

Through The Keyhole

Melanie Fong leaves the Renaissance Downtown Toronto to become corporate sales manager at the Delta Chelsea Hotel... **Colleen Curran-Fotopoulos, CHSP** joins Hilton Suites Toronto/Markham as association sales manager... **Andrew Gillespie** is director, new business development with Mendelssohn Event Logistics... **George Sovatzis** leaves Four Seasons to join Shangri-La Hotel Toronto as director of sales... after 16 years in the US, **Don Schreifels** returns to Toronto as director of marketing with Four Seasons... **Lori Fitzgerald** leaves Toronto Tours to return home to Newfoundland... **Marisa Goncalves** is now handling corporate and government markets at the Holiday Inn Toronto International Airport... joining the same hotel is **Kinga Rychalska** as sales manager, association and trade show... leaving the Holiday Inn Toronto Airport is **Sanjeev Jadhav** who becomes director of sales at the Radisson at DVP and 401... **Maeve Cashin**, formerly with The Hazelton Hotel joins the Windsor Arms Hotel as director of sales... **Aura Borias** leaves the Windsor Arms Hotel to become sales coordinator at the SoHo Metropolitan... leaving Metropolitan Hotels is **Anne Papadimitriou** who joins Skyline Boutique Hotels... **Elizabeth Oliveira** moves over from Metropolitan's regional sales office to become account director for the SoHo Met... **Danielle Boyles** leaves Fairmont Lake Louise to relocate with HelmsBriscoe to Scottsdale, AZ... **Carol Greenwood** is a partner in Eventwiz... **Peggy Corbiell, CMP**, formerly with The Old Mill Inn & Spa, is now director of sales and marketing at the Hilton Garden Inn Toronto Downtown... **Ralph Schwengers** becomes director of sales and marketing at The Old Mill... **John Bullock** joins Trump International Hotel & Tower as director of marketing... **Lisa Sonni** is catering sales manager at Trump... **Donna Henry-Dingwall** moves from the Sutton Place to the Toronto Marriott Bloor Yorkville as sales manager... **Matthew Desira** leaves the Marriott Bloor Yorkville to join the Toronto Airport Marriott as business transient sales manager... also leaving the Marriott Bloor Yorkville is **Katrina Woodhouse** who joins Marriott's global sales team... joining Marriott Bloor Yorkville as corporate sales manager is **Anston Mendes**, formerly with Residence Inn Downtown Toronto... **Dominic Chiu** joins the Hyatt Regency Toronto as sales manager... **Stephen Dempsey** joins Glacier Media Group as publisher of two construction-related magazines... **Vicki Zeppa** is account manager at Ignite Magazine... **Deborah Neuheimer** joins Tourism Toronto as account director from her previous position as sales manager for Marriott Hotels and Resorts... **Keri Walker** is regional director of sales for Westmont Hospitality Group... **Cameron McCullough** leaves Doubletree to become director of group sales with the Delta Meadowdale Hotel... **Michelle Leroux**, formerly with the Delta Chelsea joins the Sheraton Centre Toronto as director of sales and marketing... **Candace Sutherland** leaves Hilton Garden Inn Toronto/Mississauga to become national sales manager for Silver Birch Hotels and Resorts... Candace is replaced at Hilton Garden Inn by **Kushang Shah**, formerly in the hotel's rooms division... **Alex Filiatrault** is director of sales and marketing for Shangri-La Hotel, Toronto... **Anthony Campaniaris** leaves Hazelton Hotel to become new director, business development at Shangri-La Hotel... joining Shangri-La as sales manager is **Jason Bossenberry**, formerly with Trump... **Robbie Bishop** formerly director of sales and marketing of the King Edward Hotel joins Lecours Wilson...

Back Page is sponsored by our Strategic Partner:



Winter 2012 Issue

Key Access is produced twice a year by The Canadian Hotel Marketing & Sales Executives, 26 Avonhurst Road, Toronto Ontario M9A 2G8
Telephone: (416) 252-9800
E-mail: info@chmse.com



Editor: Greg Webb

Layout/Production: Design Engine Studio



We reserve the right to edit for space.

Congrats

To Dominique Lavery (formerly Comella) of the Renaissance Toronto Downtown Hotel on her marriage to Michael on December 11, 2011.



Winter 2012 | CANADIAN HOTEL MARKETING & SALES EXECUTIVES • THE HOSPITALITY NEWSLETTER



PRESIDENTS ADDRESS

By Jeniffer Bissett, President

On February 9th at the Hilton Toronto, CHMSE acknowledged the General Managers in our community by hosting our annual General Managers Night. Playing on the Hilton's Valentine theme of Love, Lust & Lollipops, it was a spectacular event.

Ryan Brain of Deloitte spoke on the future of our industry and while the numbers were not as positive as we would like, there is hope in knowing that our community is becoming proactive doing what it can to improve this outcome. If you would like a copy of Ryan's publication "Navigate", please feel free to contact the CHMSE office at info@chmse.com.

The room was beautifully decorated by our event sponsors, Hilton Toronto, Have a Seat, d&d floral designs, bb Blanc Inc. and our AV sponsor and strategic partner, PSAV® Presentation Services. There was fantastic entertainment - many thanks to bb Blanc, another of CHMSE's valued strategic partners. The prizes for the silent auction

were fantastic. Many thanks to Porter Airlines and Delta Hotels and Resorts for the fantastic grand prize draw of a trip for two Montreal.

We could not have pulled this night off without the support of major sponsors, many of whom have contributed for years. These included platinum sponsors bb Blanc Inc, Hilton Worldwide, PSAV® Presentation Services and Tourism Toronto along with silver sponsor JPdL Destination Management.

Many thanks to all who attended, we know there were other industry events happening that same evening and are delighted that you chose to spend the night with us.

For more information, pictures and sponsor information please continue to read this issue of Key Access.

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Welcome New Members

Courtney Alexander, Roni Feldman & Associates

Rennie Colelli, bbBlanc Inc.

Clark Davey, AVW-TELAV

Diana DiManno, Doubletree by Hilton Toronto Airport

Mark Johnson, Swank Audio Visual

Rohinton (Roy) Kharadi, Hilton Suites Toronto/Markham Conference

Centre & Spa

Matthew Leigh, PSAV® Presentation Services

Sam Leung, InterContinental Toronto Yorkville

Cindy Makepeace, Taboo Resort Golf & Spa

Alanna McQuaid, Meetings and Incentive Travel Magazine

Aymeric Mignot, Metropolitan Hotels

Elizabeth Oliveira, SoHo Metropolitan Hotel

Christina Ramsay, Park Hyatt Toronto

Jana Ray, Mariposa Cruises

Kushang Shah, Hilton Garden Inn Toronto/Mississauga

Greg Webb, Gregory Webb and Associates Consulting

MEMBERSHIP BENEFIT HIGHLIGHT

Check out some of our member benefits on our website such as: buy 1 get 1 free city tour, 50% off Segway Tours, discounts at Niagara Falls & the Great Gorge Adventure and much more... please visit our website for more information at www.chmse.com

CHMSE Board of Directors, 2011 - 2012



PRESIDENT
Jeniffer Bissett
US Corporate Accounts
Tourism Toronto
Email: jbissett@torcvb.com



IMMEDIATE PAST PRESIDENT
Leanne Nicholl
Business Travel Sales Manager
Toronto Marriott Bloor Yorkville
Email: leanne.nicholl@marriottbloor.com



VICE PRESIDENT, MEMBERSHIP
Bonnie Howell
Executive Meetings Specialist
Tourism Toronto
Email: bhowell@torcvb.com



VICE PRESIDENT, FINANCE & ADMINISTRATION
Wendy Turner
Director of Sales & Marketing
Four Points by Sheraton Toronto Airport
Email: wendy.turner@fourpointstorontoairport.com



DIRECTOR, ELECTRONIC NETWORKING & INFORMATION MANAGEMENT
Christopher White
Sales Performance Manager
Delta Chelsea Hotel
Email: chrwhite@deltahotels.com



DIRECTOR, STUDENTS
Mirza Ajanovic
Sales Manager
The Sutton Place Hotel Toronto
Email: majanovic@suttonplace.com



CO-DIRECTOR, AFFILIATES
Diane McClelland
Product Manager (Accommodation)
North America Wotif Group
Email: diane.mcclelland@wotifgroup.com



CO-DIRECTOR, AFFILIATES
LA (Leslie Anne) Palamar
Principal
bte hospitality and tourism sales training
Email: palamar@buildingtourismexcellence.com



CO-DIRECTOR, PROGRAMS
Marisa Goncalves
Sales Manager
Holiday Inn Toronto International Airport
Email: marisa.goncalves@ihg.com



EXECUTIVE DIRECTOR
Shelley Macdonald
Email: shelley@chmse.com



DIRECTOR, MARKETING & COMMUNICATIONS
Greg Webb, President
Gregory Webb & Associates Consulting
Email: gregorywebbconsulting@gmail.com



DIRECTOR, HOTEL MEMBERSHIP
Elise Beauregard
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Marriott Canadian Sales Office
Email: elise.beauregard@marriott.com

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Contact Patti Lago: toll free at 1-888-622-2474 • plago@uoguelph.ca
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CHANGING LIVES
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WHAT'S NEW

- The Trump International Hotel and Tower Toronto opened on January 31, 2012.
- The Aloft Vaughan Mills will open in April 2012.
- The Four Seasons Hotel Toronto will close in March 2012 to be replaced by the Four Seasons Hotel and Residences Toronto scheduled to open later this year.
- Lanterra Developments has purchased The Sutton Place Hotel Toronto for condo development.



Elise Beauregard



Bonnie Howell

MEMBER BENEFITS

TOP TEN REASONS FOR BEING A CHMSE MEMBER

- 1. GET MORE BUSINESS**
Improved sales skills will mean more signed contracts.
- 2. TECHNOLOGY IS CHANGING**
We try to keep you abreast of advances in today's continually updating technological environment. We feature speakers on hot topics such as telemarketing, social media, sales force automation and database marketing.
- 3. YOU KEEP CURRENT ON WHAT'S HAPPENING IN THE INDUSTRY**
Changing service trends, how your job will change in the coming year, what the government and your local industry are up to, economic updates - you hear about them at our meetings, through our newsletter and via regular e-mail communiqués.

4. YOU KEEP CURRENT ON WHAT'S HAPPENING IN YOUR OWN BACKYARD

Who's building new suites, who's moved where, which hotel has changed its management contract - you stay informed.

5. ALL KINDS OF SPECIAL MEMBER BENEFITS

Regular issues of Key Access, discounts at Canada's Wonderland and other retailers/attractions.

6. BUDGET-SENSITIVE TRAINING

We explore something new every month. You sharpen your skills for nominal cost. Our annual dues are about the best value around. You'll hear speakers whose programs cost hundreds of dollars.

7. CHECK OUT YOUR COMPETITION

Know what your competitors are up to. Critique the service. Experience the facilities yourself.

8. SHOWCASE YOUR OWN PROPERTY

Host a meeting and let others see what you can do.

9. MEET A SUPPLIER OR TWO - AND A MEETING PLANNER!

Develop stronger ties with affiliate companies. Gain their support and learn about their products and services - it'll help you do a better job for your clients. Participate in our annual spring event for meeting planners where you can mingle and showcase your product.

10. COMMITMENT

You view what you do as a career, not as "just a job". You are committed to the industry and want to increase your professionalism. You want to heighten your profile, show your commitment and feel good about yourself and the work you do.

CALL CHMSE FOR MORE INFORMATION: 416/252-9800 or CHECK OUT www.chmse.com



A GREAT DAY TO ENGAGE

Written by Elaine McCulloch - Via Rail

I have to admit, when I was asked to speak at the ACTE Power Talk as a social media "expert" I felt a little inferior for that title. I follow all the Social Media (SM) gurus. I certainly don't consider myself one.

But as it is with all new technologies, the early adopters (or tech nerds) in the office, quickly become the subject matter experts. For those of us who love and embrace technology, we tend to forget that some people are new to all of this and they need somewhere to start. I would like to acknowledge ACTE for recognizing this and for providing a fantastic informal discussion style forum that was able to bring a novice up to speed and a savvy SM user up to date.

We are all on this social media learning curve. Some of us just want to be on it more than others, but all of us in the travel industry must embrace it. Our customers are showing up, and they expect us to be there, waiting for them.

I borrowed my favourite analogy from a well known SM guru, "Social media is like a cocktail party. If you show up - you better be ready to engage". Our customers are out there talking to us, and we better be ready to respond.

I thought a great way to begin the Facebook round-table conversation would be to talk about online identities and personas. It seems with every new social media application, I find myself making the decision of what my identity will be on it (Business, Family, Friends) and who I will engage with it (Business, Family Friends).

LinkedIn is easy - it's business. But Facebook is a bit trickier. Most of us are using Facebook for personal use, and leaving the Facebook company

webpage to their communications team, agency or community manager to deal with. But what you need to know is that even though you may not be using Facebook for business, your employees and customers are.

When people travel they have experiences. Some will be wonderful and some will not. For the novice social media user, that wants to "express their experience" to your company or brand (and to their entire online network) your Facebook page will likely be the first place that they go. If they are a little more savvy, it will likely appear on Twitter. For the super-savvy user, their sentiments, both good and bad will appear across all their networks - and that could easily extend to thousands of people.

Facebook pages are easy to find, easy to comment on and very public with the response. What are the key things that our Facebook managers should be doing?

- Responding
- Responding quickly
- Responding accurately
- Providing relevant information and interesting content

A great little exercise I suggested yesterday was to put yourself in a traveller's shoes and send a message to your own company's Facebook page or Twitter feed. I did this myself. I was boarding a train in Montreal and tweeted from my personal account "VIA-Rail Hi there, I'm boarding Train 61. Does anyone know what's for dinner?". In 6 minutes I was sent a tweet that said "Hello Elaine, tonight we are offering Shrimp or Chicken with chocolate mousse for

dessert - bon appetite!". They didn't know I was an employee. I was impressed and relieved that our customers got such timely and informative dialogue.

What can your company's Facebook page do for you? There are a lot of great analytics that are easily accessed by the administrator of your Facebook page. If you are in a sales or marketing function, it would be worthwhile to find out who's engaged. You may need to talk to them one day!

And what happens when worlds collide? When your boss sends you the dreaded Facebook Friend request? Most people yesterday suggested to ignore the Facebook request and quickly send a LinkedIn request, or send them an invitation to sign up for Google+!

There is a lot to learn for all of us. We just have to keep helping each other. I hope I was able to pass along some tips to make the journey a little easier.

Reprinted by permission of Elaine Ashley McCulloch

Business Development & Partnerships, VIA Rail Canada

Twitter: @laineymcx

BIO - Elaine Ashley McCulloch:

Elaine joined VIA Rail in 2003, and is currently responsible for Business Development and Partnerships. Her role includes traditional and digital/social marketing strategies to build market share and drive revenue in B2B and B2C markets.

Elaine McCulloch, VIA Rail Canada, @LAINEYMCX

General Managers Night 2012



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Programs Portfolio Update



Marisa Goncalves, Director, Programs

Barely recovered from our successful GM's night, CHMSE is already in full swing planning our upcoming events.

If you haven't already signed up for our March 15th, 2012 Reception Event please visit our website. Our gracious host for this fantastic event is the much anticipated and newly opened, Trump International Hotel & Tower Toronto. After sampling some of the fantastic finger foods, made just for you, by Chef Todd Clarmo, and catching up over a glass of wine, a very exciting and unique presentation will follow! Joanne Gellatly, Professor at George Brown's School of Hospitality & Tourism Management, will be discussing her newly published theory: Vertical and Horizontal Integration

of hoteliers to the umbrella of the Hospitality industry. This theory focuses on the swing between engaging vs empowering decisions that each of us in the industry need to make when working within our "intangible" environment. It's about the bigger picture and you need to be there to really get it. Come get techie with us in April. We will be hosting our Lunch & Learn event featuring Elaine McCulloch, Sales Manager, at VIA Rail. She will be providing insight on how VIA uses social media and will be giving our members some tips on how to engage with clients through Facebook, LinkedIn, Twitter, etc. With social media becoming an ever growing trend, there is no doubt that everyone from "the new user" to the "tech guru" and everyone in between will find this session informative. Visit our website for more information and to sign up for this event. Mark your calendars, because we want to see you there! Want to show off? Come on, we know you want to.....

If you are interested in hosting any of our upcoming Fall events, please contact us today. It's a great opportunity to showcase your space, staff and amazing service to other industry professionals.

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Leslie Anne Palamar
Diane McClelland

VALUE OF AFFILIATE MEMBERS TO CHMSE... PRICELESS

Diane McClelland and LA Palamar have been sharing the position of Co-Directors for Affiliate members for the last 2 years. We would like to take this opportunity to thank you for being an Affiliate Member of CHMSE. If we haven't had the chance to meet in person or had the opportunity to speak on the telephone, please seek us out at an upcoming CHMSE meeting as we are working toward developing much closer relationships with our fellow affiliate members. Our membership base is what enables us to deliver the high calibre training opportunities and bring knowledgeable speakers with proven skills and experience in sales and marketing

techniques, industry trends, information, statistics and forecasts to each monthly event.

WHAT CAN YOU EXPECT FROM YOUR MEMBERSHIP

- unparalleled professional development opportunities which help you add money to your company's bottom line
- monthly training seminars featuring knowledgeable speakers with proven skills and experience in sales and marketing techniques
- your name and company link on CHMSE's website

CHMSE acknowledges our Strategic Partners





- exclusive membership benefits
- excellent networking and referral opportunities
- amount of hotel members greatly outnumber Affiliate Members giving you the advantage in customer/client access and business contact opportunities
- survey feedback and suggestions/comments to the Affiliate Director are taken to the CHMSE Board of Directors
- opportunities to promote your company at client-based and meeting planner special events

VALUE OF CONTINUED MEMBERSHIP

- networking and referral opportunities produce results over the long term.
- continued opportunities to meet more business contacts as new hotel members are joining every month

In tougher economic times, it's even more important to be visible while making the most of every opportunity to network with industry customers and colleagues, one of many reasons it's so important to not only renew your annual membership for the 2012 year but attend meetings/events when you can

WHAT'S NEW/COMING UP!

- focus on current trends for training and development sessions, such as social networking and social media sessions
- a newly designed Key Access online!
- sponsorship opportunities at monthly meetings & in Key Access to gain a terrific exposure within the hospitality industry



Leslie Anne Palamar
Greg Webb
Diane McClelland

MEETING PLANNERS MATINEE – SPRING 2012!

We are pumped once again to offer an afternoon of professional development and networking alongside Corporate and Association meeting planners invited by Toronto Tourism. Round Table events featuring industry professionals presenting interactive sessions, a Trade Show marketplace providing business contacts, development and networking opportunities, a delectable lunch and of course, fabulous prizes!

This event is planned to be bigger and better than last year, so it will be the perfect event for you to showcase your service/products to a myriad of prospective customers at ONE event! Imagine the time saved in sales calls to this many prospects!

Sponsorship opportunities will include:

- A/V: Cordless mike, regular mike, podium, overhead or LCD projector, screens and flipcharts
- Trade Show design/set-up/table-skirting/pipe and drape
- Décor and entertainment

• variety of meeting formats to meet your schedule, ie. shorter, economical cocktail reception/seminar format with a speaker hosted after work giving members the advantage of limited time out of the office and minimal infringement on personal time

• with a membership drive soon being launched, this year's Meeting Planners Matinee event is planned to be bigger and better than last year!

• the Meeting Planners Matinee event is an opportunity for you to shine and showcase your service/product to a large number of meeting planners and hotel professionals at ONE event! Imagine the sales calls saved by participating in this ONE EVENT!

Full participation opportunities and venue details of the event will be forthcoming to you by email, so keep checking your inbox!

In closing, we hope that you find the monthly meetings valuable in education, networking and referral opportunities. We look forward to meeting each one of you at a meeting soon. If there is anything we can do to make your membership experience more worthwhile or increase the value of our affiliate memberships, please email or call either of us with your comments.

Are You Interested...

How about Advertising in the CHMSE KEY Access Publication? Be sure to contact Greg Webb, Director, Marketing & Communications, CHMSE for further information. Phone: 416-465-5561 or gregorywebbconsulting@gmail.com

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- A complimentary tradeshow table at the event
- A complimentary annual membership to CHMSE for a non-member venue
- Logo displayed on sponsorship screen at MMPM
- Public acknowledgement of sponsorship at the event and time at the mike
- Prominent identification at the sponsored event on printed materials and/or signage

Full participation opportunities and venue details of the event will be forthcoming to you by email soon, so keep checking your inbox!

Sub-Committee Volunteers Needed

Are You Interested in joining the CHMSE May Meeting Planners Matinee planning committee?

As we are very much in the planning stages, we are looking for volunteer members to assist in organizing and implementing the event in MAY.

If you are interested, please contact one of our Directors:

LA Palamar
palamar@buildingtourismexcellence.com or 613-266-2831,

Diane McClelland
diane.mcclelland@wotifgroup.com or 289-895-9054,

Greg Webb
gregorywebbconsulting@gmail.com or 416-465-5561.