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SPRING 2014 • CANADIAN HOTEL MARKETING & SALES EXECUTIVES • THE HOSPITALITY NEWSLETTER

A MESSAGE FROM THE PRESIDENT...

Greetings friends! This past year has been a blast! You know, like the crazy roller coaster kind. After seven years on the Board of Directors for CHMSE, I was privileged (because that's what you say at this point, no matter what happend) to be named President. It was tiring at times, but it was also an invigorating experience, mixed with both challenges and laughs. Just saying it plainly, guiding CHMSE this past year was a really great way to spend my time.

This would probably be the moment where I thank everyone for "giving up your time" to attend events. But, quite frankly, that just sounds silly. Especially in hospitality, where we have all experienced a challenging time these last few years. And if you are really "giving up" something to be at our events, then we need to have a heart-to-heart. All of us who have touched CHMSE this last year have contributed because of the value of our events. We have had more collaborative client-based events than ever, in which we have had both the opportunity to connect for business, while learning together about ways to do that business together more productively.

As we head into 2015, we also head into our 35th year as an organization. We have some really "opportunistic" times in the works for you, for me and well (to be delightfully cheesy), for "us". Let's face it. Opportunistic is not a "dirty" word. We all want opportunity. We all tell our clients that we are selling them an opportunity. (At least those of us who made our numbers.) And whether or not that sounds "dirty" is purely dependent on how much heart we put behind it.

And that is what CHMSE is about - heart. Loads and loads of heart.

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October Meeting Planner Event with Eagle's Flight

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5 Steps to a More Productive Meeting

by Marc Gordon

Nothing can ruin a day like an unproductive meeting. Beyond preventing those in attendance from being able to complete their daily tasks, it can lead to stress, missed deadlines and animosity towards the person that "wouldn't let anyone else speak." So follow these five steps to make your next meeting more productive and less stressful.

1. Create tasks and objectives. Make an itinerary listing everything to be covered and the objectives of the meeting. Ensure everyone has it the day before the meeting. And stick to it. items brought up that are not on the list get scheduled for a future meeting.
2. Be prepared. Prior to the meeting, make sure all the key players have or bring whatever notes or handouts they'll need. If they come unprepared, then the item gets checked off the list or rescheduled for a future meeting.
3. Set a time limit. People generally don't mind short meetings. Try to keep them under 30 minutes. Set a unique length like 22 minutes as it will make it easier to stick to. Make it clear that whatever points don't get covered during the meeting's scheduled time get delegated or rescheduled.
4. No recaps for latecomers. Trying to bring them up to speed will just cause the meeting to start from the beginning. Let them know there will be notes.
5. Document the meeting. Assign someone the job of recording the minutes of the meeting. Then ensure that all those in attendance get a copy within the next day or two. Also check with others who may need to review the minutes in order to follow up with co-workers.

Marc Gordon is a professional speaker and marketing expert.
Get more marketing tips on his website, marcgordon.ca and on his online show, marctv.net.

CHMSE NEEDS YOU!

Tiffany Gilmore
CHMSE - VP, Programs
Group Sales Manager, Hilton Suites Toronto / Markham Conference Centre & Spa

During the strategic planning session last summer the Board, among other things, discussed the future growth of CHMSE. The possibility of changing our association from a Hotel-centric association to a broader Hospitality Sales Association was tabled. It was determined that such a change would be all encompassing and would require changing the By-Laws and, of course, a vote from the membership.

As a first step it was decided that during the annual Membership Survey, we would include a few general questions regarding changing the "H" in CHMSE from Hotel to Hospitality and see if such a change would be viewed as favourable or not. If not, the issue would be over. If so, the Board would move forward with the next step.

This past March the Membership Survey was sent out and the results have been tabulated. As it turns out, the responding membership views a proposed change in the "H" as favourable. The results of the survey are preliminary findings and are not binding. More input and investigation are needed to determine the impact on potentially becoming the Canadian Hospitality Marketing and Sales Executives would have on membership, programs and association leadership. The work continues...

In an effort to ensure that due diligence has been observed, the Board is looking for a few volunteers who can work together to develop a feasibility study for the potential change. The feasibility study would need to include a SWOT analysis, proposed costs and a timeline. This study would then be presented to the Board for approval. Once approved, the plan would be presented to the membership and ultimately presented for ratification.

While the strategy team would have the support and assistance of the Board for any questions, by-laws and the history of the organization, it is not ideal for a current Board Member to spearhead or sit officially as a member of the Strategic Team. The goal is to provide clarity and transparency of the process to the membership.

I realize that this request for volunteers comes at a time in our industry when we are all taxed for time. We are continually pressured to spend our time focused on client-facing meetings and events and our precious spare time is just that, precious. The thought of spending it on a feasibility study may not sound appealing. However, please remember that CHMSE was created 34 years ago by hotel sales people to provide an opportunity for all of us to come together for learning and growth on neutral ground, without clients, without GMs and without the pressure to sell. A time for sales people to bond, grow and strengthen their relationships with one another.

Our Association is at a crossroads and we have to make a choice. We can come together and do the necessary work or we can turn a blind eye and keep the status quo. Either way, the choice is ours to make. Please thoughtfully consider volunteering for this project. In return for your time, you will have an opportunity to participate in mapping your Association's future and gain valuable experience creating a feasibility study and working on a team. If you'd like to know more please contact the CHMSE office at (416) 252-9800 or by email at info@chmse.com.

CHMSE Acknowledges our Strategic Partner

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Thinking about joining CHMSE as a member?

Regular Cost & Standard Annual Fee:
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Associate (College/University) Annual Fee: **$100 plus $25 one-time application fee plus $16.25 HST**

Student Annual Fee
$50 plus $25 one-time application fee plus $9.75 HST

For a limited time CHMSE is pleased to offer with a new paid Hotel or Affiliate membership a free registration to CHMSE's September 2014 training program (MAX $60.00 Value).* The $25.00 one-time application fee is also waived with this special.* Once you have a CHMSE membership at your location, ALL associates can attend CHMSE events at the members' rate.

The Fine Print: The $60.00 Value will go towards the free registration to CHMSE's September 2014 training program. The above offer does not apply to new Long Distance, Associate or Student memberships and does not apply to existing member renewals.

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What You Need to Know About Canada's Anti-Spam Law

by Doreen Ashton Wagner

This document was created to assist Hospitality & Meetings Industry Suppliers to better prepare to meet requirements brought on by the implementation of Canada's Anti-Spam Legislation (CASL). The law will come into effect on July 1, 2014. For further information please consult www.fightspam.gc.ca.

What is CASL?

Canada's Anti-Spam Legislation applies to any commercial electronic message (email, text, direct messaging on social networking accounts) that promotes your organization, facility or service. Examples include:

- Provides the reader with updated information on special offers, hot dates, or other promotions;
- Provides the reader with reasons why they should consider your facility, product, or service;
- Promotes a giveaway or contest that was initiated through your corporate office, either individually, or as a result of participating at an industry event;
- Invites recipients to attend an industry event, or to stop by a booth exhibit;
- Solicits a prospect in any way.

It is important to note that the CASL applies regardless of whether it is a message sent by one individual to another, or through an email deployment tool.

Every organization should ensure that their database or Customer Relationship Management (CRM) system is capable of keeping the following information:

- Appropriate segmentation for prospects and clients (i.e. their communication preferences based on your organization's unique activities, products or services);
- A field to indicate whether consent was express or implied, and the date this was obtained.

Obtaining Consent

The keystone of the CASL is ensuring that recipients only receive communication from those organizations they want to hear from. This means obtaining consent prior to sending an email. In doing so, you should:

- Understand the difference between express and implied consent:
  - Express consent is the communication agreement you have with an individual client or prospect. These contacts have explicitly agreed to receive email communication from you. Express consent means they have completed a form, in hard copy or online, or told you verbally, "yes, I want to receive more information from you". And with this you can continue communicating until you are told to stop.
  - Implied consent on the other hand is a tentative agreement between you and a prospect or client. This would include an individual dropping their business card at a tradeshow – possibly for the purpose of becoming a client, but you are not sure. Since they have not specifically said "yes, communicate with me", consent is only implied, and CASL says you can only communicate with them for 6 months following their inquiry. Implied consent would also apply to anyone you have done business with, within 2 years of the purchase/service received. The implied consent resets every time a new business transaction or inquiry is made.
- Secure express consent whenever possible:
  - When you obtain a business card at a tradeshow or other industry event, obtain their consent then. Get the prospect to sign or initial a card agreeing to the information they will receive from you.
  - If they have signed up for emails online, display the appropriate permission statement. For example:
    - "Yes, please sign me up to receive XYZ Hotel's monthly special offers on rates and meeting space."
    - "Yes, please keep me informed of [Company's] quarterly e-news and industry alerts."
  - If you can, once a recipient provides consent, send a follow-up email confirming the submission. This is called "double opt-in." A simple "click here" option (or, "reply to activate") as a call-to-action is all you need.
  - To maintain specific consent preferences, you can create an online form for the recipient to manage as needed.
  - If you are obtaining consent verbally (e.g. through a phone call or face-to-face at an event), you should prepare your system to capture additional information to prove that consent was obtained (such as asking for the first letter of the person's city of birth or some other proof that this was done).
  - Initiate the process with your sales prospects by creating an online form and sending a targeted message encouraging them to update their preferences with you. To ensure that you maximize your reach, and obtain as many consent confirmations as possible, we recommend following your email communication with a strategic calling campaign for the sole purpose to update their information and preferences.

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Managing Information in Your Database

- In the event of a complaint, you will be required to prove that consent was obtained. This includes knowing the method or source of consent (as an example, if they filled out their preferences online), the date it was received, and what permission statement they consented to.
  - Ensure that you have a field in your CRM to identify permission status (express or implied), the date permission was obtained or initial contact was made, and what permission statements were agreed to. With the latter point, simplify the process by referring to a document which contains the verbatim permission statement. This document should be kept in a separate (electronic) folder. As your website or preference landing page is updated, make sure a copy of the corresponding verbiage is kept for reference.
  - Once you have obtained consent, make this information easily visible to key staff. This will facilitate instances where a staff person interacts with the client or prospect and has an opportunity to convert implied to express consent.
  - Assign responsibility to one of your staff members to track implied consent dates. When the two year mark approaches, have a communication plan in place to secure express consent by email or even by phone. If by phone, ensure that the conversation is followed up with a personal email and link to the appropriate page to officially opt-in.

Identification and Ongoing Communication Requirements

- All messages must clearly describe the purpose for requesting consent.
- All email messages from your organization must contain the name of the sender and their contact information, including physical address and phone number, along with either an email address or website.
- If your communication goes through a third party (a marketing agency, for example), the sender must also identify who they are sending the message for.
- Your subject lines must be representative of the content of the email. Resist high-handed subject lines such as "Important News on [City]" just for the sake of promoting open rates. Sensational or misleading subject lines are unacceptable.

Unsubscribes and Revoking Consent

- All email messages must contain an easy, one-click unsubscribe option, which automatically ensures that the recipient no longer receives communication from you.
- Process all unsubscribes as quickly as possible. Immediately is best. Organizations that still send emails 10 days after consent has been revoked are more likely to be at risk with both the recipient and the law.
- It is highly recommended that your email software be connected to your CRM. You may need to have an alternative way to send membership renewal notices, and other information as required.

Exemptions and Extra Information

- If the contact has made a purchase, the confirmation email is considered exempt of the law's provisions.
- Emails responding to a specific request made by the recipient are considered exempt.
- Emails providing factual information (such as payment reminders) are considered exempt.
- If the recipient of the email is a family member, or if you have a personal relationship with the recipient, the message is considered exempt.
- Your current clients can be considered to have provided implied consent, so your main focus should be on sales prospects. However, once you have gone through this process with the rest of your community, you should re-focus your efforts to ensure that express consent has been obtained from your entire database.
- Any outreach to obtain consent must be clear, and cannot be buried within other pages, or terms and conditions.
- Remember that implied consent has an expiration date – which is two years from the last transaction date (such as a meeting, or room purchased, rental or purchase of a product, etc) and six months from the last inquiry (such as a request for a quote, pamphlets, or feedback, etc) . In comparison, express consent is considered valid until the recipient has unsubscribed from your communication.
- If you are using an online form to have a recipient indicate their express consent, the opt-in's must not be pre-checked. The recipient must check the box themselves.
- In the case of third-party referrals, the legislation permits a single message to be sent seeking consent for future communications, as long as it provides the full name of the person who made the referral and includes all the identification and unsubscribe requirements outlined above. For instance, if a Marketing Director suggests sending information to their Executive Director, that Marketing Director must be identified in the message.

Penalties for non-compliance include $200 for each message (one unsolicited communication can count as a violation), and can reach up to $1,000,000 per day for individuals and $10,000,000 for businesses. This will be enforced by the Canadian Radio-television and Telecommunications Commission (CRTC). As of July 1, 2017 consumers and businesses will have the right to take civil action against any violator.

About the Author

Doreen Ashton Wagner is co-founder and Chief Strategist at Greenfield Services Inc., (www.greenfield-services.ca), a market research and demand generation consultancy that specializes in helping meetings industry and member-based organizations grow their business with smart, timely information.

She is an active meetings and hospitality industry professional. She has been a member of Meeting Professionals International (MPI) since 1989, and was president of two different chapters (Toronto 1992-93, Ottawa 2006-07). She also belongs to the Professional Convention Management Association (PCMA) Canada East Chapter, and the Ottawa-Gatineau Chapter of the Canadian Society of Association Executives. Doreen was inducted into the M&IT Magazine Hall of Fame as Industry Innovator in August 2013.

GENERAL MANAGERS NIGHT 2014

CHMSE
Canadian Hotel Marketing & Sales Executives




































On Thursday, January 16, CHMSE hosted its annual General Managers Night at Canada's largest hotel, Eaton Chelsea. The night was filled with brilliant conversations, exquisite food and drinks and some of the best hotel and hospitality expertise our fine city has to offer. Our guest speaker, Mr. Bill Hogg, presented an informative and compelling submission called "Leader of the Pack". It focused on customer relationships, competitive advantage and winning customer loyalty.

CHMSE would like to thank all those who attended, all those who donated to and participated in our auction and, of course, to our tremendous sponsors.

We look forward to seeing everyone again in 2015!

CHMSE extends sincere thanks to the sponsors of General Managers Night 2014

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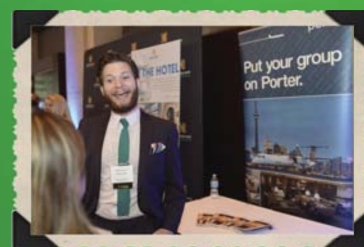
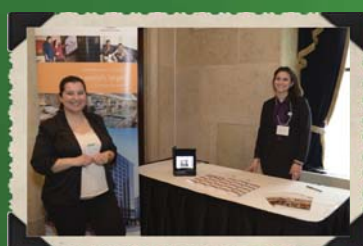
4th Annual May Meeting Planner Matinee





On Friday, May 23rd, CHMSE held its 4th Annual May Meeting Planner Matinee at One King West Hotel & Residence. The event featured corporate and association meeting planners gathering for an afternoon of networking, interactive learning, a delicious lunch and fabulous prizes! Planners were also given an opportunity to browse exhibits by venue and event suppliers. The lunch was highlighted by an inspiring keynote address by UNITY Charity Executive Director, Michael Prosserman. It was a tremendous afternoon for all who attended!

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porter

Transformative Leadership and Change Realization

by Bill Hogg

This is the first article in a leadership consulting series that looks at creating transformative change in your organization. The full series will be available for download as a white paper once it is completed by visiting www.BillHogg.ca/resources/articles.

Change is not easy, but it is necessary if leaders want to achieve their strategic goals and objectives. It is inevitably much easier to maintain the status quo, rather than make the tough decisions needed to sustain growth over time.

People are inherently resistant to change, even positive changes that are beneficial to team members and the organization as a whole. One of the most difficult components of change, and an area that many people have difficulty understanding, is that change is necessary.

Understanding the need for change is the first key component to making transformative organizational change.

4 Questions to Ask When Assessing the Need for Change

There are 4 core questions that leaders need to consider when assessing the need for transformative change. These questions help leaders understand why change is needed in order to determine whether to begin the journey in the first place.

If you and your executive team are not committed to seeing this change through -- then don't start. It is hard work, and the downside of stopping part way through is a culture that becomes demoralized and not receptive to change the next time you make the suggestion.

Consider these questions before moving forward:

1. **Why is change necessary?** Identify the competitive advantage that you are trying to leverage.
2. **What will the organization look like after change is completed?** Identify the future vision for the organization that will result after the proposed changes. This provides the North Star for the organization.
3. **Which area of the organization requires change?** Identify the specific area of the organization (not usually a department, but overall working methodology or processes) that requires focus.
4. **What are the implications of change?** Identify what impact the changes will have in the short term (probably hard) and long term (probably beneficial).

Answering these questions provides clarity on why leaders should undertake the difficult journey to create change. Understanding the real benefits that change presents allows you to start assessing the need for change at a deeper level and designing a plan to begin the change process.

Send me an email if you would like a copy of my simple assessment tool to help you identify which areas of your organization need change.

Answering why change is necessary also reaffirms there are very specific and valid reasons that benefit the organization, rather than just changing because everyone else is doing it.

Creating Transformative Change in your Organization

Creating and managing change is a key to creating a higher performing environment. One of the most important things about transformative leaders is they know how to assess their organization, realize when change is needed, and act upon change realization.

Transformative leaders assess the organization's need for change in stages:

- **Change realization**: Leaders understand that change is necessary and it is vital that they understand the reasons why change is needed and the end game benefit of change. If this is not clear, there is no reason to start the change process. They create an argument for the need for change, outline the outcome of the changes to be made, and establish guidelines and principles that will be used to manage and implement change.
- **Share the vision**: Initially, leaders need to share their vision with their executive team. They need to outline the scope of change, the vision for change, how it impacts the organization and when it will be implemented. Executive buy-in is essential and cannot be mandated.
- **Create a change management plan**: Work with other senior leaders to create a plan that will outline the scope, vision, benefit and impact of change.
- **Define components of change**: Leaders assign roles and responsibilities, establish metrics to track change, and outline how the initiative will impact organizational culture.
- **Communicate with the organization**: Share the vision with the organization and help them understand why the changes are being made (the benefits) and where they can play a meaningful role in the change process.

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- **Involve the organization**: Once leaders define why change is necessary and outline change elements, the next step is to establish internal advocates and champions to engage employees and get them onboard.
- **Implement change**: Begin to implement the change in your organization and assess the impact of the changes from multiple perspectives. Examine employee engagement and acceptance, assess risk, monitor change metrics, make adjustments, and recognize progression.
- **Assess and adjust**: The change process takes time to implement and embed, so you must monitor and assess progress regularly to ensure that focus isn't lost after the initial excitement of change. Most change initiatives flounder and fail at this stage because the leadership has been focused on the project for a longer period and feel that once initiatives are launched, they are "done." They need to recognize that for the majority of the organization, the change initiatives are still new and need to be consistently reinforced if they are to stick.

Transformative Change: How to Approach Organizational Change

How you approach change will be the determining factor in your ability as a leader to effectively communicate the need for change in a way that it will be met with a positive reaction and accepted internally.

As outlined in How Transformational Leaders Make Organizational Change Stick, it is important that you frame change in a way that will tap into peoples' emotions by providing inspiration, opportunity and allowing employees to have input.

There is a lot of heavy lifting that needs to be done before you inform the broader organization about impending changes. There is also a considerable amount of work that will be required as you involve the organization in planning before you actually start to change. The reasons for change and the beneficial outcomes need to be clearly communicated, otherwise people will start the journey of change without thinking about the implications.

Transformative leaders understand that change is not easy, but it is necessary. Change sticks when leaders understand their organizational culture so they can frame change in a way whereby it is viewed as an opportunity as opposed to a threat. Framing change in the right way can be the difference between success and failure. Leaders need to focus on the positive outcomes of change so that people are willing to endure the pain of making change. Tie change to your company value statements, find internal advocates, provide coaching and training, and hold people accountable by tracking the change process.

Transformational Leadership Expert | Professional Speaker | Performance Excelerator™
Bill is the "just do it" guy who has walked in your shoes. Senior leaders at organizations like Anheuser-Busch InBev, The Bay, Ontario Teachers' Pension Plan, Pita Pit, RBH, State Farm Insurance, Toronto International Film Festival and ServiceOntario hire Bill to navigate change and influence and inspire higher performing teams that deliver exceptional customer service, higher productivity and improve profits. Bill provides dynamic world class executive consulting, keynote presentations and transformative workshops. For additional information email bill@billhogg.ca or visit us online at www.billhogg.ca where you can sign up to receive an article like this each month or download Bill's 1-sheet.

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If interested in an upcoming issue, please contact Brendan Cullin, CHMSE Director, Marketing & Communications
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Through the Keyhole

People on the Move: **Shannon Hill**, formerly of the Novotel Mississauga joins the Holiday Inn Toronto Airport East as sales manager... **Cathi Krewicki** is promoted to district sales manager for both Ruth's Chris Steak House Toronto and Mississauga... **Greg Webb** joins The Bancroft & District Chamber of Commerce as general manager... **Wayne Cloutier** leaves Canadian Audio Visual Centre to join Zonetail Inc. as account rep... **Colleen Curran-Fotopoulos** joins the opening team for the newly built Hampton Inn & Suites in Markham... **Jennifer Worden** previously of the Marriott Eaton Centre moves to become the director of sales and marketing at the Delta Toronto Southcore Financial Centre, slated to open at the end of 2014... **Melanie Fong** leaves the Eaton Chelsea, Toronto to become association sales manager at the InterContinental Toronto Centre... **David Connor** is the new managing director of Eastern Canada for Starwood Hotels & Resorts and GM of the Sheraton Centre Toronto... leaving the Sheraton Centre Toronto is **Adam Roston** who moves to Phoenix/Scottsdale to join the Pointe Hilton Squaw Peak Resort... **Dave Quinn** is new general manager at International Plaza Hotel & Conference Centre... **Edwin Frizzell** leaves the Westin Harbour Castle to become regional vp and general manager of the Fairmont Royal York... **Nancy Kornechook** leaves the InterContinental Toronto Yorkville to join Hotel Le Germain... Nancy is replaced as social sales manager at the InterCon Yorkville by **Heidi Kecskemeti**, formerly of the Toronto Don Valley Hotel... **Robert Scott** is now area sales manager for Scotiabank Convention Centre in Niagara Falls... **Janice Buttle** joins Radisson Admiral Hotel Toronto Waterfront as sales manager... **Christine Mulligan** leaves the Thompson Toronto to join The Hazelton Hotel as director of sales... **Ash Narula** is now general manager of both The Strathcona Hotel and The Bond Place Hotel... **Paula Seibezzi** is global account executive at Marriott International... **Brian Dec** is director of group sales at Kaneff Corp. – Golf Division... **Lori Wagner** is promoted to manager, groups, conferences & charters with Porter Airlines... **Kris Crundwell** is hospitality sales executive at Kris Crundwell Hospitality... **Eric Proskurnicki** is area director of sales for Royal Host Inc... **Stephanie Saagi** is executive assistant to the president and ceo of Restaurants Canada (formerly CRFA)... at Starwood Hotels & Resorts Worldwide, **Jennifer Watanabe** is assistant director of sales, **Carrie Severn** is association sales manager and **Marci Vigeant-Christie** is sales manager - SMERF – Metro Market... **Jason Bossenberry** leaves the Shangri-La to become associate director of sales at Four Seasons Hotel and Resorts in Mexico City... **Jeremy Bell** is now Corporate Sales Manager for Royal Equator Inc... **Tim Reardon** named GM of The Westin Harbour Castle...

Welcome New Members

Hotel
Annie Bao, **Hotel Le Germain Maple Leaf Square**
Alicia Bodanis, **Toronto Marriott Bloor Yorkville**
Sarah Clark, **White Oaks Resort & Spa**
Annette Frymer, **Restaurant Events**
Emilie Jouvin, **Marriott Hotels & Resorts Canada**
Anna La, **The Omni King Edward Hotel**
Neda Mojgani, **Radisson Admiral Hotel Toronto Waterfront**
Heidi Pawlyshyn, **International Plaza Hotel & Conference Centre**
Wendy Turner, **Novotel Toronto Mississauga Centre**
Amanda Wadsworth, **Hilton Toronto**
Kyra Whale, **Trump International Hotel & Tower Toronto**

Affiliate
Cathi Krewicki, **Ruth's Chris Steak House Toronto/Mississauga**
Kris Knox, **Metro Toronto Convention Centre**
Judi Pressman, **Ticketpro Canada**
Greg Webb, **Bancroft & District Chamber of Commerce**

Student
Gurnihal Sandhu, **McMaster University**

What's New

• Toronto smashed tourism records in 2013, attracting an estimated 1.42 million overseas tourists. A record 9.22 million hotel rooms were sold, up 2.8% from 2012.
• **Dundas Square Gardens**, a 47-storey condo residence will replace the **Hilton Garden Inn** at the corner of Dundas and Jarvis Streets.
• Chef Susur Lee plans a springtime opening for **Luckee Restaurant and Bar** on the main floor of the **SoHo Metropolitan**.
• **Oliver & Bonacini Restaurants** is launching **O & B Caters**, a direct-to-venue catering service in the GTA. Oliver & Bonacini has also teamed to manage foodservice and entertainment operations inside **Trump International Hotel and Tower Toronto**.
• **White Oaks Conference Resort and Spa** opened its doors to a new 24,000 square foot Exhibition Hall.
• **AVW-TELAV Audio Visual Solutions**, Freeman's audio visual business in Canada, announced it will change its brand name to **Freeman Audio Visual**.
• **Mendelssohn Event Logistics** and **The Commerce Trade Show Logistics Group** merged to form **Mendelssohn Commerce**, a division of **ICECORP Logistics Inc**.

Congratulations

• To **Ana Caravaggio** of InterContinental Toronto Yorkville on the arrival of Luca Domenico on February 8th.

• To **Robyn Craig** of the Courtyard by Marriott Downtown Toronto and **Ken Hewitt** of the Eaton Chelsea, Toronto on their marriage on February 8th.

• To **Leanne Nicholl** of Toronto Marriott Bloor Yorkville who had a baby boy, Alexander Joseph Nicholl, on April 18th.

• To the **Old Mill Toronto** on celebrating its 100th year in 2014.

CHMSE Canadian Hotel Marketing & Sales Executives

KEY access

Spring 2014 Issue

Key Access is produced four times a year
(2 hard copy editions & 2 soft copy editions) by:

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