

Canadian Tourism Human Resource Council

ON YOUR MARK! GET SET!
CHANGE!



8th Annual

Tourism HR Forum

November 23-25, 2009

Delta Centre-Ville

Montreal, Quebec

Conference Program

Downloadable version of the Conference Program
available online at www.cthrc.ca/hrforum



CANADIAN TOURISM
HUMAN RESOURCE
COUNCIL

CONSEIL CANADIEN DES
RESSOURCES HUMAINES
EN TOURISME

PARTNERS | With thanks to our hosts and partners



A SPECIAL THANK YOU

A special thanks to the Conseil québécois des ressources humaines en tourisme for their efforts in providing invaluable input into all aspects of this year's HR Forum and for their hard work in making Montreal our 2009 host.




Canada Partially funded by the Government of Canada's Sector Council Program.

WELCOME

The Canadian Tourism Human Resource Council (CTHRC), along with the Conseil québécois des ressources humaines en tourisme (CQRHT), welcomes you to the 8th Annual Tourism HR Forum. This year's program reflects the unique collaboration of the Quebec and Canadian tourism HR organizations, with a focus on issues related to recruitment, retention, and staff development. It's not all work though. This year's Forum has a number of social activities planned for you to participate in to explore and enjoy the great city of Montreal. We look forward to seeing you at next year's Forum in Alberta!

LANGUAGE PRESENTATIONS

The language of each session is indicated in the following way: E = English and F = French after the session title. The headset symbol  indicates that the session is being interpreted in the other official language.

There will be no paper copies on-site. All presentations and handouts are available online at www.cthrc.ca/hrforum after November 25th, 2009.

GENERAL INFORMATION

The dress code throughout the conference is business casual. Please wear your badge at all times. It is required for access to all functions.

CQRHText, the Conseil québécois des ressources humaines en tourisme's translation department, provided the French version of this program. CQRHText – making sense!

Ribbons: For identification purposes, ribbons will be supplied.

Blue = Speakers/Presenters and Yellow = Conference Partner

CTHRC 2009 HR FORUM – ADVISORY GROUP

CTHRC gratefully acknowledges the contributions of the following committee members:

Patricia Bednarski	Wayne Copet	René Kirouac	Laurie Sagle
Judith Cabrita	Dave Donaldson	Carolle Larose	
François-Gilbert Chevrier	Adèle Girard	François Meunier	

CTHRC 2009 EXHIBITORS

Assessment Strategies Inc.	Humber College
Cégep de Saint-Félicien	Ishcom Publications Ltd.
Conseil québécois des ressources humaines en tourisme	Tourisme Montréal
<i>emerit</i>	University of Guelph
Foodservice News	VIA Rail Canada Inc.
Human Resource Systems Group	

CATT SEALED BID AUCTION

Throughout the HR Forum, the Canadian Academy of Travel & Tourism will conduct a sealed bid auction for two round-trip VIA Rail tickets from Toronto to Halifax and two nights' accommodation at the Westin Nova Scotian (value \$420). (VIA-1 Business Class seating between Toronto and Montreal, connecting to an Easterly Class Cabin for two between Montreal and Halifax, value of \$2,482.20). Please see the CATT table in the foyer for details.



emerit Cyber Café

The *emerit* Cyber Café is in the Foyer Régence B & C. Computers and internet access are available to delegates throughout the conference.

Hosted by: 
VIA Rail Canada

PROGRAM OF EVENTS

MONDAY, NOVEMBER 23

9:00 am – 4:00 pm **EXCLUSIVE SHOPPING TOUR À LA MONTRÉAL!**

5:30 pm – 7:00 pm **REGISTRATION AND INFORMATION – Foyer**

5:30 pm – 7:00 pm **OPENING RECEPTION – Régence A**



Hosted by: Conseil québécois des ressources humaines en tourisme and Tourisme Montreal

Join your colleagues from across Canada and welcome new attendees as we kick off our 8th Annual HR Forum in the great city of Montreal.

TUESDAY, NOVEMBER 24

7:00 am – 5:00 pm **REGISTRATION AND INFORMATION – Foyer**

7:30 am – 9:00 am **WALKING TOUR THROUGH OLD MONTRÉAL**

9:00am – 10:00am **BREAKFAST WITH EXHIBITORS – Foyer**



Hosted by: VIA Rail Canada Inc.

10:00am – 10:30am **OFFICIAL OPENING AND WELCOME – Régence B & C**

Nicole Ménard, Québec Minister of Tourism

Jim Frank, PhD, JGF Economics Inc.

MASTERS OF CEREMONY

Graeme Barrit, President, Coast Hotels & Resorts

Jean Lortie, President, Fédération du commerce inc. (CSN)

10:30am – 12:00 pm **OPENING KEYNOTE – Régence B & C**



**Now is the Time –
Plan to Master Change in Today's Environment** 

Dr. Rick Johnson, CEO Strategist

Being on the right side of the storm and understanding why we are sometimes ineffective at adapting to change are crucial to understanding an economic crisis. The ability of an organization to grow and step out of its comfort zone without the urgency of crisis is extremely difficult. The most effective way to deal with crisis is to recognize, prioritize, plan, and mobilize awareness for needed change. Understanding and focusing on the core purpose of the organization are necessary to knowing how an organization's principles are related to impending change.

Hosted by: Ontario Ministry of Tourism



12:00 pm – 1:30 pm **LUNCH – Régence B & C**

1:30 pm – 3:00 pm



CONCURRENT SESSIONS (3)

1. Leadership Techniques in an Economic Recovery – with Dr. Rick Johnson

This follow-up session to Dr Johnson’s Opening Keynote will cover the realities of effective leadership during economic recovery. Successful leadership in tough times means creating a sense of urgency, getting mutual commitment to action, and reexamining your personal leadership model. This becomes especially difficult when economic challenges test the effectiveness of your organization.

Hosted by: Ontario Ministry of Tourism



2. Career Pathways and Recognition

Organizations and individuals that are open to learning adapt more quickly to change. Learn about a leading Qualifications Framework which improves the ability to attract and retain qualified workers. This innovative system enables employers, students, and employees to identify the benefits of continuous learning and the pathways for career advancement. Hear how respected chefs, progressive employers, and educators in the culinary and hospitality field put this framework into action.

Gail Hall, Consultant, Adult Learning & Recognition

Rudolf Fischbacher, CCC, CCI Chairman, Canadian Culinary Institute, CCFCC

Mary Dempster, Faculty, Department of Tourism Management and Culinary Arts, Nova Scotia Community College

Bernard Martinage, Founder and President, Federation of Dining Room Professionals

Hosted by: University of Guelph

Moderator: *Dr. Kerry Godfrey*, Director, The School of Hospitality and Tourism Management, University of Guelph



3. Integrating Sustainability in Post-Secondary Education

How is the future workforce being prepared to work in an eco-friendly environment? Listen as our panel discusses how they’ve updated training programs to incorporate the fundamental principles of sustainability into their post-secondary courses. The result is this target group will be seeking employers who have adopted sustainability into their workplace.

Marion Joppe, Research Chair in Tourism, University of Guelph

Marie-Janou Lusignan, Coordinator, Tourism Techniques, Cégep Granby-Haute-Yamaska

Catherine Noppen, Professor, Event and Conference Planning, Institut de tourisme et d’hôtellerie du Québec

Hosted by: Association québécoise de la formation en restauration et hôtellerie (AQFORTH)

Moderator: *Nathalie Landry*, Conseillère pédagogique, Techniques de tourisme, Cégep de Saint-Félicien

3:00 pm – 3:30 pm



Assessment Strategies
Stratégies en évaluation

CHARGES & TESTING COMPANY
LA SOCIÉTÉ SPÉCIALISÉE DES EXAMENS AU CANADA

NETWORKING BREAK – Foyer

Hosted by: Assessment Strategies Inc

3:30 pm – 5:00 pm



PLENARY SESSION – Régence B & C

How to Keep Your Best Employees 

Alain Samson, Author and Speaker with Formatout Inc.

In today's business world, finding and keeping your best, most desirable employees are key challenges many organizations face. In this session, Alain Samson will offer various insights and strategies to help you find and retain your best staff in order to make your organization stand apart from your competitors, as well as to survive and thrive in an ever-changing business environment. You will come away from this session rethinking much of what you do in human resources management.

Hosted by: Conseil québécois des ressources humaines en tourisme

6:00 pm



DINNER – Montreal's Revolving Rooftop Restaurant – TOUR DE VILLE

Hosted by: Delta HOTELS AND RESORTS

WEDNESDAY, NOVEMBER 25

7:00 am – 5:00 pm

REGISTRATION & INFORMATION – Foyer

8:00 am – 9:00 am



BREAKFAST WITH EXHIBITORS – Foyer

Hosted by: InnVest REIT Hotels

9:00 am – 10:15 am



PLENARY PANEL – Régence B & C

In Conversation With... 

What can your industry association do to help you counter the future challenges to your workforce? A panel of selected stakeholders and industry representatives will deliver a lively, far-reaching discussion and debate about the current status of HR issues and trends, and the vision required to strengthen our industry tomorrow.

Lucie Charland, Executive Director, Conseil québécois de l'industrie touristique

Jean Lortie, President, Fédération du commerce inc. (CSN)

Wendy Swedlove, President, Canadian Tourism Human Resource Council

François Meunier, Vice-president of Public and Governmental Affairs, Association des restaurateurs du Québec

Randy Williams, President & CEO, Tourism Industry Association of Canada

Hosted by: ATR Associées du Québec

Moderator: *Pierre Villa*, President, Villa Logistics

10:15 am – 10:45 am



NETWORKING BREAK – Foyer

Hosted by: Ted Rogers School of Hospitality and Tourism Management – Ryerson University

10:45 am – 12:00 pm



CONCURRENT SESSIONS (3)

1. Importance of Training: Engaging Employees During Change E/F

Keeping a workforce engaged during change is the most crucial element of our success. But what does it mean to keep a workforce engaged? Panelists will walk us through their efforts to train and retain their employees and share the accompanying challenges.

Geneviève Brault, Human Resources Director, Parc Safari

Mark Reynolds, C.H.R.P., Vice-President Human Resources, Canlan Ice Sports Corp.

Jérôme Vigneault, Human Resources Manager, Auberge Le Baluchon

Hosted by: Saskatchewan Tourism Education Council

Moderator: *Carol Lumb*, Director, Saskatchewan Tourism Education Council



2. State of the Labour Market: Forecasting the Outcome E

An in-depth analysis of National Labour Market Data will give you the information necessary to prepare for a successful future. Scenarios and trends in supply-demand and compensation will be presented, as well as measuring return on investment.

Greg Hermus, Associate Director, Conference Board of Canada

Hosted by: Humber College

Moderator: *Alister Mathieson*, Dean, School of Hospitality, Recreation & Tourism – Humber College Institute of Technology & Advanced Learning



3. Raising the Profile for the Events Industry E/F

Specialists in the festival, meeting, special events, and exhibition disciplines have come together to develop a globally accepted Occupational Standard for Event Management. In this session leaders in the events field will discuss how this initiative can strengthen your business practices and educational programs.

Thérèse St-Onge, IFEA Canada Director, International Festivals and Events Association

Nathalie Courville, General Manager, Institut de l'événement

Joyce Dogniez, CMM, Director of Global Training Practice Meeting Professionals International, Luxembourg

Michael Granek, CSEP, Academic Director – Event Planning Diploma Program, The Art Institute of Vancouver

Hosted by: emerit

Moderator: *Camille Trudel*, President, Festivals Événements Québec (FEQ)

12:00 pm – 1:00 pm

LUNCH WITH EXHIBITORS – Foyer

1:00 pm – 2:00 pm

CLOSING KEYNOTE



future learning 

How to Build a Better You

Bryan Dodge, President, Dodge Development Group

Professional speaker, author, and radio show personality, Bryan Dodge will open your mind and heart to help you focus on the most essential aspects of life. To accomplish this goal, Bryan teaches a stair-step method on how top producers and effective leaders keep on the cutting edge and achieve excellence. Bryan's message on professional growth and personal development focuses on three key areas: how to have your best year ever; how to create consistent upward growth in your life; and how to harness the power of personal energy and tap its unlimited supply. The best is his delivery style makes learning fun and memorable!

Hosted by: Future Learning Inc.

2:00 pm

CLOSING REMARKS – Régence B & C

CONFERENCE SPEAKERS

MASTERS OF CEREMONY



Graeme Barrit, President, Coast Hotels & Resorts

Graeme Barrit is President of Coast Hotels & Resorts, responsible for leading the strategic direction, management, and growth of the hotel chain's Canadian operations, which currently includes 29 properties and 3,654 guest rooms in British Columbia and Alberta.

He has more than 30 years of senior management experience in the hospitality and tourism industry and is also involved in several professional and volunteer activities. He is currently the Chairman of Ballet BC, the Business Co-Chair of the Canadian Tourism Human Resources Council, and a board member of Hotel Association of Canada.



Jean Lortie, President, Fédération du commerce inc. (CSN)

Jean Lortie has been President of the Fédération du Commerce since 1998 and Labour Co-Chair of the CTHRC for the past four years. Beginning his career in the hotel industry, Mr. Lortie advanced to become the Treasurer of the Fédération du Commerce for 12 years. In 1995, Mr. Lortie co-founded the Conseil québécois des ressources humaines en tourisme, a provincial partner of the CTHRC, and is now its Vice-President. Member of the Tourisme Montréal Board of Directors from 1989 to 2003 and guest speaker at Université Laval, McGill University, Université de Montréal, and Université du Québec à Montréal on the subject of human resources and work relations, he is now pursuing graduate studies in management at McGill University.

Now is the Time – Plan to Master Change in Today's Environment



Dr. Rick Johnson, CEO Strategist

Rick Johnson has over 35 years of experience in distribution sales and operations. Rick's career can be broken down by decades. The *first ten years* of his distribution career were spent with the largest steel-processing distributor in the world (Joseph T. Ryerson).

The *second ten years* began with Rick starting his own processing distribution center from scratch. In the first year, sales reached \$1 million and had grown to \$25 million in its tenth year when Rick sold the business to a major national chain.

The *third ten years* of Rick's career dealt with financially troubled Turn-A-Round companies. After completing ten years of TAR work, Rick decided a decade of acting like Darth Vader was enough and became a consultant to the Wholesale Distribution Industry in 1999.

Rick received an MBA from Keller Graduate School in Chicago and a Bachelor's degree from Capital University, Columbus, Ohio. He also served in the United States Air Force. Rick completed his dissertation on Strategic Leadership and received his Ph.D. in 2005. Rick is frequently published in numerous magazines including a column in Supply House Times, with over 250 different articles published to date.

How to Keep Your Best Employees



Alain Samson, *Author and Speaker with Formatout Inc.*

Alain Samson is well known as an expert in the theory of persuasion. Since 1993, Alain has been helping hundreds of organizations meet the challenges they faced in their workplaces and personal lives. He focuses on the root cause of the issues, all the while, capturing his audience with his pleasing dry wit and sarcastic humour. His advice, although comical in presentation, is solidly grounded by scientific support, making his message as effective as it is entertaining.

A prolific author, Alain received an honourable mention for "Best Business Book" in 2006 for 'Those Damn Boomers Won't Live Forever', and his famous 'Becoming a Better Boss' made the Best Seller's list for Management Books in Quebec. Six of his works are available in Europe and French-speaking Africa and some of his publications have been translated into Italian, Spanish, and Russian.

How to Build a Better You



Bryan Dodge, *President, Dodge Development Group*

Professional speaker, radio personality, and author Bryan Dodge probably holds the record of being the busiest communicator in America. For over 20 years, he has been a popular choice for corporate events, conferences, and conventions. Last year alone he made well over 250 speaking appearances all across the United States and Canada. His inspirational keynotes are on the subjects of personal and

professional development, success habits of the wealthy, and leadership principles. The underlying thesis of all of Bryan Dodge's teachings and the stories that he is most known for and people remember for life is "Life is too short not to be happy, and life is too long not to do well". His programs are designed to accelerate your personal and professional growth and produce the favorable results you're looking for in life.

The Good Life Rules: Eight Keys to Being Your Best at Work and at Play is his latest book, and is published by McGraw-Hill. He is also the author of three professional development audio programs, *How to Build a Better You*, *How to Build a Complete Sales Person*, and *How to Build a Purpose Guided Life*, as well as being the co-author of the book *Becoming the Obvious Choice* which has sold over 200,000 copies. Bryan is also the host of the "Build a Better You" Radio Show on Dallas/Fort Worth's premier Radio Station, WBAP 820 AM.

Geneviève Brault, *Human Resources Director, Parc Safari*

Geneviève Brault has a degree in business administration with a specialization in human resources from the HEC business school in Montréal. She has been working at Parc Safari since she was 17 years old. Moving up the career ladder, for the past four years she has been head of the Human Resources Department. In 2007, she was honoured by Tourisme Montérégie in the Relève touristique (young tourism talent) category. Her closeness to her 350 employees is a characteristic of her management style, according to which work should be enjoyable. Thanks to her original ideas, she successfully managed to overcome great challenges and obstacles; she ranks among the examples of innovative managers.

Lucie Charland, *Executive Director, Conseil québécois de l'industrie touristique (CQIT)*

Lucie Charland has nearly 25 years of experience in the tourism industry. Since January 2008, she has held the position of Executive Director of the Conseil québécois de l'industrie touristique (CQIT), an organization that consults on the issues facing the Quebec tourism industry and promotes its interests. Before joining the CQIT, she was director of the École de tourisme et d'hôtellerie (tourism and hotel school) at the Collège Mérci for five years, after teaching hotel management at the same school for seven years. Before moving into the field of education, Ms. Charland worked in hotel management for nearly ten years at the Château Frontenac in Québec, managing convention services, as well as being assigned to various business and tourist markets as Sales Director. She has also been an active member of various Boards of Directors, including that of the Carnaval de Québec, the Association québécoise de la formation en restauration, and the Office du tourisme de Québec.

Nathalie Courville, *General Manager, Institut de l'événement*

Nathalie Courville, who has been working in the communications field for more than 23 years, is currently General Manager of the Institut de l'événement, which she co-founded with Jacques Renaud in 2007. The Institut offers training and development to those who work in the field of events. Before that, she held the position of Director General, Marketing and Communications at the National Film Board of Canada. For ten years, she headed her own agency, Communications Courville, which won four times the Félix-équipe of the year award for press relations at the ADISQ Gala. She also piloted the launch of several events such as the Montréal International Jazz Festival, the Festival de théâtre des Amériques, the FrancoFolies de Montréal, and the Just for Laughs Festival, to name just a few. She has also been associated with several album launches, premières, and press conferences for numerous artists, cultural organizations, and major events.

Mary Dempster, *Faculty, Department of Tourism Management and Culinary Arts, Nova Scotia Community College*

Mary Dempster's 27-year career in the Tourism and Hospitality Industry has been exclusively in hotels and has provided her with a number of opportunities to experience a variety of positions including working as Director of Catering & Conference Services, Director of Sales & Marketing, Director of Operations, and General Manager. The companies of the Lord Nelson Hotel (independent), Sheraton Corporation, Canadian Pacific Hotels (Fairmont Hotels), and Delta Hotels and Resorts have been her addresses throughout the years.

In August of this year, Mary followed her passion of leadership, mentoring and training to become a Faculty member of the Nova Scotia Community College in Tourism Management & Culinary Arts.

Joyce Dogniez, *CMM, Director of Global Training Practice Meeting Professionals International, Luxembourg*

After having worked as a corporate and association meeting planner for approximately 10 years, Joyce decided to join Meeting Professionals International in 2005 as Manager of Chapter Relations and Development. In July 2006, she took on the role of Director of Operations for Europe, which was soon to be extended to include Middle East and Africa.

Since April 2009, she has been Director of Global Training, where she is responsible for partnerships with academic, private and government partners, establishing MPI Training Centers for Meetings and Business Events and deploying MPI Global Training programs globally.

Rudolf Fischbacher, *CCC, CCI Chairman, Canadian Culinary Institute, CCFCC*

Rudolf arrived in Canada in 1987 at the Fairmont Royal York Hotel in Toronto as

the youngest Sous-Chef at 22 and worked in several areas of the largest kitchen in Canada including Fine Dining, Gardemanger, and Banquets for up to 5000 guests. He was voted "Chef of the Year" in 1998 by the Escoffier Society of Toronto and was promoted to Director of Food and Beverage.

In 2003 he accepted the position of full-time Professor and Coordinator of all Culinary Programs and the Canadian Centre of Culinary Arts and Science at Humber College, where he is responsible for over 600 students and 38 faculty.

Rudi was elected in April 2008 as National Chair of Education CCI (Canadian Culinary Institute) and is currently part of the development team for the Certified Master Chef for the CCFCC for all of Canada. In October 2008, he was Co-Manager of Culinary Team Ontario for the Culinary Olympics in Erfurt, Germany returning with Gold and two Silver Medals.

James G. Frank, *PhD, JGF Economics Inc.*

Jim Frank is one of Canada's best known and respected economists. He has written and spoken on many of the economic and social issues that are of importance to Canadians. Prior to his retirement from The Conference Board of Canada in 2003, he served as the Board's Vice-President and Chief Economist where he was responsible for economic forecasting and analysis, the Board's work on health and wellness, and the Canadian Tourism Research Institute.

He is Chair of the Board of Directors of Alterna Savings, Ontario's second largest credit union. He is a member of the Standards Council of Canada. He serves on the Investment Advisory Committee of the Community Foundation of Ottawa and on the Board of Directors' Investment Committee, of The Canadian Forces Personnel Support Agency, National Defence.

Kerry Godfrey, *Director of the School of Hospitality and Tourism Management, University of Guelph*

Professor Godfrey's education includes degrees in Geography, Tourism Development Planning, and Business Administration. He is a Fellow of the Chartered Management Institute and of the Royal Geographical Society. He recently returned to Canada after 20 years in the UK, with additional project experience in Belgium, the Netherlands, Italy, Hungary, Slovakia, Cyprus, Malta, Finland, Canada and Thailand.

His research interests have focused on the broad concept of 'sustainability' and more recently on educational programming and development. His second book, *The Tourism Development Handbook* is a core text in a number of tourism programs around the world, and has recently been translated into Chinese and Italian.

Michael Granek, *CSEP – Academic Director, Event Planning Diploma Program, The Art Institute of Vancouver*

Michael Granek is a successful entrepreneur and an award-winning event producer with fifteen years of experience in the special events, tourism, and entertainment industries. Michael Granek has built an outstanding reputation for his professionalism, attention to detail, and dedication to customer service. His extensive background includes event coordination, entertainment management, volunteer management, trade show management, event marketing, and technical direction as well as the producing of large professional corporate events for both local and international clients. Most recently, Mr. Granek has achieved his CSEP (Certified Special Events Professional) designation and is an active participant and contributor to the IEMS project.

Gail Hall, *Consultant, Adult Learning & Recognition*

Gail Hall has experience and expertise in the areas of adult education, online training and networking, recognition of prior learning, informal learning, and pan-Canadian cooperative ventures. She was the first Executive Director of the

Manitoba Tourism Education Council, has developed and delivered in-person and online training for Red River College (Recognition of Prior Learning), and has facilitated a range of national and regional projects to link different types of adult learning. She is currently the contractor for the development of Tourism Qualification Frameworks for CTHRC.

Greg Hermus, *Associate Director, The Conference Board of Canada*

Greg is in charge of producing the Conference Board's inbound and domestic travel forecasts, tourism economic impact analysis, and custom research covering a broad range of tourism-related issues, including labour supply and demand projections.

Greg is an active participant in various working groups within the tourism industry.

Marion Joppe, *Research Chair in Tourism, University of Guelph*

Marion Joppe holds the Research Chair in Tourism in the School of Hospitality and Tourism Management at the University of Guelph. She is also an Adjunct Professor of the graduate Recreation and Leisure Studies program at the University of Waterloo, and the Graduate Research School at Griffith University, Australia. Marion holds a Ph.D. from the University of Aix-Marseille, France in Law and Economics of Tourism, and specializes in destination planning, development, and marketing.

Marion continues to be heavily involved in the tourism industry, and was one of the founding directors and chairperson of the Ontario Tourism Education Corporation and is a board member of the Canadian Tourism Human Resource Council. Marion has been recognized for her contribution to education and development by the Ontario Hospitality Institute and the Ontario Accommodation Association.

Nathalie Landry, *Conseillère pédagogique, Cégep de Saint-Félicien*

Nathalie Landry sits on the Board of Directors of the Association québécoise de la formation en restauration, tourisme et hôtellerie, an organization that includes education in sustainable development as one of its core concerns. Holding a Bachelor's degree in Tourism Management and Intervention from the Université du Québec à Montréal and a Certificate in Tourism Development Management from Université Laval, she has taught Tourism Techniques for over 13 years at Cégep de Saint-Félicien. She is currently working on the development of a new training approach that seeks to solve the problems related to the tourism workforce and meet the new skills development needs, particularly in sustainable development.

Carol Lumb, *Director, Saskatchewan Tourism Education Council*

Carol has been with STEC since its inception in 1990. Previous to this, she was Manager of Education & Training with the Tourism Industry Association of Saskatchewan (TISASK).

Carol served two terms as Chair of the Board of the Tourism Standards Consortium for Western Canada. She is a member of the Board of Directors of the Canadian Tourism Human Resource Council, and Past Chair of the SIAST Tourism Management Diploma Program Advisory Board.

Marie-Janou Lusignan, *Coordinator, Tourism Techniques, Granby – Haute – Yamaska CEGEP*

Marie-Janou Lusignan holds a Bachelor's degree in Tourism Management and Intervention as well as a Master's in Museology; she started her career as a tourism teacher at the Matane CEGEP. For several years, she collaborated on the tourism research journal *Téoros*. For the past 15 years, Ms. Lusignan has been teaching Tourism Techniques at the Granby – Haute – Yamaska CEGEP. She acted as Coordinator of the department from 2004 to 2009 and she is now in charge

of the Tourism Techniques program. Ms. Lusignan is also teaching in a graduate-level education micro program for the Faculty of Education at the Université de Sherbrooke.

Bernard Martinage, *HGM, CHE – Founder and President, Federation of Dining Room Professionals*

An industry veteran of 32 years and author of *The Professional Service Guide*, Bernard Martinage is the Founder and President of the Federation of Dining Room Professionals (FDRP)®.

FDRP is the only certification body to bear the endorsement of both the International Sommelier Guide (ISG) and the American Culinary Federation (ACF). FDRP programs are utilized by universities and culinary colleges, as well as Fortune 500 companies, for student/staff credentialing and professional development. The Federation currently hosts over 4,000 certifications examination annually.

Alister Mathieson, *Dean, School of Hospitality, Recreation and Tourism Humber College Institute of Technology and Advanced Learning*

Alister Mathieson was appointed as the new Dean of the School of Hospitality, Recreation and Tourism at Humber College in Toronto. Mr. Mathieson re-enters the educational arena after spending 20 years in executive positions within the tourism industry in Australia, USA, and Canada. Most recently he was Vice-President of Product, Travel Related Businesses for the Thomas Cook Group and prior to that Vice-President of Sales and Marketing for World of Vacations.

Mr. Mathieson holds an honours degree from the University of Otago in New Zealand and an MA from the University of Waterloo, Ontario. He is also the author of two university texts on Tourism Economics and Impact Assessment.

François Meunier, *Vice-President of Public and Governmental Affairs, Association des restaurateurs du Québec*

For the past 23 years, François Meunier has had a good vantage point from which to observe the Quebec restaurant industry. At the ARQ, he is responsible for information and publications, as well as press and government relations.

As a member of the Board of Directors of the Conseil québécois des ressources humaines en tourisme (CQRHT) and a member of the HR subcommittee of the Conseil des partenaires de l'industrie touristique (CPIT), for several years he has been actively working on a number of projects that involve labour development in the food and beverage industry.

Catherine Noppen, *Professor, Event and Conference Planning, Institut de tourisme et d'hôtellerie du Québec*

Catherine Noppen received a Bachelor's degree in Public Communication from the Université Laval, and a Master's degree in Tourism Management and Planning from UQAM's school of management. She was involved in coordinating various events such as Kyoto 2005, more specifically for the World Wildlife Fund delegation. Catherine Noppen also contributed to the launch of the first edition of the Salon national de l'environnement in 2006, and then again to the one in 2007. Her involvement also led to her contributing to the April 2008 National Industry Day of Meeting Professional International (MPI) which addressed the theme of eco-responsibility at events. A teacher at the Institut de tourisme et d'hôtellerie du Québec since 2005, Ms. Noppen passionately shares her vision and her knowledge on the issue of eco-responsibility in her teachings, and specifically in the Attestation of Collegial Studies program dealing with coordinating events and conferences as well as tourism management techniques.

Mark Reynolds, *C.H.R.P. – Vice-President, Human Resources, Canlan Ice Sports Corp.*

Mark's past business experience includes sales, operations, front-line management, and H.R. roles, mostly in the service/retail industries, with multi-provincial locations. Key deliverables include best practices in the areas of recruiting, organizational development, performance management, and training.

Mark is a member of Canlan's Executive Management team. Contributions include leadership in creating and implementing tools that have brought positive change, direction, and structure. Through his approach, managers are empowered to take ownership in the development of their people and to take pride in helping them to grow their careers.

Thérèse St-Onge, *IFEA Canada Director, International Festivals and Events Association*

Thérèse started her career in the public events and services field for the National Capital Commission in 1977. She has occupied several assignments of increasing responsibility as Senior Project Manager for Canada Day celebrations and Winterlude as well as coordinating the liaison with numerous festivals in the region organized by the private sector.

Thérèse has been an active IFEA member since 1984, and in September 2007 was inducted to the Hall of Fame International Festivals and Events Association (IFEA).

Wendy Swedlove, *President, Canadian Tourism Human Resource Council*

Wendy Swedlove has been the President of the Canadian Tourism Human Resource Council since its establishment in 1993.

Under Ms. Swedlove's leadership, the Canadian Tourism Human Resource Council has produced tourism labour market information, developed national occupational standards for over 50 occupations, professional certification programs for 27 occupations, and paper-based and online workplace training, and career information for the tourism sector. The Council, with its provincial and territorial partners, operates the Canadian Academy of Travel & Tourism in Canadian high schools and the "Ready-to-Work" program which transition individuals from unemployment to the tourism workplace, and has been working with industry and government to facilitate the integration of foreign workers into tourism employment.

Wendy is a member of the advisory boards of the tourism and hospitality programs of the University of Guelph and Ryerson University, and is the proud recipient, on behalf of the Council, of four awards.

Camille Trudel, *President, Festivals Événements Québec, FEQ*

Originally from Abitibi, Camille Trudel completed Classical Studies in Rouyn-Noranda and then pursued further studies in orientation at the Université de Montréal. Five years ago, he retired from the Correctional Service of Canada where he had worked as administrator of educational programs.

Involved with his community, he worked to set up the Strawberry Festival and the Halloween Festival in Ste-Anne-des-Plaines. Since 1986, Mr. Trudel has been president of Festivals Événements Québec. He has also headed the Regroupement loisirs et sports Québec for the past three years. In 1999, he received the Dollard-Morin recreation and sports volunteering award.

Mr. Trudel also participated actively in the creation of the Conseil québécois des ressources humaines en tourisme, as a member of the strategic development committee, more than 10 years ago.

Jérôme Vigneault, *Human Resources Manager, Auberge Le Baluchon*

Jérôme Vigneault holds a Bachelors degree in Human Resource Management and a graduate degree in Work Relations. He has been working at Auberge Le Baluchon as Human Resources Manager for the past five years. This 200-employee

tourism enterprise has won several awards for the quality of its human resource management. Located in St-Paulin, a small rural community situated one and a half hours from Montreal, Le Baluchon keeps its staff motivated and combats the labour shortage by using training programs, staff recognition strategies, and creating a feeling of belonging.

Pierre Villa, *President, Villa Logistics*

Graduated from Université Laval in Mechanical Engineering, Pierre Villa started his career at the Quebec Health Department. A few years later, he became partner in an engineering firm for eight years and then General Manager of Labatt's Brewery in Québec City and Vice-President of Public Affairs. After a short stay as President of YUM YUM Potato Chips, he started his own marketing consulting firm and has since been involved with many different clients. Pierre has also hosted various television programs in Quebec City as well as many business events, conventions, and seminars.

Randy Williams, *President & CEO, Tourism Industry Association of Canada*

Randy Williams started his position as President and CEO of the Tourism Industry Association of Canada in January 2002, bringing with him more than three decades of tourism and travel experience, including hotel management, human resource development and education, tourism planning and destination marketing.

Before assuming leadership of TIAC, Randy was President and CEO of the Association of Canadian Travel Agencies and also served as the first President and CEO of Tourism Saskatchewan. Randy is a strong advocate for the development and enhancement of tourism as a key economic sector, and plays an important role in representing the interests of the Canadian tourism sector to the federal government, other organizations, and the general public. He is committed to ensuring that the voice of Canadian tourism is heard loud and clear.



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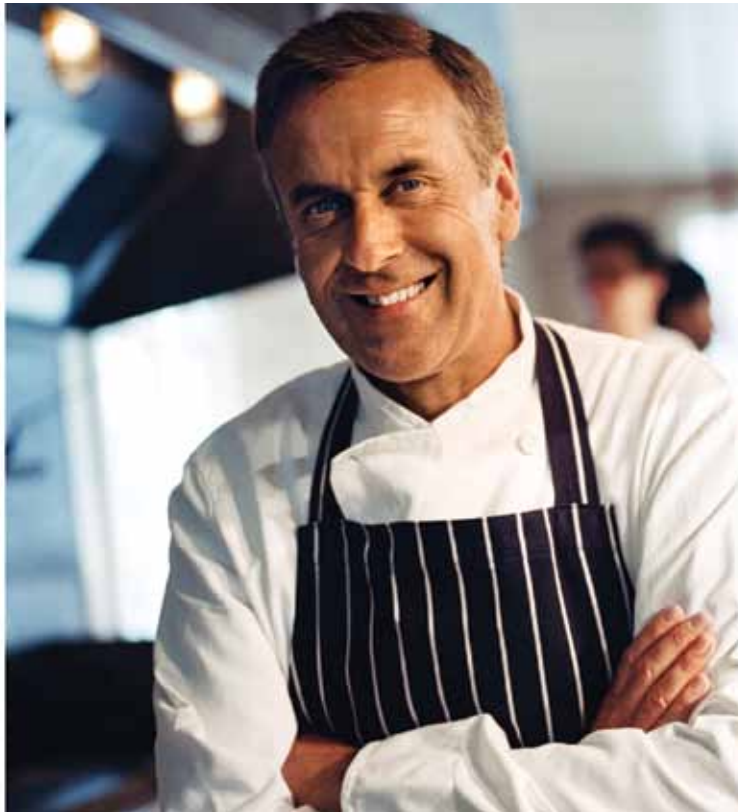
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ATR associées du Québec is a non-profit organization that represents 21 regional tourism associations (Associations touristiques régionales (ATR)). The *ATR associées du Québec* represents the collective interests of these associations by offering various services. Furthermore, the *ATR associées du Québec* oversees the implementation of tourism road sign programs, as mandated by the *Ministère du Tourisme* and the *Ministère des Transports du Québec*.

While ATRs are recognized regional representatives for tourism matters on behalf of the Government of Quebec and the *Ministère du Tourisme*, they are also considered private and not-for-profit entities. ATRs are resource centres for regional consultations, accommodation, information, promotion and the development of tourism road signs in all ATR territories.

Quebec's 21 ATRs represent more than 10,000 companies and organizations from all sectors of the tourism industry, including accommodation, restaurants, tourist attractions, conference centres, cultural events, etc. They help contribute to the development and growth of Quebec's tourism industry for the benefit of the province's region.



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