



KEY access

SPRING 2015 • CANADIAN HOTEL MARKETING & SALES EXECUTIVES • THE HOSPITALITY NEWSLETTER



President
Christopher White
Sales Performance Manager
Chelsea Hotel, Toronto

A MESSAGE FROM THE PRESIDENT...

Hello friends! As we are celebrating our 35th year of CHMSE, we are having more fun than ever. And of course educating, learning, and all-around enriching our hospitality careers and our industry! It is always clear at every one of our sessions how much our members are the

heart of CHMSE. It's one thing to put together great events with great attendance, but the real joy is the vibe you, our members, give off. Nothing is more satisfying than a room full of colleagues buzzing and engaging with each other. It is so encouraging to come together, and learn together, ways to represent hospitality better no matter who we represent, because in the end, we represent each other to our valued guests. An association like CHMSE sticks around this long thanks to the value of its members. So thank you! Thank you to each and every one of you who have made CHMSE what it is today and what it will continue to be, to enrich our industry.

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CHMSE's General Manager's Night
Tuesday, March 31, 2015
Copa Cabana Brazilian Steakhouse
230 Adelaide Street West, Toronto

Featuring Keynote Speaker
Ryan Brain, Partner, Deloitte
The consumer evolution:
Are you adapting to new
consumer behaviour?

CHMSE Board of Directors 2014-2015



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Christopher White
Sales Performance Manager
Chelsea Hotel, Toronto



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From Left: Fiona Reid, Steven Sutcliffe, Jennifer Dale and Luke Humphrey. Photo by Meghan Brand.

CHMSE Advertising Rates

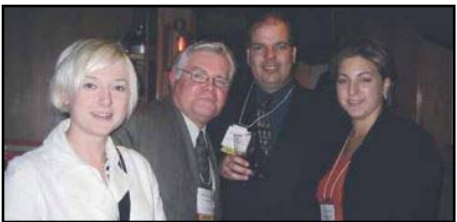
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ADVERTISING RATES

1/8 Page (3.792" Wide x 2.375" Deep)	Non-Member: \$275	Member: \$225
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Full Page (7.75" Wide x 9.5" Deep)	Non-Member: n/a	Member: \$525
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If interested in an upcoming issue, please contact Brendan Cullin, CHMSE Director, Marketing & Communications
T: (416) 363-7213 • E: brendan@thestrathconahotel.com

A Fond Farewell to Mr. Robert Babcock



On January 21st, after 31 years at AV-Canada and another 29 years as an esteemed member of CHMSE, family, friends and colleagues bid a fond farewell to Mr. Robert Babcock during a marvelous party held at The Old Mill. Anyone who has ever crossed paths with Robert certainly benefitted from the experience. His soft-spoken but witty and whimsical nature surely left a lasting impression. In 2013-14, Robert served as Co-Director, Affiliates on the CHMSE Board of Directors, where he brought his insightful thoughts and years of experience to the table. Our meetings have never been the same since! Robert was bestowed with a lifetime membership to CHMSE in 2012, so we look forward to seeing him at many CHMSE events in the future. In the meantime, Robert, we wish you a wonderful and well-deserved retirement!



Five Reasons to Dress for Success

by Marc Gordon

One of the perks of being your own boss is being able to set your own dress code. And for many business owners, jeans and a t-shirt has become the standard uniform. However a field of study called enclothed cognition explains how what we wear can impact our performance and attitude. So before you reach for those sweat pants, check out these five reasons to dress better.

1. Better mood. Dressing better can have a positive impact on your overall mood. Being more positive, friendly, and polite are all traits that have shown to be positively impacted by dressing better.
2. More authority. People who are dressed better are viewed as being natural leaders. A study showed that a jaywalker convinced 250% more people to follow him when he was wearing a suit compared to when he was poorly dressed.
3. Being prepared. You never know who you're going to meet at the coffee shop, the bank, or the grocery store. When you're dressed professionally you're always ready to meet people with confidence.
4. Look smart. Those that are dressed well are perceived to be smarter and more successful. Could there possibly be a drawback to this?
5. Competitive advantage. Are your competitors dressing well? If so, you need to keep up. If they're not, then it's your chance to take the lead.



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.



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A Road Warrior's Guide to Business Travel

by Kathleen Erin Cullin, B.A. (Hons.), LL.B.

For an interesting perspective we invited a frequent business traveler for her thoughts on what matters most to her when she travels.

"When I travel, I feel more like a nomad than a tourist." Mohsin Hamid

Anyone who travels frequently for business will candidly admit that it appears more glamorous than it actually is. Flight delays and traffic congestion, an endless parade of restaurant meals and living from a suitcase can cause business travel to quickly lose its shine.

As a frequent business traveller, I can say unequivocally that a good hotel experience is an essential component of a "successful" business trip. I can tolerate (and in fact often expect) travel delays. I can usually find alternatives to yet another dinner in a restaurant. A poor hotel experience, however, will ruin my trip every time. Barring exceptional circumstances, if I have a bad experience at a hotel, I will

not be returning – and I will make it a point to share my bad experience with every other road warrior that I know.

While the "must-have" list for business travellers will vary from person to person, hotels that are vying to be considered a destination for frequent fliers should consider these tips and suggestions:

Internet Access: No business traveller can survive without their laptop or tablet (usually both), and there is nothing that irritates a road warrior more than having to pay for internet access. Most business travellers that I know will not even consider a hotel that does not offer free wireless access to its business travellers, that imposes limits on the free wireless access that it does offer or that has poor internet connections. Not only does inferior, pay-for-use internet access create the impression of a "no-frills" hotel, but it can also raise eyebrows in fiscally-minded corporate accounting departments that balk at reimbursing their employees for internet use. Most business travellers do not take issue with paying an enhanced rate for a corporate room that includes internet access, but if they see that internet charge on their bill or if they didn't get that big report done because of terrible internet reception, you can be guaranteed that you will be losing business guests.

Food and Beverage Service: Eating in a restaurant alone after a long day of meetings can be an unappetizing prospect for even the most seasoned road warrior (and particularly for female business travellers who have learned that dining in public alone can sometimes make them a target for unwanted attention). Hotels that offer on-site dining options or, even better, room service are often high on the list for the business crowd. If that isn't an option for your hotel, make sure your website includes information about restaurants that are nearby – smart hotels not only identify nearby restaurants, but also make arrangements with those restaurants for guest discounts and, in some cases, delivery. Well-equipped corporate rooms offer a fridge, a microwave and a coffee machine to ensure that their business guests feel at home.

Business Centres: A hotel cannot compete as a business hotel unless it offers some type of business centre. While laptops and tablets have made the use of hotel computers less of a necessity for the business set, access to printing facilities, fax machines and (in smart hotels) scanners is a "must-have" for any frequent flier. If your hotel charges for fax or printing services, consider the option of a scanner to allow your business guests the choice of whether to incur the expense or to send their documents electronically.

Fitness Facilities: Fitness facilities are quickly becoming a "must-have", particularly for younger business travellers. A broken-down stationary bike in a musty corner of the basement isn't going to satisfy the needs of the next generation of road warriors. If you don't have the budget or the space for a fitness facility, explore your neighborhood to see if you can: (1) make an arrangement with a nearby gym for your guests; (2) create a list of nearby yoga studios and fitness facilities that offer classes for a fee; (3) find a personal trainer who might be willing to offer by-appointment mobile sessions for your guests.

Loyalty Programs: Anyone who has seen Jason Reitman's "Up in the Air" will know that loyalty programs are the salvation of every traveller whose employment requires them to spend their working life on the road. Programs that offer upgrades and priority access make business travel more pleasurable, while programs that offer rooms, flights and other perks in exchange for loyalty offer business travellers the opportunity to reap rewards during their non-working hours. While the loyalty programs offered by the large hotel chains are the gold standard, smaller hotels that develop plans to show their appreciation for their frequent guests can expect to be rewarded with guest loyalty and referral business. **"Little Things":** It has been said that it is the "little things" that count, and nowhere is that more true than in the hotel industry. For frequent business travellers, small perks can often go a long way to creating a more pleasurable experience and generating guest loyalty. Cellphone chargers or charging stations for guests who have forgotten their charger; hospitality packages (toothpaste, toothbrush – and don't forget essentials for your female guests) for guests whose luggage did not arrive with them; late checkout options or luggage storage service for guests whose meeting will run late; a dedicated "business floor" to ensure a refreshing night's sleep far from the crowds of rowdy concert-goers; on-line access to digital editions of popular newspapers – all of these extras will ensure that your guests consider your hotel their destination for business travel.

Front Desk Staff: Your front desk staff are your first (and often only) point of contact for your business guests. Ensuring that your staff are courteous, knowledgeable and equipped with the skills to resolve complaints and concerns will invariably ensure a pleasant experience for your frequent fliers. Front desk staff should be reminded that frequent business travellers regard their hotel as a "home away from home". Acknowledgment of frequent guests or guests who will be occupying corporate rooms is often appreciated and remembered. Front desk staff should be armed with knowledge about parking and about the neighborhood (recommended dining establishments, fitness facilities and amenities such as convenience stores and drugstores). They should also be trained to resolve complaints quickly and, where possible, with a minimum of inconvenience to the guest.

While business travel is only one component of a hotel's guest demographic, it is an important one that should not be overlooked when developing guest relations strategies. Business travellers provide a consistent source of revenue and offer excellent word-of-mouth advertising and referral opportunities. They act as a point of reference for their companies, who may be seeking accommodations for conventions and other large contracts. Today's satisfied business guest will also often become tomorrow's loyal leisure traveller. Any way you slice it, keeping your road warriors happy makes good business sense.

About the Author

Kathleen Erin Cullin is a personal injury lawyer at Wallbridge, Wallbridge, based in Timmins, Ontario but with offices throughout Northeastern Ontario and in Ottawa. She spends several nights a year on the road and has shared her thoughts on what the modern-day business traveller expects from a hotel.



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September 2014

The Power of Prospecting

featuring LA Palamar

@ Joe Badali's Ristorante Italiano & Bar



October 2014

Know Your Sales Behaviour

featuring Michael Caron

@ Pantages Hotel Toronto Centre



November 2014

Members/Planners Event

@ Hotel Le Germain Maple Leaf Square



January 2015

Prospecting for Success

featuring Kelley Robertson

@ Radisson Admiral Hotel Toronto Harbourfront



Congratulations to Maria Goncalves from M Group Event Consultants. She was the winner of two flights to anywhere Porter Airlines flies! Brock Dale from Porter Airlines was on hand to present Maria with her big prize!

February 2015

The Power of Social Selling

featuring LinkedIn's Tom Forgacs

@ Chelsea Hotel, Toronto



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Vito N. Curalli, Executive Director, Canada, Latin America & International, Hilton Worldwide Sales, Member since 1995

"... I will simply say it's about the "People"... my Industry Associates, Mentors, Peers, Friends and the Students; whom all contribute to our main cause and purpose... to Network, Educate and Enjoy our Great Association and that is what's in it for me!..." –
comments from the 2014 CHMSE Member Survey

Ask about our incentives for New Members and referrals

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On the Mark: Communications Best Practices

by Mitch Fairrais

At the 2014, 'Tu Casa Mi Casa' Member/Planner event, we experienced some exercises and you created a "Communications Best Practices" list during 'Kopy Kat'. The list you created was so good that it deserves some reflection and publication. Here are some of the 'Best Practices' you identified.

Common Language: You very quickly identified how important it is to establish common language. Not only in this exercise, but in any endeavor where you need to partner and get results, with, or through, others. You indicated that common language has to be created or adapted to work for the 'builder', (essentially, whoever is on the front lines, getting the work done). You also said you needed to "get out of your house" and "get into their house", in the way you speak with others, using language that works for them!



Two-Way Communication: We sometimes let the hierarchy of our roles (i.e. 'Architect' and 'Builder'), dictate who receives the lion share of input in any partnership. Remember, no matter what your role or rank, two-way communication is always beneficial. When you hold the more senior role or rank, be sure to create an environment where others recognize that two-way communication is not only welcome, but expected!

Tap-in Frequently: We often hesitate to offer perspective or input to partners when it pertains to something clearly within their role or expertise. That hesitation can limit our ability to assist or drive our partners to earlier or greater success. Even worse is when our hesitation to "tap-in" denies our partners' information or guidance that can save them from problems and/or challenges.

False Barriers: We often make assumptions about what is allowable and what isn't. Don't let these "false barriers" prevent you from doing things that move you toward your objectives with greater speed or ease! Always ask, "Why not?"

Active Listening (or better yet "Airline Emergency Listening!"): Do we listen like this? It does not require any additional time to do so, just singular focus!

Be More Attentive: This means blocking out distractions. Turn away from your computer or put away your handheld device, turn off the ringer on your phone, find a space where you won't be disturbed, or at the very least, don't allow others to interrupt your conversation. If you are someplace where there are auditory, visual or even mental distractions, move to a different environment before starting or continuing your conversation or meeting.

Big Picture (with lots of specificity): Create a vision and begin with the end in mind. Providing clear understanding of the outcome desired is usually wise. Too often we start with different visions of what we are setting out to accomplish. Although providing the 'big picture' is intended to enable understanding and maximize performance, we believe doing so with anything less than a great deal of specificity may have the opposite outcome and detract from understanding and maximizing performance.

On the Mark: Communications Best Practices (cont'd)

Confirm Success: If you don't let people know when they are doing things well, most people, in the absence of feedback, will change things and do something different. If your partners behave in ways you believe will lead to success, let them know!

Set Deadlines: We all know that getting to a good result in any endeavor with partners will typically take the amount of time you allot to it. Give yourselves deadlines to get to good outcomes and you are likely to meet them. Fail to give yourself deadlines and watch any project or endeavor linger or stall until the 11th hour.

Thank you to each of you who created this list. If you follow it, I am confident the path to success with your partners will be a smooth one. If you want more help building your influence skills or the ability to get on the same page with your partners, I'd look forward to hearing from you.

Mitch Fairrais is an expert in Leadership Development, Team Performance, Conflict Resolution and Human Effectiveness. As President of the training company, On the Mark, he specializes in taking small groups and entire organizations to new levels through the delivery of customized experiential learning programs. For additional information email mitch@onthemark.ca or visit online at www.onthemark.ca.

Thinking about joining CHMSE as a member?

Regular Cost & Standard Annual Fee:

\$299 plus \$25 one-time application fee plus \$42.12 HST

* Long Distance Annual Fee:

\$99 plus \$25 one-time application fee plus \$16.12 HST (limited to applicants based more than 80km distance from Toronto City Hall)

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For more detail/information about each of these CHMSE Member Benefits, go to www.chmse.com under Member Benefits

Through the Keyhole

Airport is **Lori Hughes** who moves from the Crowne Plaza Toronto Airport... replacing Lori as director of sales and marketing at the Crowne Plaza is **Debbie Hastings**, formerly with Delta Hotels... also new at the Crowne Plaza Toronto Airport is **Betty Wolowiec** as senior sales manager... **Leslie Anne (LA) Palamar** is now director of regional sales at Chartwell Retirement Residences... **Jackie Van Hoorn**, formerly at the Windsor Arms, is corporate group sales manager at Hilton Toronto/Markham Conference Centre and Spa... also joining the Hilton Toronto/Markham is **Nalae Song**, formerly of Concorde Hospitality... **Jennifer Kazlauskis** is now regional director of sales and marketing at Concord Hospitality Enterprises... **Lori McAlpine** is new director of sales at the Holiday Inn Express North York... **Mirza Ajanovic** leaves the Park Hyatt to become group sales manager at the Trump Toronto... **Luke Nixon-Janssen** is director of sales at Tigh-Na-Mara Seaside Resort & Conference Centre in BC... **Joelle Tardiff** is now business development manager at Toronto Congress Centre... **Wendy Turner**, formerly with Novotel Mississauga is director of sales at Calabogie Peaks Resort in the Ottawa Valley... **Brian Eastcott** leaves M&IT to join Blue Ant Media which produces the Cottage Life Show... **Jimin Shin** moves from Hotel Le Germain Maple Leaf Square to InterContinental Toronto Yorkville as executive meeting manager... Jimin replaces **Sam Leung** who moves to Starwood Hotels and Resorts Worldwide as sales manager... **Mark Kelly** leaves the CN Tower to join Delta Toronto as senior sales executive association... **Candice Grant Keller** is marketing manager at Carriage Hills Resort... **Wendy Chant** returns to the Renaissance Toronto Downtown as sales manager... **David Stempowski**, previously with the Chelsea Hotel is now account executive (corporate group) at the Direct Energy Centre... joining the Chelsea are new sales managers **Raymond Leach**, **Kirk Klopf** and **Kaelan Henderson**... **Sonia Morgado** leaves the Toronto Don Valley Hotel to join Heart of Niagara Hotels as sales manager... at Choice Hotels Canada, **Vince Ambrico** is national sales manager, **Dean Banister** is regional sales manager for Alberta and Saskatchewan, **Kathrin Jin** is regional sales manager for Ontario, **Nick Kammermayer** is regional sales manager for BC and Manitoba and **Sylvie LaFrance** is regional sales manager for Atlantic Canada... **Stephanie Snowball** leaves Holiday Inn Yorkdale to become key account manager – business development for IHG... **Sean Metcalfe** replaces Stephanie as director of sales at the Holiday Inn Yorkdale... **Tom Price** is executive director at The Great Waterway (South Eastern Ontario Tourism)... **Peter Sternberg** is president of CCR Solutions Inc... **Crystal Sequeira** is director of sales and marketing at Hotel Indigo Toronto Airport... **Nicole Desjardins**, CMP is director of group sales at the Delta Meadowvale... **Kelli Le Lacheur** is regional sales manager at Bellstar Hotels and Resorts... **Caroline Palo** is director of sales at Homewood Suites by Hilton – Toronto Vaughan... **Eric Proskurnicki** joins Holloway Lodging Corp as national director of sales... **Pat Cluett** is promoted to director of sales and marketing at The Glen Erin Inn... **Grace McCullough** is client ambassador at Meeting Encore... **Monika Kobayashi** joins Holiday Inn Toronto Downtown Centre as catering sales manager... **Wendy Burgess** is now an instructor at Ryerson's Ted Rogers School of hospitality... **Anita Pang Hrepic** is director of sales at the Skylon Tower... **Elisabete Rodrigues** leaves the Four Points Toronto Airport to join the Radisson Admiral Harbourfront as director of sales and marketing... **Brian Vaughan** has left the Toronto Airport Marriott to take on a new role as Global Account Manager with Choice Hotels... **Aaron Clarfield** joins Wynford as a producer... **Ellen Violet-Muir** leaves Staybridge to join Concord Hotels as area director of sales... **Leanne Nicholl** returns from maternity leave to a new position with the Toronto Airport Marriott... **Cindy Simmons** joins the Four Points Toronto Airport as director of sales... **Wendy La** moves from Hotel Le Germain Maple Leaf Square to the Cambridge Suites... **Simon St-Onge** also leaves Hotel Le Germain Maple Leaf Square to return to Montreal where he represents the Delta Montreal...

Companies in the News

Frischkorn Audiovisual Corp has acquired Mediaco to become **Frischkorn-Mediaco**... Expedia has acquired the **Wotif Group**... **Atlific Hotels** has acquired the Hilton Garden Inn Toronto Airport West/Mississauga and Towneplace Suites by Marriott Sudbury... **Kimpton Hotels & Restaurants** has signed an agreement to be acquired by **InterContinental Hotels Group (IHG)**...

Welcome New Members

Hotel Members: **Jennifer Babbini**, Skyline Hotels and Resorts • **Jennifer Chiappetta**, Hilton Toronto/ Markham Suites Conference Centre & Spa • **Peggy Corbiell**, Hilton Garden Inn Toronto Downtown • **Giselle Fernandes**, Novotel Toronto Centre • **Lynda Gilroy**, Hilton Toronto Airport • **Lesley Linton**, One King West Hotel & Residence • **Sonia Morgado**, Heart of Niagara Hotels • **Danny Najdovski**, Hallmark Hotels • **Kate Pantin**, The Hazelton Hotel • **Sangeeta Prem**, Radisson Admiral Hotel Toronto Waterfront • **Jimin Shin**, InterContinental Toronto Yorkville • **Amanda Small**, Tourism Toronto • **Milena Strangio**, Novotel Vaughan • **Mauricio Garcia**, Holiday Inn Toronto International Airport • **Erika McLeod**, InterContinental Toronto Centre • **Natalie Teichmann**, Old Mill Toronto

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Associate Members: **Dario Guescini**, George Brown School of Hospitality & Tourism Management

New Student Members: **Claire Li**, Humber College • **Andrea Petrak**, Ryerson

People on the Move

Jennifer Luke leaves One King West Hotel and Residence to join the SoHo Metropolitan Hotel as catering sales manager... returning to the SoHo Met is **Katherine Ross** as regional sales manager... joining the Courtyard by Marriott Downtown Toronto is **Katrina Woodhouse** as business development manager... also joining the Courtyard is **Marisa Goncalves** who departs the Holiday Inn Toronto International Airport to become corporate group sales manager... also leaving the Holiday Inn Toronto Airport are **Jennifer Gendron** who becomes cluster director of sales and marketing for the Staybridge Suites and Holiday Inn in Guelph and **Hughena Walsh** who joins the Sheraton Toronto Airport Hotel as director of sales... replacing Hughena as director of sales at the Holiday Inn



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