



# Skål News - March, 2015

## Table of Contents

President's Message

Club Updates

NAASC Congress Update

HAC - Connecting America Editorial

New Members



Dear Skålleagues

This past January, I shared my vision for the coming year by setting the standard of how we should operate, developing the best tools for our clubs to grow and to communicate our success. This is a process that starts at the grass roots level with open dialogue and sharing our best ideas with all our members.

To start this process, we recently circulated discussion papers to our Clubs through your representatives on the SICAN Board. We are now seeking input from all our Clubs. Our focus is on two key areas; long term financial stability and growth for our clubs, and refining our membership development resources along with identifying new initiatives to continue our membership growth across Canada.

I'm very gratified with the excellent response we've had so far this year, with a strong list of new members. I offer my sincere welcome to each of you and congratulate you on joining this great organization. In particular, I want to acknowledge our BIG group of AIM members in New Brunswick who are very close to reaching their membership goal to form our newest Club in Canada! Skål International Canada has a rich history with clubs celebrating upwards of 50, 60 and 65+ years! I urge you to maximize this opportunity to connect with your industry colleagues at your club and around the world and invest in your own future.

I am also very excited at the enthusiastic response from our members for what looks like one of the largest groups of Canadian delegates ever to attend the upcoming NAASC Congress in Mexico. We are planning open forums and educational seminars to promote constructive dialogue to make this organization more relevant and immediate to meet your personal and professional needs. And, of course, to have fun!

As I shared before, I don't think that growing membership is our primary objective. Membership growth will be the result of us attaining our communications and operational objectives.

Jean-François Côté

President

Skål International Canada

## 54<sup>th</sup> NAASC Congress Update May 14-16, 2015



For our new members, the North American Association of Skål Clubs (NAASC) is the joint meeting of four regions: Canada, USA, Mexico and Caribbean clubs.

A reminder, if you are planning on attending. You can register on-line for either the 3 day congress or now you can also book any all-inclusive package at the Barceló Maya Beach and book a 'congress only' add-on for \$200 US.

Register at: <http://www.skalriviera.com/naasc-meeting-2015.html> For more information contact your Club or Skål International Canada (SICAN)

### SKAL CLUB UPDATES

#### Toronto North Club

The club hosted its second annual 'Connector' event at the Hilton Downtown Toronto on February 12, inviting their members and guests as prospective members. It was a great success and they followed-up with another invitation to the industry for the next event on March 11. They are keeping Skål awareness top-of-mind in the industry.

#### Halifax Club

Skål International Halifax featured local Chef Maria Tenora and her two sons Daniel and Diego, all originally from Puebla, Mexico, and presented a Taste of Cancun. Skål Halifax's second meeting of the year was focused on promoting the 54th NAASC congress in the Riviera Maya May 14 to 17th. Thus far Halifax has 7 members and guests attending.



#### Calgary Club

The club is hosting its 50<sup>th</sup> anniversary party on Saturday, March 21 at the Fairmont Palliser (where it all started). Overnight accommodation available for \$139. For more information or RSVP to [SkålCalgary@shaw.ca](mailto:SkålCalgary@shaw.ca) or call 403-262-1234. President Jean-François Côté and International Skål Councillor Bill Rheume will be attending this special occasion.

#### Toronto Club

Skål International Toronto invites all industry members to the next chapter meeting on Tuesday, March 24th at the NEW Delta Hotel in Toronto. The club is encouraging industry members as well as Skål Club members to attend the meeting for an update on the Global Skål association and the importance of being a valued Skål Member.

Skål Toronto is welcoming qualified new members for 2015, the Young Skål program has attracted young professionals from all over the industry and has added an exciting new dynamic to the Club. New members are always welcome! The President of SICAN (Skål International Canada) Jean-François Côté will be the guest speaker for the evening; the night will start with a cocktail reception at 6pm followed by dinner at 7pm. Guest fees are \$ 75 per person.

## **WELCOMING AMERICA BACK - THE CONNECTING AMERICA CAMPAIGN\***

The Hotel Association of Canada is encouraging hoteliers to support the CONNECTING AMERICA initiative - a public/private CTC driven three-year campaign to reconnect with the US market. They are asking the government for a three-year commitment of \$105M that they propose will be partner matched for a \$210M campaign in the US starting in 2015.

US travel to Canada has been on decline since 2001 – this decline has worsened by the lack of investment in international marketing on the part of the CTC. The Canadian travel and tourism industry is over-reliant on domestic travel. Over 80% of its revenue is derived from Canadians travelling in Canada. Furthermore, the domestic market is at risk as other countries are significantly increasing their marketing investments to lure Canadian travelers outside of Canadian borders.

Their goal is to increase international visitation by 5% to keep pace, and then surpass the global rate of growth. To this end, the HAC, TIAC and all members are mounting an intense campaign over to get at least 300 letters to Minister Bernier (copied to the Prime Minister's Office), coinciding with the House of Commons session which begins on April 28 after the Easter break.

\*reprinted courtesy of Hotel Association of Canada

## **NEW MEMBERS**

### **CALGARY**

**Alexandra Roessingh**

Owner

Kwathabisile Game Lodge

**Kevin Yates**

General Manager

Grey Eagle Resort & Casino

### **CANADIAN ROCKIES**

**Amanda Robinson**

General Manager

Copper Point Resort

**Mike Day**

Owner

Evil Dave's Grill

### **EDMONTNON**

**Colleen Terlecki**

General Manager

Fantasyland Hotel

**Jordan McKay** -Young Skål

Accom. Program Coordinator

Alberta Hotel & Lodging Assn.

**Colin Perry**

General Manager

Delta Edmonton South Hotel

### **HALIFAX**

**Mark Sajatovich**

Executive Director

Sherbrooke Village

**Roderick MacLean**

Executive Director

Halifax Citadel Regimental Assn.

**Mark Stiles**

Chief Vacation Officer

Blaycation Bucket List Vacations

## **HAMILTON**

### **Candace Leblanc**

Sales Director  
Hilton Garden Inn

## **LONDON**

### **Chris Campbell**

Director  
Tourism London

### **George Thomas**

Director  
Four Points Sheraton London

## **QUEBEC CITY**

### **Jacque Legare**

President  
Action Plein Air Sports/ Travel

### **Benoit Sirard**

President Directeur General  
Domaine Chateau Bromont

## **SASKATOON**

### **Jeff Galon – Associate**

Vice President Commercial Lines  
Galon Insurance & Mortgage

### **Lloyd Isaak**

President  
Meewasin Valley Authority

## **TORONTO**

### **Ashley Van Embden Young Skål**

George Brown College

### **Cindy Stevens**

Regional Operations Manager  
Maritime travel

## **TORONTO NORTH**

### **Lyndon Discombe**

CEO  
Royal Equator

### **Richard Myers**

Ontario/Maritimes Director  
Intelco technologies

### **Steve Traver**

Marketing/ Ops Director  
Airways Transit

### **Paul Sutton**

Vice President Operations  
Palm Holdings

### **Sylvie Beaulieu**

Directrice Generale  
Hotel Cofortel

### **Jim Bence**

President & CEO  
Saskatchewan Hotel/ Hosp. Assoc.

### **Steve Hogle**

President  
Saskatoon Blades

### **Jennifer-Ann Brathwaite**

Senior Business Development Officer  
Barbados Tourism Authority

### **Katya Van Embden Young Skål**

George Brown College

### **William Morgan**

Chief Financial Officer  
Royal Equator

## **VANCOUVER**

### **Peter Lee**

Senior Director  
Wyndham Hotel Group

### **Markus Griesser**

General Manager  
Shape Property Management

### **Steven Chen**

General Manager  
North Vancouver Hotel

## **ACTIVE INDIVIDUAL MEMBERS**

### **Alain Madore**

General Manager  
Four Points Sheraton, Edmundston, NB

### **Craig Demarta**

General Manager  
Casino New Brunswick, Moncton, NB

### **Dan Myers**

General Manager  
Crowne Plaza Fredericton, NB

### **Danielle Timmons**

Vice President/ Partner  
Aquila Tours, Saint John, NB

### **Gail Bremner**

Owner  
Bremner & Associates, Saint John, NB

### **Jane Fullerton**

CEO  
New Brunswick Museum, Saint John, NB

### **Jasmine Mosher**

General Manager  
Best Western Plus, Saint john, NB

### **Jeffrey Holmes**

President  
HMS transportation, St. Andrews, NB

### **Kate Mann**

Mkt/ Advertising Director  
Casino New Brunswick, Moncton, NB

### **Lee Jolliffe**

Professor Hospitality/ Tourism  
University of New Brunswick, St. John. NB

### **Maryse Cormier-Foo**

Operations Director  
Casino New Brunswick, Moncton, NB

### **Matthew MacKenzie**

General Manager  
Algonquin Resort, St. Andrews, NB

### **Wanda Hughes**

Owner  
Go Fundy Events