



KEY access

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



President
Christopher White
Sales Performance Manager
Chelsea Hotel, Toronto

A MESSAGE FROM THE PRESIDENT...

What another wonderful year it has been as CHMSE continues to be a vibrant member of the hospitality industry! It has been energizing to see so many of you out at new venues and events that are supported by many more new suppliers and hotel members. And it has been a pleasure to see so many members work together to put on our events and then learn and engage in fresh, fun ways with each other all year round.

Regardless of your engagement with CHMSE right now, the entire board wants you to know how much we value any amount of engagement you have with the association. We have had many more of you join committees these last couple years to plan events in various roles and everyone deserves a huge "thank you" for your contributions.

We have a new board of directors lined up for this coming year that is a dynamic mix of experience and fresh faces. Our summer strategic planning session, where we brought together the outgoing and incoming board members, was truly a productive time that has set the framework for another exciting year for CHMSE.

Enjoy the rest of your summer and we look forward to seeing you in September, as we start another year of learning and working together to be the best we can be, representing the hospitality industry in Toronto!

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After 5 Networking Event
Thursday, September 24, 2015
5:00pm - 7:00pm
Real Sports Bar & Grill, Gardens Room
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Featuring Annemarie Reinger,
Managing Director of
A. Reinger Consulting
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CHMSE Board of Directors 2014-2015



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Christopher White
Sales Performance Manager
Chelsea Hotel, Toronto



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Follow Us!

We are thrilled to announce our increased participation on social media. This year we have been working on establishing a more active presence on Twitter and LinkedIn.

We want to stay engaged with our members outside of our face to face events. We would like to share your experiences, expertise and articles. Go to www.chmse.com to follow us!



CHMSE Acknowledges our Strategic Partner

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CHMSE Advertising Rates

Interested in advertising in the Hard Copy edition of Key Access?

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
Insert	Non-Member: n/a	Member: \$525

If interested in an upcoming issue, please contact Brendan Cullin, CHMSE Director, Marketing & Communications
T: (416) 363-7213 • E: brendan@thestrathconahotel.com

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Come See Us at IncentiveWorks!

If you're attending IncentiveWorks, be sure to visit **Booth 2214** to say "hello" to CHMSE and pick up a CHMSE Member ribbon for your name badge.

We'll be at the **Metro Toronto Convention Centre** for the show **August 18 & 19, 2015**. Special thanks to *Meetings and Incentive Travel* and *Freeman* for hosting and supporting CHMSE's presence at the show!

Visit www.incentiveworksshow.com for more info. Hope to see you there!

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*For providing complimentary booth space
at IncentiveWorks*



Why Pick Me?

by Jo-Anne Hill, Founder, JH Hospitality

In interviewing meeting planners across Canada, the #1 thing they want from a hotel sales person, or better yet why they consistently support one hotel over another, is the relationship that they have with their Sales Manager. But what exactly does a 'good relationship' with a client look like – at least good enough to get more business - and how, in this era of voicemail and impersonal email, is it possible to develop a relationship with someone?

Believe it or not, core values that are critical to any relationships, be it with a significant other or your friends, are just as important to clients: honesty, caring and trust. The role of the Sales Manager is to 'sell the dream' and paint a picture for the client of what their event would look like at your hotel, but it must be done with honesty and integrity and with their budget in mind. Selling a client a

moody-type dinner with special lighting and draping in the ballroom is great for planners with over-the-top budgets. For a not-for-profit's annual meeting or dinner, it is only a dream. Being honest about the hotel's capabilities and the experience level of the hotel's operational team, matched with any budget limitations, builds trust. And this is an imperative building-block for any relationship.

Caring actions move the relationship into an emotional connection, and that is where relationships really start to blossom. One of the primary frustrations of meeting planners are sales managers who make a sales call without having done their homework. It is important to learn what they do, and to understand their basic meeting details such as location limitations, size and history. This information is readily available with some time and diligence. Doing this research in advance of the call shows the planner that you are really interested in his/her business and that you care.

One planner defined relationships as understanding who they are. Ask questions of the planner to learn how they approach their business and to understand their needs. These questions, of course, cannot be asked on the first call. They require time to try to find out their interests. It is then that you start to move from purely a business discussion to a friendship. The sales managers that have mastered this art are the ones that are the most successful.

A word of caution: just like relationships with your family and friends, each person is different in how deeply they want to engage. Some customers want to keep the interaction at arms-length and do not want to discuss personal things in a business relationship. One of the key attributes of a good sales person is to be able to listen for verbal cues and to watch for non-verbal cues to be able to quickly figure out what degree of a relationship the client desires.

But how do you break through the barriers of voicemail and email, which are usually one-way conversations, in order to start developing a relationship, which requires, by definition, two people engaging in dialogue?

Doreen Ashton Wagner, Chief Strategist at Greenfield Insights, says the number one way to get a meeting planner's attention is to be able to concisely state how your hotel can benefit the meeting planner either through saving time, effort or money, or even all three!

Pam, an award-winning hotel sales person, consistently exceeded her goals every year, including uncovering business in a new territory, via email. Similar to Doreen's approach, Pam developed a three-step approach:

1. Researching companies and associations that have a possibility to book her hotel from a price-point, location and size perspective.

2. Write, re-write and re-write again a concise email that contains only two sentences about the hotel. She makes sure that, in those two sentences, she mentions the hotel name and city/location. This way, the meeting planner can file it in their email folder under the destination or hotel name and it will be readily available if the need arises.

3. Pam traced the client for two weeks from when she sent the original email and calls the client as a follow-up. No doubt, she gets voicemail and is prepared to respond that she is following up on the email she sent two weeks ago, giving the hotel name and location, and for the planner to call back whenever they have a need for her hotel or destination. If she does get the planner 'live' on the phone, she is prepared for this too and, after introducing herself, asks if this is a good time to talk and if not, is there a better time.

Take your time when you are on the phone with a client. Despite your nervousness, use the all-important "pregnant pause" when you do get an actual person on the line. Pausing allows the information you just gave them to sink in.

Once you have your name and hotel in front of the planner, how do you move it to an honest, caring and trusting relationship? Listen for tips that reveal what is important to them, both personally and professionally. Not everyone is going to be as forthcoming as you would like, but make a note if they talk about their children, upcoming wedding, sick parents, the Toronto Maple Leafs, etc.

One sales manager that was being interviewed for a job sent a sequin red shoe to the Director of Sales & Marketing after the first interview. The note inside read, "Now that I have my foot in the door, hope we can continue to explore me joining your team!". This was after the Director had made an off-hand comment about shoes. Talk about making an impression – she got the job!

It is no longer about just quoting dates, rates and space. With all of the competition and creativity from other hotels, it is important to be memorable, but even more important to be yourself. Listen to your customer and have an attitude that you care and really want their business and a long-term relationship.

Why pick me? Because I care and will be honest and worthy of your trust.

About the Author

With over 25 years of experience at the vice president and director levels for such leading brands as Ritz-Carlton, Four Seasons and Mandarin-Oriental, Jo-Anne Hill is whole-heartedly committed to driving top-line revenue at luxury hospitality brands. In 2009, Jo-Anne founded her own company, JH Hospitality Consulting, and since that time has worked around the world for such prestigious brands as Dorchester Collection, Coppola Resorts and Shangri-La Hotels.

Your CHMSE Member Benefits

Centreville

Benefit: Discounted tickets

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Benefit: Complimentary General Admission ticket to the CN Tower valid for CHMSE members only

Hertz #1 Club Gold

Benefit: Fee Waived

Hockey Hall of Fame

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Benefit: Up to 40% off

Mysteriously Yours Dinner Theatre

Benefit: \$20 off

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Benefit: VIP Card

Segway Tours

Benefit: 50% off all tours

Toronto Tours Ltd.

Benefit: Buy 1 get 1 free (2 hour Toronto City Tour)

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

March 2015

General Manager's Night featuring Ryan Brain, Partner, Deloitte @ Copa Cabana Brazilian Steakhouse



Congratulations to Natalie Szpiro of National Money Mart. She was the winner of two tickets to anywhere Porter Airlines flies at our May Meeting Planner Matinee.

May 2015

May Meeting Planner Matinee featuring Oliver & Bonacini's Peter Oliver @ Radisson Admiral



The CHMSE Board of Directors held its Annual Strategic Planning Session in July. It was a productive day and some great ideas evolved for the upcoming training season. Stay tuned!





Sales Tool Corner: With Today's Disruptions Are You Making Time For Your Personal Growth?

by Sandra Herriot, Director of Programs & Co-Director of Affiliates

Sales is my profession and I love finding great resources that remind me of the what I need to do to fine-tune my skills. I am always on the lookout for ways to increase my professional skills that are simple and timely.

About a year ago, I discovered *The Advanced Selling Podcast*. The podcast has an abundance of relevant, simple tools that I can implement. They provide two 20-minute podcasts per week. It is a great listen on your commute, over lunch, or whenever you need a 20-minute break to generate some new ideas. The Advanced Selling Podcast can be found in the Apple iTunes Store or at www.advancedsellingpodcast.com. You can also join their LinkedIn group for more ideas and feedback.

In the spirit of developing our educational content and providing our membership with resources, here is an overview of one of my favorite episodes from The Advanced Selling Podcast website:

Episode #300 Abundance in Sales: Do you have an abundance or scarcity mindset? Abundance is one of the core pieces of the Advanced Selling Podcast Inner Game. Veteran Sales trainers Bill Caskey and Bryan Neale will take a deep-dive and walk through their own definition of abundance. They'll share their personal experiences in observing and overcoming a scarcity mindset. In this episode of The Advanced Selling Podcast, Bill and Bryan will give you the takeaways you need to start approaching your life and your profession from a place of abundance.

I am looking forward to having conversations with you about this podcast and others as you move forward. Let the conversation begin and happy listening!

And the Survey Says...

Thank you to all CHMSE members who took the time to answer the recent **Member Survey**. Your input provided the basis for discussion and decisions at the July 17th Strategic Planning Meeting. Congratulations to Greg Webb, CHMSE affiliate member with the Bancroft and District Chamber of Commerce, whose name was drawn to win the free half-page print ad courtesy of Ignite Magazine.

Here are some survey highlights:

- 65% of respondents were hotel members and 35% were affiliate (supplier) members
- Educational articles, upcoming event info and news about people on the move are the most important features of Key Access publications like this one
- The most popular social media sites used by our members are LinkedIn, Twitter and Instagram (watch for a new CHMSE Instagram account, coming soon!)
- Only 12% of respondents were able to take advantage of the store/attraction discounts that a CHMSE membership provides
- The highest ranking speaker topics of the past year related to sales skills training, especially prospecting
- Response to questions about interest in purely social opportunities, i.e. a golf tournament, was low
- Interest in client-facing events, like CHMSE's *November Planner Event* or the *May Meeting Planner Matinee* was very high
- 100% of respondents were likely or extremely likely to renew their membership in the next year
- 95% of respondents said they would recommend CHMSE to a friend or colleague


Thanks again to everyone who participated in the Member Survey!



Congratulations
Greg Webb!

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3 Opportunities in Millennial Stereotypes

by Heidi Fortes

Millennials are a breed of their own. Idealists, adventurers and risk-takers sum up a generation born into the cusp of what was to become the beginning of the golden age of technology. Very different than generations passed, Millennials can definitely come across as frustrating and, maybe a little hard to deal with from those in Gen X and the Baby Boomers.

But, there's no opportunity in dwelling on the negative and, let's face it, by 2020 Millennials will account for 1.4 trillion dollars in annual spending. With that being said, there are tons of negative stereotypes about Millennials that are serving no purpose and discounting an entire generation of young consumers who will change the course of how brands sell themselves over the next ten years.

Millennials Have No Attention Span

You hear it all the time - Millennials have no attention span. Although it may look like Millennials are constantly distracted, it's quite the opposite. We all live in a world of endless information and Millennials are its biggest consumers. Millennials are constantly learning, consuming and you guessed it comparing to find the best option. This search for the best option may seem like Millennials are un-invested in what you have to offer but contrarily it presents a unique opportunity to win these savvy consumers over.

Opportunity

Millennials refuse to chase you. Why? Because as mentioned above there are endless options. The millennial consumer knows that if you don't work for our business then someone else will. There is so little variation in product these days that Millennials are quick to switch to a competitor if a sales person isn't quick to the snap. However, the opportunity for brands to show Millennials why they are great is ripe for the picking. Hire sales staff that can speak the Millennial language, who acknowledge that these savvy customers have short attention spans but will be loyal customers if you don't make them wait. A recent study by IBM states that the millennial consumer is 69% more likely to post to social media about a happy client experience. Work for them and they'll pay it forward.

Millennials Are Cheap

They haggle, barter and, can be frustratingly stubborn on price, but will turn around and spend tons of money on all sorts of products from phones to bike parts. How do you get them to spend on what you are selling?

Opportunity

Millennials buy into experiences. Whether is the \$12 fresh pressed juice, the \$800 new phone or the \$30 pair of socks, Millennials will spend money if they see the value beyond the product. Unlike generations past Millennials are generally very informed consumers. They do their research and know what they want before stepping into a store. They aren't known to make purchases out of emotion but do value great service and, an authentic brand experience. So, if want Millennials to spend money on what you're offering, make sure you are offering them something more than a product. Strive to create personalized experiences that reflect the individual, go above and beyond with great customer service and, above all remain authentic to your brand even after the purchase has been made.

3 Opportunities in Millennial Stereotypes (cont'd)

Millennials Are Entitled

The most misinterpreted of all stereotypes. No, Millennials are not entitled they just have different expectations than generations past. Millennials expect that if they are exchanging money for goods that the service be outstanding, brands are accountable and that they are treated fairly and with respect during the sales process and afterwards. Millennials talk and 36% will weight the opinion of friends and family before making a purchasing decision.

Opportunity

Live up to their expectations and if you do Millennials will be your evangelists and are eager to share positive experiences with their peers. Brands that can adapt to the new millennial mindset, shift selling cultures and tactics are more likely to gain loyal customers than brands who refuse to change. It may seem like Millennials are difficult customers but as already mentioned they live in a world of options and the best ones will survive.

Heidi Fortes is Consultant and Owner at Heidi Fortes Sales and Success Training.

Build Smarter Sales Teams. To learn more visit www.heidifortes.com or follow [@heidifortes](https://twitter.com/heidifortes).

May Meeting Planner Matinee 2015

Many thanks to our Event Sponsors, MMPM Committee, CHMSE Board of Directors and our Members in helping us deliver a successful event. It was attended by 70 Meeting Planners and 53 industry members. The feedback has been positive and some Exhibitors have already secured business as a result of the event! Here are a few comments from Meeting Planners:

"I usually come for the keynote speech, but this year, food and prizes 'supercedes' it." (*Maryanne Lee, Sun Life Financial*)

"It was great to be able to interact with colleagues and suppliers in a more intimate space. It was more personal." (*Mary Mulligan, Mary Mulligan Event Management*)

"I really liked being introduced to a new venue that I wasn't aware of. It was great getting the chance to speak with the vendors in attendance. I am very glad I attended this show and have already booked an event with the venue!" (*Danielle Andrews Sunkel, The Wedding Planners Institute of Canada*)

We trust that this event has provided new opportunities, generated some innovative thinking and developed new relationships. We are looking forward to seeing you all at next year's event.

Sandra Herriot & Annette Fryer (Co-Directors of Affiliates)

Thinking about joining CHMSE as a member?

Regular Cost & Standard Annual Fee:

\$315 plus \$25 one-time application fee plus \$44.20 HST

*** Long Distance Annual Fee:**

\$115 plus \$25 one-time application fee plus \$18.20 HST (limited to applicants based more than 80km distance from Toronto City Hall)

Associate (College/University)

Annual Fee: \$199 plus \$25 one-time application fee plus \$29.12 HST

Student Annual Fee:

\$50 plus \$6.50 HST

For information on the many benefits of being a member please visit www.chmse.com or contact the CHMSE office at (416) 252-9800.

Through the Keyhole

People on the Move

Parris Martin leaves The Grand Hotel & Suites Toronto to join Oliver& Bonacini as event specialist based at the Trump Hotel Toronto... **Aaron Clarfield** is a producer at Wynford... **Debra Wilson** moves from the Hilton Toronto to become regional senior director of sales and marketing - North East, US and Canada at Hilton Worldwide... CHMSE past president **Suzanne Cinq-Mars**, previously with Metropolitan Hotels, replaces Debra at the Hilton Toronto as director of sales and marketing... **Lisa Grech** has been promoted from senior sales manager to director of business travel sales at InterContinental Toronto Centre... **Neda Mojgani, CMP**, formerly of the Radisson Admiral Harbourfront is event consultant for CIBC... joining the Radisson Admiral are **Jasmine Lee** as catering

sales manager, **Yuliya Trybialustava** as sales manager and **Irish Daguio** as sales and catering coordinator... **Karen Tilley** becomes area DOS at Concord Hotels representing Residence Inn by Marriott Toronto Corporate Airport West, Courtyard by Marriott Toronto Corporate Airport West and Residence Inn by Marriott Vaughan... **Brian Vaughan** has left the Toronto Airport Marriott to take on a new role as global account manager with Choice Hotels... **Jennifer Worden** is now area director of sales & marketing - western Canada at Marriott Hotels... **John Platts** is sales manager at Toronto Marriott Bloor Yorkville... **John Teljeur** is general manager at Pinestone Resort & Conference Centre... **Joo-Rei Mathieson, CMP** is senior sales manager, MICE at Shangri-La Hotels & Resorts... **Jeremy Bell**, previously with Royal Equator is now area sales manager at Atlific Hotels - Element Hotel & Holiday Inn Express & Suites... **Judy Mahoney** leaves the InterContinental Toronto Yorkville to join the Sheraton Centre Toronto as director of sales and marketing... Judy is replaced as DOSM at the InterCon Toronto Yorkville by **Shaun Pearson**, formerly of the InterContinental Toronto Centre... **Paula Carcamo** leaves the Omni King Edward to join InterContinental Toronto Centre as group sales manager... new sales coordinator at the InterCon Toronto Centre is **Rachel McCreath**... **Kinga Rychalska** is director of sales and marketing at the Holiday Inn Toronto Airport East... at Meetings & Incentive Travel **Robin Paisley** is promoted to managing director, **Cori-Ann Canuel** is now senior account manager Canada & US, **Sim Frayne** returns as senior event coordinator and **Stephanie Rapko** and **Peter Ridout** join the company as event coordinator and account manager respectively... **Angelina Malik** has been promoted from regional director of sales and marketing to VP of sales and marketing at Palm Holdings Inc... **Jennifer Nielsen** is associate director of sales for the Toronto Metro Market at Starwood Hotels and Resorts Worldwide... **Carrie Severn** leaves Starwood Metro Market to join the Fairmont Royal York Hotel as group sales manager... at Hospitality Performance Network Global **Kris Crundwell** is vice-president, global accounts... **Tim Oldfield** has moved to Choice Hotels International as vice-president global sales from his former position as managing director for Choice Hotels Canada... **Mia Dario** leaves the Chelsea Hotel to join Choice Hotels... also joining Choice is **Heidi Fleming**, previously with Concord Hotels... **Lena Runco** is now sales manager for Concord Hotels representing Courtyard/Residence Inn Markham and Courtyard Vaughan... **Janice Matthews** has left the Toronto Congress Center to join e=mc meeting planning company... at the Congress Centre **Maria Chung** has been promoted to director of sales... **Dr. Frederic Dimanche** is the new director of Ryerson's Ted Rogers School of Hospitality and Tourism Management... Dr. Dimanche replaces **Dr. David Martin** who returns to the classroom in fall 2016 after a one year sabbatical... **Melany Hugo** leaves the SoHo Metropolitan to pursue her passion for yoga... **Carol Parrott** is the new Director of Sales & Marketing at Hyatt Regency...

Companies in the News

The **Delta Meadowvale** has rebranded the **Hilton Mississauga/Meadowvale**... The 112-suite **Towne Place Suites** and 187-room **Courtyard by Marriott** in Markham are open for business... Effective March 15th **Stagevision Inc.** has partnered with **Cerise Fine Catering** and **Centreplate Hospitality** as official audio visual equipment supplier for the **Allstream Centre** at Exhibition Place... The **Canadian Tourism Commission** has rebranded as **Destination Canada**...

Congratulations

To **Anna La** of The Omni King Edward Hotel on the arrival of son Lukas Tyler Eng on March 19... To **Giselle Fernandes** of the Novotel Toronto Centre on her marriage on April 11... To CHMSE past President, **Ellen Muir**, Area Director of Sales for Concord Hotels, and husband Andrew on the arrival of their first grandchild, Carter David on June 14... To **Ursula Barda** on the occasion of her retirement in June...

Apologies

In the last issue of Key Access we misspelled the name of new CHMSE student member **Andrea Petrak**. We regret the error. Welcome to CHMSE, Andrea!

Welcome New Members

Hotel : **Janette Acosta Sanchez**, Novotel Toronto North York... **Irish Daguio**, Radisson Admiral Hotel - Toronto Harbourfront... **Sarah Dymont**, Thompson Hotel... **Greg Egglefield**, The Grand Hotel & Suites Toronto... **Danielle Lundy**, Fairmont Royal York... **Joe Mannella**, Heart of Niagara Hotels... **Natasha Melanson**, Hilton Toronto Airport... **Ellen Muir**, Concord Hospitality Enterprises... **Leanne Nicholl**, Toronto Airport Marriott... **Jennifer Watanabe**, Starwood Hotels and Resorts, Toronto Metro Market...

Affiliate : **Anjuna Grewal**, Hard Rock Café... **Cathi Krewicki**, Ruth's Chris Steak House... **Deborah Muise**, MLSE... **Susan Prophet**, Meeting Professionals International... **Peter Ridout**, Meetings and Incentive Travel...

Student : **Heidi Ahrens**, Humber College... **Benjamin Nicholls**, George Brown College...



Summer 2015 Issue

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

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