Brown College **Heather Comrie** moves to coordinator, marketing and recruitment services... **Jacque Lafayette** resigns from the Colony to represent Horseshoe Resort in the GTA... at the Crowne Plaza Don Valley **Tess Pascual** is promoted from sales coordinator to tour and travel sales manager... **Vince Ambrico** joins International Plaza Hotel as corporate sales manager... also at the International Plaza **Feiona Gobin** is promoted from sales coordinator to express meeting manager... **Ellen Ruberg** moves from the Toronto Congress Centre to Blue Mountain where she becomes resort sales manager... receiving a promotion at Sheraton Gateway is **Ted Kozlow** who moves from sales coordinator to sales rep – business travel... **Kerry Ann Kotani** departs the Sheraton Gateway to join Westin Harbour Castle as director of sales... Kerry Ann replaces **Avo Oudabachian** who becomes national sales director of Delta Hotels... replacing Kerry Ann as director of sales at the Sheraton Gateway is **Sabrina Utting** who departs the Four Points Toronto Airport... **Natasha Kurzatz** is promoted from sales coordinator at the Westin Harbour Castle to sales manager at the Westin Calgary... **Doug Fyfe** resigns from Tourism Toronto and our own **Ralph Strachan** of The STRONCO Group is appointed interim president and CEO... **Stephanie Attack** leaves Tourism Toronto to be sales manager at the Chateau Laurier, Ottawa... **Debbie Stellinga** moves within Westmont to become director of sales at the newly renovated Quality Suites Toronto Airport... **Julie (Fenwick) Schorrock** becomes director of sales and **Joe Nishi** becomes director of sales and marketing at Sheraton Centre... **Jim Cummins** is focusing on corporate projects at the hotel... **Robert Hatt** becomes new director of catering at Sheraton Centre... departing the Colony Toronto is **Kelly Bolton**, who joins the Sheraton Centre as sales manager... **Karen Banks** previously with Sheraton Eau Claire Suites in Calgary joins Sheraton Centre to handle US corporate... **Lisa Tracey** leaves the Delta Airport to join Radisson Mississauga as sales manager... **Georgia Lobban** has joined Six Continents in Atlanta... **Colleen Bonnah** is director of sales at the Arc Hotel in Ottawa... **Jonathan Boyes** leaves the Delta Airport and the industry to work for a deck-building company... also leaving the Delta Airport is **Daniel Newberry** who moves to the Marriott Yorkville as corporate sales manager replacing **Tony DeFreitas** who joins the staff of

Welcome to the City... joining the Delta Airport is former Vancouverite **Melissa Breakwell** as director of sales and former Four Points Lakeshore staffer **Pat Cluett** as sales manager... also new as corporate sales manager at Delta Airport is **Laurieann Dybajlo**, formerly with Hockley Valley... **Brian Dec** departs the Radisson Mississauga to become director of sales at the Holiday Inn Select Toronto Airport... at the Delta Meadowvale **Diana Romero** is promoted from catering coordinator to executive meeting manager and **Sandro Calcagno** moves from International Plaza to become sales manager... leaving the Meadowvale is **Richard Querubin** who joins Playdium as corporate account executive... **Marisa Godinho**, formerly with CN Tower is now catering sales manager at Days Inn Downtown... joining Days Inns – Canada as national sales manager is **Drew Williams**, formerly of Sheraton Parkway... **Delfina Melo** departs Congress Canada to join ExpoSoft Solutions in sales... joining Congress Canada is **Janet Jakobsen**... **Nancy Tudorache** leaves the Crowne Plaza to join Metropolitan Hotels handling corporate sales and **Denise Ethier** departs Crowne Plaza to handle association sales at Hilton Toronto... leaving Hilton is **Ronit Teschner** who moves over to Courtyard by Marriott Downtown as director of sales and marketing... **Robin Thompson** also departs Hilton to stay at home as a fulltime mom... **Scott Lannan**, formerly of Delta Toronto East, is new hotel manager at the Metropolitan... also at the Met, **Shatha Al-Reihani** is promoted to director of sales... **Rachelle Fitzpatrick** formerly with Days Inns Canada is now a crewmember with VIA Rail... **Jodi Levy** moves from Four Points Airport to Toronto Marriott Bloor Yorkville as sales manager... **Robert Preece** moves from Choice Hotels to Renaissance Fallsview Hotel in Niagara Falls as director of sales... at the same hotel, **Catharine Thompson** was recently appointed corporate sales manager after a move from Vintage Inns... also at the Renaissance Fallsview, **Tracy Ellwood** is promoted to domestic account sales manager.


## Industry News

The Embassy Suites Markham is now the **Hilton Suites Toronto/Markham Conference Centre and Spa**. New **Marriott** properties opened or opening soon: Courtyard by Marriott Vaughan, Courtyard by Marriott Mississauga, Courtyard by Marriott Markham, Residence Inn Mississauga and Residence Inn Markham. The 175-room Travelodge Toronto Airport becomes the **Comfort Hotel Airport North** this summer. **Dana Zita, CSEP** and her team at **aNd Logistix** were nominated for Best Fundraising Event at the Canadian Event Industry Awards in April, 2002 for the production and coordination of the Juvenile Diabetes Gala Evening. **Ritz-Carlton** has pulled out of a deal with Donald Trump and a Toronto developer to manage a luxury hotel-condominium project billed as the highest residential building in Canada.

## Congratulations

**Jennifer Sotiriou** of Fairmont Royal York and husband Nick welcomed Nicholas Vasili Sotiriou on April 16, 2002.

**Liana Bye** of Delta Hotels and husband Jeff welcomed Justin Robert on June 5, 2002



# KeyAccess

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