

KeyAccess

V4 • NI FALL 2001 THE HOSPITALITY NEWSLETTER

Refocus on Travel



In 1963 the world stood stunned with the news that the President of the United States, John F. Kennedy, was killed by an assassin's bullet in Dallas, Texas. In 2001 the world stood stunned again at the news that terrorists had crashed loaded planes into the World Trade Center and the Pentagon. Within minutes thousands of people were missing and feared dead, lives were shattered and families broken.

Truly the most tragic event of my lifetime. As I watched on television I was shocked. I had thought that the plane that hit the World Trade Center was the victim of some bizarre air accident. A few minutes later as the second plane hit the South Tower the truth became clear. As I watched the drama unfold I realized that the ramifications of this senseless act were far reaching – touching all corners of the globe. Everyone seems to have known someone who was in New York or Washington at the time.

By the end of the day on September 11th hotels were already feeling the impact. Tour buses destined for the US border turned around and tried to reclaim their hotel rooms. Groups from overseas and from the United States cancelled meetings. Conventions were cut short as delegates scrambled to get back home. Several of our own CHMSE members were left stranded indefinitely and unable to return to Canada.

In the week that followed hotels, resorts, convention centres, audio visual and staging companies lost millions of

dollars in business. Las Vegas alone estimates that they have had \$55 million US in cancellations so far and are expecting more. Several CHMSE members have told me that they have personally taken cancellations worth approximately \$2 million. The airline industry is struggling and Boeing has announced that they will be letting go 10% of their staff in an attempt to stay in business. What does this mean for us?

One theory is that Canadian companies will hold their meetings on Canadian soil, thus replacing some of the lost "foreign" business. However, some companies may turn to the hi-tech industry and hold "virtual meetings" in lieu of travel. Other companies may choose to travel in order to keep employee moral up. The reality is no one knows for sure what is going to unfold. Decisions will be based on many factors such as, when and where the meeting will take place, the number of delegates who will need to travel and the type of business it is.

The knee jerk reaction at hotels has been (from what I hear) hiring freezes, proposed layoffs and reshuffling of sales personnel. Businesses in our industry now more than ever will need to keep their sales staff.

Canada still is known as a safe destination and in the next couple of months this will work in our favor. Hotel sales staff may have to shift their selling from International companies to National Companies in order to maintain market share.

The segment that will be affected the most is the tour and travel industry. This leisure market tends to be more easily effected as this travel is usually "unnecessary". Many hotels, resorts and bus companies are experiencing cancellations as they never have before. Again perhaps a refocus on domestic travel will ease the losses. Unfortunately we will just have to wait and see.

Three Months at a Glance: CHMSE Upcoming Events

Thursday, November 22, 2001

Discovery Night:
The Weakest Link Goes Medieval
Medieval Times

Thursday, January 17, 2002

General Managers Night
Hotel InterContinental Toronto

chmse.com
is Live!

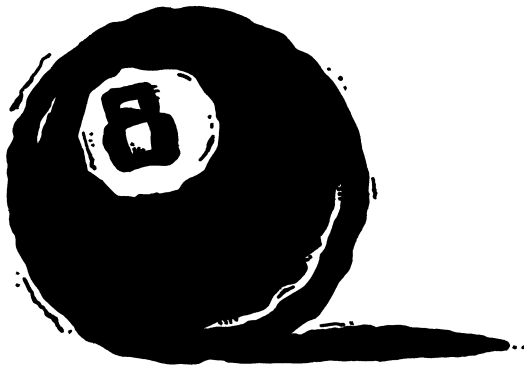
See page 5 for details



Welcome New Members

Angela Amendola, Sheraton Gateway Hotel
William Bradley, Kerry Technical Services
Duane Brandow, Canadian Broadcasting Corp.
Mary Jane Caleca, Freeman Decorating Ltd.
Tracey Carroll, Holiday Inn Toronto Yorkdale
Vivian Chiu, Embassy Suites Hotel & Conference Centre
 Toronto – Markham
Heather Comrie, George Brown College
James Cronin, Stagevision Rentals Inc.
Colleen Curran-Fotopoulos, Quality Suites Toronto Airport
James Datlen, Best Western Carlton Place Toronto Airport
Frank Emmerson
Mike Evans, Four Points Hotel Toronto Airport
Mike Farrell, Chair-Man Mills
Rachelle Fitzpatrick
Rhea Gastis, Renaissance Toronto Hotel at SkyDome
Allen Gelberg, Niagara-on-the-Lake Vintage Inns
Joseph Gorewich, Best Western Primrose Hotel
Aboud Haboury, Sheraton Centre Toronto
Mark Hartshorn, CORPAV Presentation Group
Helene Lavoie, Sheraton Gateway Hotel
Bevan Marsh, Howard Johnson Plaza Hotel North York
Cindy Matlow, Canadian Niagara Hotels & Resorts

Laurie Opie, CN Tower
Bobby J. Perritt, SER Event Solutions
Christina Ramsay, Park Hyatt
Johanna Redmond, Radisson Suites Toronto Airport
Sudipta Roy-Choudhury, Toronto Marriott Eaton Centre
Winnie Schroder, Le Royal Meridien King Edward Hotel
Alan Serpa, eventsimple
Stephanie Snowball, Days Inn & Conference Centre –
 Toronto Downtown
Michelle Solomon, Chair-Man Mills
Sean Stewart, Courtyard by Marriott



One of the most powerful – and least understood – breakthrough marketing techniques available to all of us is the art of asking questions. Many of the leading thinkers of this and past centuries have suggested that most marketing problems are substantially solved as soon as the correct question has been devised. But how do you translate that tidbit of philosophy into a practical, useable marketing practice on a day-to-day basis?

“**problems** that remain
 persistently **unsolvable**
 should **always** be
 suspected as **questions**
 asked in the wrong way.”

– Alan Watts

theadlibgroup

be. fully expressed.

theadlib group inc.
 marketing communications
 1200 eglinton avenue east
 suite 800
 toronto, ontario m3c 1h9

telephone: (416) 447-9686
 fax: (416) 447-4034
 toll free: 1-800-467-7531
 e-mail: theadlibgroup@theadlibgroup.com
 www.theadlibgroup.com

Economy Predictions

The Conference Board of Canada predicts that the Canadian economy will grind to a standstill over the next few months but won't slip into recession. The current outlook calls for four successive quarters of virtually no growth through the first quarter of 2002. We can expect that growth will accelerate sharply in the latter half of 2002.

Ontario Finance Minister Jim Flaherty is considering taxing tourists who stay at the province's hotels to boost the tourism industry in the wake of the September 11 terror attacks and the bombing of Afghanistan.

If approved, the tax would be injected to boost Ontario's tourism-marketing strategy. Rod Seiling, president of the Greater Toronto Hotel Association welcomed the idea, saying that hotel-room fees will not deter business. He feels that marketing is the only way to ensure business picks up again.

The Ontario tourism industry netted \$16.5 billion in 1999 and in 2000 drew 29 million visitors from other countries. Of 1999's \$16.5 billion, more than \$7 billion came from foreign visitors.

Please respond: What are your thoughts on the proposed tax? Will it increase your bottom line? E-mail your thoughts using our web site: www.chmse.com

and
LOGISTIX
Conference & Event Management

**AWARD WINNING EVENTS
PRODUCED BY
CERTIFIED EVENT PROFESSIONALS**



extraordinary **customer service**
impeccable **quality**
outstanding **technology**

and LOGISTIX

tel 416 593 7744 fax 416 593 1805 toll-free 1 800 465 9670
e-mail events@andlogistix.com web www.andlogistix.com

PRESENTATION IS EVERYTHING.

The smallest mistake can ruin a big presentation. So give us a call.
After all, we know conference communications backwards *and* forwards.



CONTACT US FOR
COMPLETE AUDIO VISUAL
AND SIMULTANEOUS
INTERPRETATION SERVICES

TELAV

TORONTO (416) 234-5444

www.telav.com

Offices Coast to Coast

info@telav.com



Meet Your New Board of Directors



Tiffany Gilmore
President

After three years of board service Tiffany will now serve her fourth year as president. Tiffany attributes much of her personal growth and development to her involvement in the association. When asked how Tiffany is inspired she responds that for her it does not come from any one person but rather from the “ideal” of having the “perfect life” that is, balancing family, career, home and lifestyle.



Kelly Bolton
VP, Membership

Another familiar face rejoins the board in the capacity of VP of Membership. Kelly feels that her CHMSE membership has allowed her to keep up with industry trends and her peers. Kelly is committed to increasing CHMSE’s membership base and will strive to introduce some new quality membership benefits. Kelly is with the Toronto Colony Hotel as Sales Manager.



Vito Curalli, DHSP
VP, Finance & Administration

Vito has been a member of CHMSE since 1995. In this time Vito has served in many capacities on the board of directors, including a term in 1998-99 as President. His commitment to CHMSE and to professionalism in the industry was recognized when he won the 2000 Derek Dodd Hotel Member of the Year award. In addition to a new part-time teaching gig at Ryerson School of Hospitality, Vito is director of franchise development, Ontario for AFM Hospitality Corp.



Sandra Moniz, CMP
Director of Education

Sandra has been a CHMSE member for three years now and has returned to the board for her second year. Previously responsible for the Student portfolio as Director, Students, she will now handle the Education portfolio. Sandra promises to coordinate a high-quality educational conference that will take place in February 2002. Sandra takes satisfaction from linking a CHMSE student member to full time employment within the Board of Trade where Sandra herself can be found as manager, sales and catering.



Danielle Richardson
VP, Programs

With the success of the 2001 Derek Dodd’s Gala Awards under her belt, Danielle happily returns to the board as VP of Programs. This encompasses the Awards event as well as her overview of other CHMSE programs. Her four years with CHMSE has fast tracked her career by enabling her to meet and continue to make new friends. Danielle can be found at the Sheraton Centre ensuring they get their share of the IT market segment.



Ellen Violet
Director, Fund Raising

Ellen’s back on board as Director of Fund Raising after a brief hiatus from the hotel side of the industry. In past years she has served on the board in other capacities, handling membership and membership retention. When asked what she feels will be the biggest challenge facing hotel sales Ellen will tell you it’s all in balance “walking the fine line of yield management by working to make the Hotel prosperous balanced with using integrity in client negotiations and dealings”. Ellen is director of sales and marketing, Days Inn & Conference Centre – Toronto Downtown.



Thanks Suzanne!

Suzanne Cinq-Mars, DHSP *Past President*

Suzanne has been a member of CHMSE since 1988 and has served on the board for many years, culminating with her term as president of the association last year. Along the way she has served in such capacities as director of Membership Meetings, Communications and Hotelympiad. Suzanne is the regional director of sales at the Metropolitan Hotel dividing her time between Toronto and Vancouver. Suzanne's greatest accomplishment as president 2000-2001 was launching CHMSE's website.



Michelle Julien

Director, Communications

Michelle returns to the board for her second year, maintaining the Communications portfolio. She is responsible for producing three yearly issues of Key Access. Her membership provides her the opportunity to meet a wider range of industry peers that help keep her informed in our fast paced climate. Michelle would like to see more industry and affiliate involvement from Toronto-North and encourages those who have not yet attended CHMSE events to do so.



Paula Jordan

Director, Affiliates

This year marks Paula's second term on the board representing all Affiliate members. As regional vice president – Canada for HelmsBriscoe, Paula's business experience and savvy is invaluable to the board. Paula will rise to the challenge of trumping the last year's Discovery Night with "Discovery Night 2001: The Weakest Link Goes Medieval" in November.



Beth Wilkins

Director, Web Management

Beth joins the board this year with goals of keeping CHMSE live on the web. A sales manager at Sheraton Centre Toronto, Beth is a relatively new member to CHMSE having joined in early 2000. Empowered to enhance web accessibility for members to register for events, obtain industry information and much more, Beth will be instrumental in increasing participation beyond Toronto.



Rachelle Fitzpatrick

Director, Students

Rachelle is an example of a keen new member jumping in and getting involved. She has assumed responsibility for students, which remains a focal point for CHMSE activities in 2001-2002. She has set an ambitious goal of further growing the student membership, which she plans to achieve through presentations to the hospitality schools and great student benefits.



Paula Pfeiffer

Director of Membership Meetings

Paula will spearhead the CHMSE membership meetings portfolio for 2001-2002. She's been an active member for two years and can be found at the Westin Harbour Castle addressing the association market. Paula feels technology will continue to play a major role with increased on-line reservation capabilities, more remote sales offices, and increased revenue maximization opportunities.



Dana Zita CSEP

Chair, Designation Advisory Council (DAC)

While Dana does not serve on the board of directors, her involvement as CHMSE's Chair of the DAC permits us to provide a special introduction. She has been involved with CHMSE for seven years, including a term as director, affiliates and earned the Derek Dodd Award for Affiliate of the Year in 2000. Dana's association involvement has greatly assisted her in getting the "Hotel" aspect of the hospitality industry in order to make wise choices for her clients. Dana owns her own event and meeting planning firm, aNd Logistix Inc.

chmse.com is Now Live!

By Beth Wilkins

Its here, its live and its user friendly! The CHMSE website is now fully functional and can be accessed at www.chmse.com

As we advance and become more technology savvy, I urge you to log on to the Internet and cruise the site. Our mandate is to save our association members time and money by reducing the cost and labor of paper communication.

The website will allow members 24-hour information access without office restrictions. CHMSE hopes to expand membership beyond Toronto making the association even stronger with the launch of the site. For members without Internet access we will continue to mail & fax CHMSE information to you.

The site is available for members to view upcoming events, search the CHMSE job bank, leave comments for the board, donate/sponsor towards future programs, register on-line for membership & programs and more! A full membership roster is available with complete confidentiality for members.

As a member of CHMSE we need your voice. If you have any ideas or suggestions on how we can improve the site to work



better for you please feel free to leave an on-line comment or contact the CHMSE office directly at 416-252-9800.



chmse.com JOB BOARD



chmse.com NEWS PAGE



chmse.com CALENDAR PAGE



Prestigious Appointment for CHMSE Member

CHMSE member Ralph Strachan has been selected to join Tourism Toronto as Chairman of the Board of Directors. President /CEO & Owner of the STRONCO Group of Companies. Ralph's experience as a business community leader will be invaluable as Toronto's \$3.5 billion annual tourism industry works to increase its market share in a highly competitive global market. Ralph has been a member of CHMSE since 1983 and his company remains a major supported of our activities.

Adopt-A-Shelter

Canadian Fairmont Hotels have a simple plan for purging their inventory storage rooms. Each hotel is paired with a shelter for battered women. When it is time to renovate, the hotel donates the furniture, lamps, bedding, dishes, shampoos and the like. Because a hotel renovates often to keep star ratings, the items are of good quality, and the hotel would otherwise pay to have them taken to a landfill. A great example of the hotel industry giving back!



Staging the performance of a lifetime every time, everywhere.

For over 20 years we have been a major supplier for

**ANNUAL GENERAL MEETINGS,
NATIONAL SALES
CONVENTIONS,
PRODUCT LAUNCHES
and SPECIAL EVENTS.**

For additional information,
contact us at **1-888-AV-RENTS** or
by Email: sales@frischkornav.com

www.frischkornav.com

FrischkornAUDIOVISUAL

COAST TO COAST
Vancouver Toronto London
Montreal Saint John Newton
Charlottetown Halifax St. John's
1-888-AV-RENTS (1-888-287-3687)

DISCOVERY NIGHT 2001

Organized by your Affiliate Members, Discovery Night will feature

The Weakest Link, Goes Medieval

Hear ye, hear ye, come one, come as a team! Anne is taking her popular show (The Weakest Link) on the road. Join us at Medieval Times, Hall of Arms and see which team of "Knights" will make it past her brutal questions and her famous comments... "who's stuck on the first floor... who's carpet doesn't go wall to wall"... and so many more. Bring your own team of 10, colleagues, clients and potential new members and don't forget to dress in comfortable clothes (jeans are okay tonight!).

5:30 p.m. Registration, Networking and Light Dinner

6:30 p.m. The Weakest Link, Goes Medieval

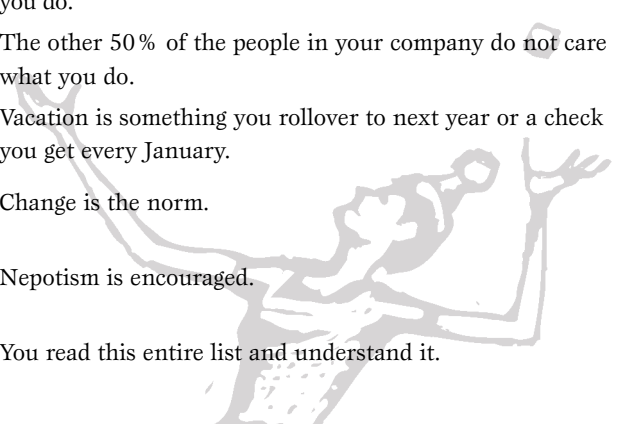
8:30 p.m. Dessert and Coffee, Prize Presentations

Sponsorship Opportunities are still available... affiliates this is your time to support YOUR community. Call Paula Jordan for more details 416-868-1042 or email her at pjordan@helmsbriscoe.com



You Must Be In The Hotel Industry If...

- 1** You sat at the same desk for 4 years and worked for 8 different managers.
- 2** "Going for cocktails and dinner" is NOT your idea of a nice evening.
- 3** When someone asks you your exact job profile, you lie.
- 4** You get really excited about a 2% pay increase.
- 5** You sit in a cubicle smaller than your bedroom closet.
- 6** It's dark on your drive to and from work.
- 7** Communication is something your "group" is having problems with.
- 8** You see a good-looking person and know it's a visitor/ guest.
- 9** Food left over from a banquet / meeting is your main staple.
- 10** You forget what you look like in anything but a suit.
- 11** All the work you were hired to do gets done before 9 and after 5.
- 12** You're already late on the assignment you just received.
- 13** Your boss's favorite lines are...
 - a. "When you get a few minutes..."
 - b. "In your spare time..."
 - c. "I have an opportunity for you..."
- 14** 50% of the people in your company do not know what you do.
- 15** The other 50% of the people in your company do not care what you do.
- 16** Vacation is something you rollover to next year or a check you get every January.
- 17** Change is the norm.
- 18** Nepotism is encouraged.
- 19** You read this entire list and understand it.



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

Exclusive/official suppliers to: • Fairmont Royal York Hotel • Regal Constellation Hotel
 • LeParc Conference Centre • Delta Meadowvale Resort • Embassy Suites Hotel & Conference
 Centre • Toronto Hilton Hotels • Mississauga Convention Centre • Toronto Marriott Airport
 • Design Exchange • Delta Toronto East • Holiday Inn On King
 • Burlington Convention Centre • Sheraton Gateway Hotel • Toronto Colony Hotel
 and many more.

KERRY TECHNICAL
 SERVICES LTD.

Tel: (416) 620-1700 Fax: (416) 620-4299

www.kerrytechnical.com

THE PASSING OF A *Lady*

By Tiffany Gilmore

Carol McDowell passed away peacefully on Friday, September 14, 2001 after a lengthy battle with cancer. With her passing, the industry lost a dedicated hotelier with a true passion for hotel sales. In her long hospitality career Carol worked for and with many people and her death saddens us all. Those who worked with her will remember her as a warm, happy, outspoken and tenacious person who was always quick to laugh. I had the privilege of working with Carol at the Sheraton Gateway Hotel for two years. She taught me a great deal about the business of hotels. Since my time with her all of my decisions are sprinkled with tidbits of her advice. I, like many others who knew her longer will miss her a great deal and wish her family peace.



Congratulations to the winners of the 13th Annual Pinnacle Awards

To be presented at the Royal York Hotel on December 3, 2001.

Hotelier winners are as follows:

Company of the Year: Four Seasons Hotels & Resorts
 Hotelier of the Year: Stephen Darling, GM
 Westin Grand Hotel, Vancouver
 Educator of the Year: John Walsh, University of Guelph
 Supplier of the Year: Royal Bank of Canada



KeyAccess

Key Access: Volume 4 Number 1 Fall 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.

The **STRONCO GROUP** of Companies



- Full show services, carpet, drapery, furnishings, floral and material handling.



- Set design, staging, lighting, sound and projection.



- Turnkey, custom designed exhibit rentals and I&D services.



- Creative services, graphic production of signs, banners and specialty displays.

Everything You Need!



Proudly Canadian
since 1952

The Show People

HEAD OFFICE:
45 FIMA CRESCENT TORONTO ONTARIO M8W 3R1

TELEPHONE **416 255-5511**

FAX **416 255-3678**

TOLL FREE **800 665-2621**

www.stronco.com

21st Annual CHMSE Golf Tournament

By Christopher Koleros

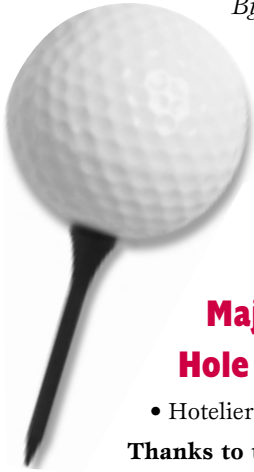
CHMSE held it's 21st annual Golf Tournament, which took place at The Granite Ridge Golf Course in Milton. Please join me in thanking the 2001 golf committee members in making this event a great success: Marina deSouza, Antonella Burt, Paula Jordan and Beth Wilkins.

Major Sponsor: The STRONCO Group

Hole Sponsors: aNd Logistix • Congress Canada

• Hotelier Magazine • LANGE • Toronto Tours

Thanks to those members who donated prizes, everyone walked away with something!





Congratulations to Contest Winners:

Lowest Team Score: Adam Robinson, Vince Simmons, Sunny Salas, Marina de Souza

Cliff Chapin Trophy for Most Honest Golfers: Lynette Holloway, Avo Oudabachian, Beth Wilkins, Antonella Burt

Ladies Closest to the Pin: Laurie Opie

Men's Longest Drive: George Tsimidis

Due to some signage challenges, random draws were held from amongst all the golfers for the Ladies Longest Drive and Men's Closest to the Pin.

Through the Keyhole

News at Starwood: **Anup Israni** becomes director of sales and marketing for both Sheraton Centre and Westin Harbour Castle, **Avo Oudabachian** moves to the Harbour Castle to become DOS while **Jim Cummins** remains at Sheraton Centre as DOS... **Danielle Richardson** is promoted to account director, business travel sales and represents Sheraton Centre and Sheraton Gateway... **Ellen Violet** becomes DOSM at the Days Inn – Toronto Downtown... **Winnie Schroder** is promoted to director of sales and marketing at Le Royal Meridien King Edward... former student member **Kinga Rychalska** is now sales assistant at the King Edward... Student Member of the Year award winner **Lauren Schipper** accepts a front office position with the Chateau Lake Louise... **Paul Soares** moves to Ramada Airport as DOS... he replaces **Pat Cluett** who moves to Four Points Sheraton Lakeshore... **Janet Jakobsen** departs the Delta Chelsea to join Dave & Buster's as director of business development...also leaving the Chelsea is **Wendy Chant** who joins Renaissance SkyDome... **Jennifer Lopinski**, formerly of the Sheraton Parkway has relocated to the Crowne Plaza Toronto Don Valley. Jennifer replaces **Monika Radicevic** who moves to the Marriott Bloor Yorkville... also leaving Crowne Plaza DV for Marriott Yorkville is **Warren Challis**... joining Marriott Bloor Yorkville is **Amy Currah**, who departs Westin Harbour Castle... joining WHC is **Heather Murray** as Canadian corporate sales manager and **Stacy Cairns**, formerly with Sheraton Manhattan as sales manager... departing the Marriott Yorkville is **Christine Altman** who joins the InterContinental... student member **Riva Mylabathula** joins the Toronto Board of Trade as assistant catering coordinator at the airport location... **Shannon Pecora** departs the Toronto Hilton for some home time with her young family... **Selina Esteves** bids adieu to Courtyard by Marriott to become corporate sales manager at The Sutton Place... resigning from Sutton Place is **Lucy Liberatore** who becomes new regional sales manager for ARC Hotel in Ottawa based in Toronto... **Jill Thompson**, former DOS at Courtyard becomes DOS at the Four Seasons Yorkville... moving to The Sutton Place is **Jennifer Robinson** who departs the Delta Airport to handle association sales... leaving The Sutton Place is **Carol Berset** who relocates to the Cambridge Suites... also at Sutton, **Andrew Muir** is promoted to senior corporate sales manager... in addition to his role as director of franchise development for AFM Hospitality, **Vito Curalli**, DHSP has begun a teaching stint at Ryerson School of Hospitality... **Heather Comrie**, formerly with Carlson Wagonlit Travel is teaching marketing at George Brown College... **Michelle Leroux** is new DOS at Marriott Yorkville... **Tine Sujitno** finishes covering a mat leave at Sheraton Parkway and joins the InterContinental... **Suzanne Marshall**, former DOS at Sheraton Parkway is promoted to general manager... **Steven Walker** leaves his sales manager gig at Renaissance SkyDome to become product development specialist at Bravo Meeting Management... **Mark Klein** departs CORPAV for a position with MDS Laboratories. **Mark Hartshorn** who returns from California to work again with CORPAV replaces him... **Michelle Walker** accepts a position with Five Star Hotel Systems and leaves Neill-Wycik College Hotel... **Tracey Carroll**, formerly with Bell Actimedia Group, joins the Holiday Inn Select Airport and Yorkdale... **Jackie Van Horne** resigns from Sheraton to work with Langdon Hall Resort & Spa as catering manager... **Frank DiRocco** is promoted to DOS at the Delta

Meadowvale... **Christianne Boin-Goessell**, former DOS at Inn on the Park is now association sales manager at the Regal Constellation... **Ralph Schwengers** returns to Toronto to become DOSM, North America for Mendelssohn... **Kelli Steele** from Radisson Suites Airport becomes DOSM at the Sheraton Hamilton... **Eric Chou** formerly of Crowne Plaza Toronto Centre is now with Tourism Toronto... **Susan Lanc**, formerly of Toronto Tours joins Hilton Canada as national sales manager.

Industry News

TELAV has merged with AVW, an operating unit of The Freeman Companies, to form a company to be known as AVW/TELAV. Robert Thiel will lead as chief executive officer.

The Days Inn Toronto Downtown is renamed the **Days Inn & Conference Centre – Toronto Downtown**.

Traditionally an exclusive CIBC environment, the Leadership Centre has been sold and renamed **The Kingbridge Centre**.

The **Ontario Jockey Club** became “Woodbine Entertainment Group” on June 1, 2001.

Congratulations

Carol Greenwood of Novotel and husband Derek welcomed daughter Chloe on June 14, 2001.

Shelley Crawford of Holiday Inn Markham and husband Doug announced the arrival of Douglas Carl Crawford III on July 1, 2001.

Jennifer Chiappetta of Toronto Hilton and husband Renaudo welcome son Nicholas Patrick on September 14, 2001.

Susan McGeorge of Holiday Inn on King and Randy Bailey of The STRONCO Group were married on September 21, 2001.

Heather McCrae of Delta Ontario Resorts wed Dave Matheson on October 13, 2001.

Julie Hoare of M&IT Magazine married Jeff Wiggins on October 13, 2001.

Ralph Strachan of The STRONCO Group is appointed to Chairman of the Board of Tourism Toronto.

CHMSE director of educational development, **Sandra Moniz** completed her CMP designation.

Daniel Medeiros of Novotel Toronto Centre won the draw for a stay at the Crowne Plaza Toronto Don Valley. Thanks to Daniel and all other CHMSE members who took the time to complete their membership survey.

*“Life can only be understood backwards,
but it must be lived forwards”*

– Soren Kierkegaard

