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SASKATCHEWAN'S TOURISM INDUSTRY MAGAZINE



FOOD & BEVERAGE EXPO 2022

Hospitality Saskatchewan has partnered with the Saskatchewan Liquor & Gaming Authority (SLGA) to produce Saskatchewan's premier food and beverage event taking place at Prairieland Park, Saskatoon on Wednesday May 4th.



Addressing Challenges Head On...With A Little Help From Your Friends (at QUASEP)

There are many challenges that operators have faced over the past few years because of the COVID-19 pandemic, and as things start to re-open up operators are now faced with additional hurdles including labour, and if possible, making up for lost revenue. As with all of life's challenges, this can best be addressed by facing it head-on. However, we would suggest that before addressing any challenge, having a strategic plan in place with the support of allied and trusted partners is the smartest way to ensure of a successful outcome.

Addressing the Labour Challenge

For example, let's take a look at the labour challenge. Finding and hiring skilled team members can be challenging at the best of times, however in the wake of the COVID-19 pandemic it may take longer to find and hire the right "fit" for your organization. In the meantime, possible solutions may be found in outsourcing and/or re-evaluating the current use of labour.

We often hear the adage "*work smarter not harder*" and the logic can certainly be applied to this challenge. One of the benefits of being a QUASEP member is the extensive network of partners and purchasing opportunities available which includes programs for outsourced labour, innovative solutions to help in the reassignment of labour, and convenience items to help make many common tasks faster and easier. In addition, many of these programs also offer a financial incentive, whether it's a DISCOUNTED RATE, CASH REWARDS, or A COMBINATION OF DISCOUNTS AND CASH REWARDS.

Finding Additional Revenue Opportunities

This brings forward another pain point that will need to be addressed; as inflation continues to rise and there are still debts to pay off as a result of lost revenue during the COVID-19 shutdowns, finding additional revenue opportunities and cost savings can also be considered a high priority. The good news is that QUASEP members have the opportunity to *earn cash rewards on essential purchases* for many areas including foodservice and janitorial. This additional revenue stream means that operators are able to earn additional revenue while continuing to focus on the most important aspect of their business, ensuring top a top-quality experience for customers.

Get By With A Little Help From Your Friends

One of the last, but most important solutions can be found in the support of a dedicated QUASEP Account Manager. Committed to assisting QUASEP members in maximize their membership benefits, the QUASEP Account Manager is an invaluable resource and able to provide a wealth of information on programs and products that can help to address many common challenges that operators are faced with. Moreover, they are also able to assist members in the onboarding process with new distributors and service providers to ensure of a painless transition.

Whether your organization is faced with any of the afore mentioned challenges or your organization has been lucky enough to come out of the COVID-19 pandemic relatively unscathed, it is always good to remember that none of us are as good as all of us. When faced with any challenge, it will always be easier to overcome with a little help from your friends.

If you are looking for opportunities that will help your hotel to *maximize your purchasing power*, we invite you to learn more about the possibilities a QUASEP membership can bring to your operations.

To learn more about how QUASEP can help your hotel operations:

- **Visit:** [QUASEP.ca](https://www.quasep.ca)
- **Contact:** William Chan, Account Manager, QUASEP
 - o T: 306.292.7228
 - o E: chan-william@avendra.com





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CEO MESSAGE - WHAT A DIFFERENCE 24 MONTHS CAN MAKE



Jim Bence
Hospitality Saskatchewan
President/CEO

I'm not often caught for a loss of words but when I look at the following shocking list of events that have occurred over such an incredibly short time, I can't help but think it's a miracle that any of us survived at all. We've been forced to talk at length about pivoting, adaptability, crushing debt, federal/provincial support, insurance, labour, bankruptcy, mental health, loss of revenue and of life.

Looking across Canada, it's clear that for those of us in Saskatchewan, we have a lot to be thankful for. A lot of things had to happen, and at every level, for us to survive and this list is a reflection, of what needed to happen if we were to get through this horror together.

After a long and desperate 24-month winter, we are now doing what we have always done, we are emerging to take on the spring and all the opportunity that it brings. This is nothing new, we have been doing this for the last 6,000 years in Saskatchewan, we are preparing for renewal.

Not without its hurdles though, we for the most part, were able to come together and do the right things. Make the sacrifices necessary to survive and support each other in whatever ways we could. This is what we do as human beings and will continue to do no matter what global calamity is occurring in the world around us.

But this too is nothing new, and no matter how bad things get we should always expect the best from ourselves and those around us. Again, we've seen it before.

Victor Frankl, a Jewish prisoner of war held in a concentration camp during WW11, discovered that the proactive choice of attitude is the "the last of the human freedoms."

"We who lived in concentration camps can remember the men and women who walked through the huts comforting others, giving away their last piece of bread. They may have been few in number, but they offered sufficient proof that everything can be taken away from a person but one thing: the last of the human freedoms – to choose one's attitude in any given set of circumstances, to choose one's own way."

Viktor Frankl, "Man's Search for Meaning"

On the 2-year anniversary of the very unpleasant arrival of COVID-19 to our shores, it's important that we take a minute to reflect and have a quick look back at what has occurred over the last 24 months.

2020:

- March 11 – World Health Organization declares Covid – 19 outbreak a pandemic
- March 12 – Saskatchewan's first presumptive case of Covid-19 detected
- March 13 – First public health order announced limiting all public gatherings to 250 people
- March 18 – State of Emergency is declared in Saskatchewan limiting gatherings to 50 people, closing Casinos and Bingo Halls, and limiting restaurants to 50% of capacity
- March 20 –Public health order closing nightclubs, bars, and lounges immediately and announcing that all indoor dining and all recreation and entertainment activities would cease March 23.
- March 20 -Saskatchewan Government Publish amendments to The Employment Standards Regulations which revised the government's approach to temporary layoffs, group termination notices and public health emergency leave.

- March 20 –Saskatchewan Three Month PST Remittance Deferral and Audit Suspension, Crown Utility Interest Deferral Programs.
- March 20 –Government announcement the Business Response Team would be Established.
- March 24 – (Canada) Covid 19 Emergency Response Act
- March 30 – First 2 deaths reported in Saskatchewan due to Covid-19
- April 6 – The Federal Government announces the Canadian Emergency Response Benefit (CERB) that provided financial support to employed and self-employed Canadians who were directly affected by COVID-19. Applicants received \$2,000 for a 4-week period
- April 9 – The Federal Government announces the Canada Emergency Business Account (CEBA) which provided small businesses and not-for-profits interest-free, partially forgivable loans of up to \$40,000. On December 4, 2020, the eligible loan amount was increased to \$60,000. And on January 12, 2022, the government announced the extension of the CEBA repayment deadline and interest-free period to December 31st, 2023, If you repay the balance on or before December 31, 2023, your loan will be interest-free with 33% forgivable (up to \$20,000).
- April 11 – Canadian Emergency Wage Subsidy CEWS (Canada) Support program for employers to assist in retaining staff. Qualified employers can receive up to 75% of the employee's wage. Initially open for 12 weeks, CEWS is extended to October 23, 2021.
- April 22 – Announcement of the Re-Open Saskatchewan Plan. This is a phased in approach to allowing customers back to all venues in the tourism sector
- May 4 – Phase One – fishing, golf and camping
- May 7 – Province announces schools will remain closed for rest of year
- May 19 – Phase Two – retail & select personal services distancing and limits
- June 5 - Commercial Eviction Protection for small business – Property owners must offer a minimum of a 75 per cent rent reduction for the months of April, May, and June 2020.
- June 8 – Phase Three – restaurants with distancing and limited seating
- June 22 – Announcement that indoor gatherings can increase to 30
- June 29 – Phase Four – theatres, galleries and museums with distancing and limits
- July 6 - VLT commission increase from 15% to 25% - As part of the Re-open Saskatchewan plan, the VLT network resumed operation July 6, 2020. At the same time, the commission paid to sites temporarily increased from 15 per cent to 25 per cent
- July 6 – Phase Five – performing arts, music and dance with distancing and limits
- July 9 – Phase Five – casinos and bingos with distancing and attendance limits
- July 14 – Covid-19 testing becomes available universally
- *August 10 – Saskatchewan Tourism Sector Support Program (STSSP) provides \$35M for hard hit operators in the tourism sector.
- October 3 – Announcement that where social distancing cannot be maintained, masks are recommended.
- September 27 -Canada Recovery Benefit (CRB) (Canada) Provides income support for employed and self-employed individuals directly affected by Covid -19 Program is extended to October 22, 2021.
- November 6 – Masking becomes mandatory in Regina, Saskatoon, and Prince Albert
- Nov 17 – Additional health measures including masking in all public venues, social distancing requirements, four guests per table in restaurants and limits on household and public gatherings are announced. These restrictions are extended each month until May 10, 2021
- November – 19 Mandatory masking expanded province-wide to all indoor public spaces.
- November – 27 Additional health measures implemented affecting restaurants, performance venues, events, sports, fitness, places of worship and gyms.

- December 3 – Saskatchewan government announces the Saskatchewan Small business Emergency Payment (SSBEP), Through two phases and six eligibility periods, the SSBEP has provided more than \$66 million in financial support to more than 6,400 small businesses as of April 26, 2021.
- December 7 – Saskatchewan Government introduces Strong Recovery Adaptation Rebate (SRAR) - available to businesses that have had to adapt their business models during the pandemic.
- December 7 – Saskatchewan Government lowers taxes for small businesses for 3 years
- December 9 – 15 people in Saskatchewan receive Pfizer's vaccine
- December 9 – Saskatchewan Government launches the \$2.5 million Re-Skill Saskatchewan Training Subsidy
- December 19 – Additional health restrictions are added to those announced in November. Casinos and bingo halls must close. Venues hosting indoor events are limited to 30 people who must remain seated, and no food or beverage can be provided.

2021:

- Jan 3 – Temporary VLT commission adjustment ended.
- February 3 – Saskatchewan confirms first 2 cases of U.K. variant
- February 25 – STSSP (renewal) expands the qualified audience in tourism and provides \$15M to the beleaguered tourism sector
- March 11 – Vaccine booking system opens for 85 and older
- March 24 – Cap on 3rd party food delivery commissions - The cap applied to third-party delivery providers that serve restaurants across the province.
- April 30 – Temporary cap on 3rd party delivery commissions ended.
- May 4 – Announcement that plans to lift health orders tied to the percentage of vaccinations are announced. There is an easing of some gathering restrictions.
- June 2 – The Federal Government announced The Business Credit Availability Program (BCAP) loan guarantee and co-lending programs which provided credit of up to \$6.25 million and \$12.5 million respectively.
- June 2 – The Federal Government announces the Highly Affected Sectors Credit Availability Program (HASCAP), offering government-guaranteed, low-interest loans of \$25,000 to \$1 million to businesses across the country, with repayment periods of up to 10 years, in all sectors that had been hit hard by the pandemic. This included restaurants, businesses in the tourism and hospitality sectors, and those that rely on in-person service.
- June 6, 2021 - Canada Recovery Hiring Program (CRHP) (Canada) Employers who continue to be impacted by Covid 19 can make applications to support the wages of the new hires. This program is available until November 2021.
- June 20 – Announcement is made that all public health orders will be lifted on July 11 and some restrictions are eased including increased numbers in public and private gatherings
- July 11 – All public health orders are lifted
- September 16 – Mask mandate and parameters for vaccine requirements are announced.
- October 1 – a provincial requirement for proof of vaccination or negative test will be implemented for public access to a list of establishments, businesses and event venues that bring groups of people together. All industries within the tourism sector are impacted
- November 25 – “Hard to Fill Skills” Pilot project, a provincial program enables Saskatchewan employers to recruit workers through overseas missions, or other international recruitment activities, into select jobs that have significant recruitment challenges.
- December 17 – Hardest Hit Business Recovery Program provide support through wage and rent subsidy rate of up to 50 per cent.

2022

- January 27 – The mandatory self-isolation period for COVID-19 positives was shortened to five days for those who are not fully vaccinated.
- February 14 – End of proof of vaccination mandate.
- March 1 – End of masking mandate.
- March 14 – Province's State of Emergency Order ended.
- March 15 – Launch International Education Strategy, a plan to enhance Saskatchewan's profile in attracting students from overseas.
- March 15 – \$4 million for The Economic Recovery Work Experience Initiative. A one-time pandemic recovery initiative for employers and job seekers. The program provides funding for paid work experiences for job seekers to gain practical skills in priority sectors like hospitality, agriculture, retail services, health, and childcare.
 - » Up to \$6,000 per each work experience participant; and
 - » 100 per cent of the minimum hourly wage is covered in the first month, 80 per cent in the second month, and 60 per cent in the third and fourth months.

"Stay tuned as there will certainly be plenty more to see and read about as we catapult out of Covid and into our new abnormal!"



CORINNE LUND SUCCESSFULLY NAVIGATED THROUGH THE PANDEMIC AND HAS EYES SET ON 2022



Corinne Lund
Alt Hotel Saskatoon
General Manager

By Conchita Galvez

As the general manager of Alt Hotel Saskatoon, Corinne Lund, with the support of her team members and department managers, co-ordinates and oversees all hotel operations. Embracing all facets of the business, Lund learned through experience that the hotel industry was her niche.

She began working in the hotel industry part-time throughout school.

"I remember being set on going to post-secondary school in hopes of being a paralegal. I had a very strong interest in people and what makes people tick," said Lund. "Beyond that, my plan was to go into social work and after that my sights were possibly set on something in psychology."

"I did not think this was permanent and just wanted to earn extra money to get through my education. Surprising to me it did not take long at all before I realized this is where I want to be," she added.

With a willingness to try, and open-minded, Lund embraced all aspects of the hotel industry. As a young student, she shadowed managers and worked in various departments including the front desk and catering office. Lund quickly discovered the "under-appreciated side of the industry" and the numerous roles within the industry.

"What I enjoyed the most was that my day was always changing. I could go into work at any day and it was never repetitive — there was always something new happening," said Lund.

Even with experience, Lund admits it's been extremely difficult to navigate through the COVID-19 pandemic.

"The last two years of my career have been absolutely unprecedented in terms of what general managers have had to deal with. The role of a general manager has significantly shifted since the pandemic. It is going to continue to evolve as the industry redefines what services we are able to provide, what processes we need, what expectations are out there, and there are just a whole new set of challenges because everything has changed," she said.

Despite a devastating two years, Lund has maneuvered through the challenges and is confident the hotel industry will gradually see a return to pre-pandemic sales.

"Now in 2022, there is an optimism that I feel that the province is learning that it is safe to stay in a hotel and we can do it safely. We are all learning how to deal with this better and there is just a better acceptance of 'it's ok for life to go on'. It may not be 100 per cent perfect in 2022 but it will be much better," said Lund.

The hotel has noticed a shift from short-term bookings to long-term bookings — indicating a sense of consumer confidence.

"There is now that indication from corporate clients that 'yes, next September I feel confident I can have my team together again,'" she said.

Alt Hotel Saskatoon is located on the banks of the South Saskatchewan River and offers inspiring views of the River Landing District.

The hotel offers an impressive 4500 square feet of meeting spaces ideal for conferences, board meetings, cocktail parties, and family gatherings. For larger events, the 'Indigo' meeting space holds up to 120 guests and is full of natural light. For a more inspired meeting venue, the 'Violet Creative Lounge' offers lounging couches and a flat screen TV.

"With the more traditional hotels, the meeting spaces tend to be quite dark. Ours have floor to ceiling windows, natural light, wonderful views, and built-in audio-visual. When they designed the hotel, they put a lot of thought into making it a place where guests could be in an all-day meeting, and still be comfortable," said Lund.

The hotel strongly believes in the importance of supporting the local community. The lounge and bar known as 'Bokeh' sources from local distilleries, cheese makers, and meat producers.

"If there is one thing this pandemic has taught us is that we have so many wonderful things right in our backyard and we have to support each other," said Lund.

Defined as a trendy, youthful, and upbeat hotel, Alt Saskatoon offers a 10 per cent discount on weekends for western residents from Alberta, Saskatchewan, Manitoba, and British Columbia.

"As borders closed and travellers weren't coming into the country, we were seeing more Canadians travelling across Canada. We should all spend more time travelling in this beautiful country we call home," said Lund.

Lund says her way of giving back to the industry is through her role as a board member of Hospitality Saskatchewan.

"I immediately jumped on the opportunity thinking that at this point in my career I've seen a lot and I've seen how valuable hospitality is. Through the past two years, I realized what not to take for granted anymore," she said.

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OPERATING A SUCCESSFUL HOTEL BUSINESS IS IN BRAD DUPUIS' BLOOD



Brad Dupuis
Shellbrook Hotel
Owner

By Conchita Galvez

If you would have asked Brad Dupuis at 19 years old if he could see himself in the hospitality sector, he would have shaken his head and said he had other plans. Unknowingly, becoming a manager at the Shellbrook Hotel was an inevitable career path.

Dupuis' parents along with his grandparents took a chance and bought the Shellbrook Hotel in 1978. Having spent his childhood years living at the hotel, Dupuis later took on part-time managerial roles while completing a journalism degree at Mount Royal University.

"I ended up managing the hotel in different periods of my life. I looked after the place in my early 20s during summers in university and during a gap year that I took," he said.

Having worked at local newspapers in between, Dupuis ended up returning to the hotel in 2013 when his father was in need of a general manager to oversee the hotel. Despite putting a career in journalism aside, Dupuis says his background in communications provided him with valuable and rewarding skills that he applied to his career.

"I wanted to do other things — I wanted to be a writer and as the years went by the more this made sense over other things I was doing in my life," he said. "I wouldn't be any good at what I am doing right now if I didn't go to school. I take care of all of our advertising and marketing which I learned in school — it all carries over," he added.

Dupuis and his wife purchased the six-room hotel from his parents in 2015. The hotel has been in the family for 43 years — a generational investment which Dupuis says has gone through a fair number of changes.

"I am a third generation owner. The entire business has really changed since my parents got into this in the '70s. During that time, bars were booming. Over the years, laws changed and fewer people were sitting down to drink and more people were picking up off-sale," said Dupuis. "We went through privatization, smoking bans, VLT's — all of those impacted business."

Today, the family-owned hotel hosts sports teams, hunters, and group travellers. Dupuis uses a hands-on approach to ensure the business is running smoothly.

"There isn't a job here I can't do — I do everything. I cook, clean, bartend, serve, take care of the hotel rooms, plumbing. There is literally nothing that happens here where I am not involved," said Dupuis. "Especially because of the pandemic, I am a lot more involved with the day-to-day operations."

When the hospitality industry was forced to shut down during the onset of the pandemic, Dupuis was the only one staff member left working. The hotel manager worked alongside for three months straight to ensure the business did not "end up upside-down".

Navigating through the pandemic, Dupuis' hotel is now back in business as a year-round hotel which offers one and two bed units. For Shellbrook locals, the hotel is known for its pub — a lounge which has a holding capacity of 126 guests.

"We have the best wings in town and definitely the best wings in the area. We make some mean cocktails and offer a wide selection of craft beers which you often don't see in small towns," he said.

Dupuis' involvement within the hospitality industry goes beyond being a manager at the Shellbrook Hotel. He is on the board of directors for Hospitality Saskatchewan and actively involved in the hotel and restaurant community.

"As soon as I got back into the hotel industry, my dad encouraged me to get involved by going to events. I started going to golf tournaments and conferences and meeting people within the industry. A spot was opening up with Hospitality Saskatchewan and someone kind of tapped me on the shoulder and encouraged me to run — so I did," said Dupuis.

Dupuis says the greatest perk of being on the board is seeing how operations within the industry run. Finding like-minded individuals within the hospitality industry is just one of the opportunities made available by Hospitality Saskatchewan.

"The reason I got involved is that I wanted to be a part of what was happening. If I could make a difference, that was important. I didn't want to just sit around and hope things were happening — I wanted to be a part of it," said Dupuis.



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Financial struggles, tough economic times, family conflict, and relationship troubles can affect your mental health, and mental health problems can make these challenges even more difficult to navigate. Whether it is for yourself or someone else (an employee, co-worker, friend), there are supports in place that are accessible to you.

- Visit the Canadian Mental Health Association, Saskatchewan Division, website at www.sk.cmha.ca
- Visit Mobile Crisis Services online (www.mobilecrisis.ca) or call one of their helplines (306) 757-0127
- Farm/Rural Stress Line (800) 667-4442
- Healthline 8-1-1

Remember, you are not alone. If you have even the smallest question or concern, contact any of the resources listed above right away.



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OWNER ED FAHLMAN OPERATES A YEAR-ROUND HOTEL JAM-PACKED WITH OUTDOOR ACTIVITIES



Ed Fahlman
Kenosee Inn and Cabins
Owner

By Conchita Galvez

Kenosee Inn and Cabins offers four seasons of picturesque outdoor activities for all. Located in Moose Mountain Provincial Park, owner Ed Fahlman describes the area as a “forest oasis in the prairies.”

“We are surrounded by rolling hills, dense forest, and clear lakes. The Kenosee Inn is located right at the top of the hill from the main beach,” he said.

Nestled in-between 40,000 hectares of nature, visitors of Kenosee Inn and Cabins have access to the popular Kenosee Lake and its sandy beaches. Water lovers can enjoy parasailing, paddle boarding, canoeing, kayaking and boating.

There is an abundance of entertainment for both adults and children. While adults can soak in the serenity of fishing, families can take advantage of the well-maintained beach and playground or the ever-popular mini golf. For those who are into a higher cardio activity, there are kilometers of hiking and biking trails throughout the forest.

During the summer months, horseback riding, mini golf at Masters, or the scenic Golf Kenosee are popular attractions. For those fond of the winter months, there is no shortage of entertainment with cross-country skiing, snowshoeing, skating and snowmobiling opportunities available. Kenosee Inn and Cabins offers a cross-country ski package which includes a one-night stay, ski rentals for two, and a picnic lunch.

After a long day outdoors, guests can cozy up inside one of 23 cabins — all of which include a gas BBQ, fire pit and picnic table. The Inn has 30 spacious rooms overlooking Kenosee Lake.

After travelling out of province for six years, Ed returned to Saskatchewan eager to become involved in the hospitality industry. He took on role of the food and beverage manager at the Kenosee Inn and Cabins alongside the previous owners, Daryl Safinuk and Blaine Shackleton, who he had worked for during his university days.

“I always loved the idea of owning my own business and being my own boss. I just enjoyed people my whole life and it was something I wanted to pursue because I really enjoyed working with the public,” he said.

Today, Ed operates the business along with his wife. The two work side-by-side to ensure all facets of the business are running smoothly. Ed attends to the maintenance, oversees kitchen operations and schedules staff.

“My wife does the other side. She looks after the front of house, housekeeping and front desk,” he said.

When the pandemic began, Ed, his wife and two kids moved to the hotel full time. “Initially what happened is that we shut down completely. We moved into the hotel, stayed on-site and just did takeout food. For about 91 days, we worked every single day,” he said.

“I cooked, my wife took food orders and the kids helped where they could and we got through it,” Ed added. “You have to make tough decisions and if you want to go on, you have to go on.”

Today, Ed says business has started to pick back up with the hotel allowing for plenty of social distancing and outdoor activities. While Kenossee Inn and Cabins tends to attract families and youth, the hotel is also known for its two convention centres — ideal for large corporate meetings or small admin meetings, the Convention Room holds up to 125 guests and the Aqua Room accommodates groups up to 25 people.

Being involved in the hospitality industry for nearly 22 years, Ed says he was impressed with Hospitality Saskatchewan's assistance navigating through the pandemic. "You couldn't have asked for better advocates. They did an incredible job and I wanted to lend a helping hand with being a board member. It was something I thought I owed them with all of the hard work they put in."



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ORVAL DAVID MCCOMB

MAY 6, 1939 - MARCH 5, 2022



ORVAL DAVID MCCOMB
May 6, 1939 - March 5, 2022

It is with great love and sadness that we announce the passing of Orval David McComb of Biggar, SK on March 5, 2022, at age 82. Orval has been reunited and welcomed into the arms of his son Dwain McComb (2008), his parents Robert and Marie McComb, along with other family and friends who passed before him.

Orval will be lovingly remembered by his wife of 61 years Edith (Edie), two daughters Darla (Nick) Perry of Regina and Dayna McComb (Trent Wszolek) of Biggar; three granddaughters - Katelyn (Tanner) Mitchell of Regina, Kendra Perry of Calgary, Cassidy Kelliher of Biggar; one grandson Coye Kelliher of Biggar, three step grandchildren J'Lynn, Nolan and Eryn Wszolek, and special niece Margie New ton all of Biggar.

Orval was born in Shoal Lake, MB on May 6, 1939, growing up in a bustling house with 2 sisters Grace and Patricia and 3 brothers Bob, Wayne, and Ken. Orval's life journey took him to many communities throughout Manitoba, Alberta, and Saskatchewan; and he always made community involvement, family, and friends a priority.


Orval loved playing ball, curling, and golfing, but his true passion was music, and heaven has gained a new band member. Orval was the drummer in various bands (Northern Ramblers, Ramblers, We Three, and the Biggar United Church); even gaining some radio time on CFAR in Flin Flon, Manitoba. Orval loved to play his guitar and sing every chance he got. His guitar was one of the first items packed in his trailer. Campfire sing-alongs were frequent, especially at rodeos where Orval was an announcer for the Canadian Professional Chuckwagon Association. Anyone in attendance will remember his enthusiastic call "And Down the Stretch They Come".

Orval's professional career included involvement in several associations including the Junior Chamber of Commerce, Jaycees, Biggar Agriculture Society, and President of the Saskatchewan Hotel Association (1997-1999).

Orval was the owner and operator of the Westwinds Motor Hotel for 30 years and worked tirelessly to ensure that the customer experience was nothing less than 5-Star. He continued to be a hotel handy man even after his retirement. When not at work, you could find Orval in his backyard gazebo with old time music playing on the radio and his mini fridge stocked for friends who would drop in.

A Celebration of Life will be held on May 7, 2022. at 2:00pm at the Biggar Memorial Gardens in the Biggar Cemetery. In lieu of flowers, donations can be made to Ride for Dad in Support of PCFF (Prostate Cancer Fight Foundation). Arrangements In care of Piche Hawkins Grondin Funeral Chapels - Assiniboia Chapel.

Condolences to the McComb family from Hospitality Saskatchewan.

A man and a woman, both wearing dark aprons over light-colored shirts, are smiling in a bakery. The woman is in the foreground with her arms crossed, and the man is slightly behind her to the left. In the background, there are shelves with bread and a rolling pin.

Get Ready to find your team.

Total employment in Canada has recovered to pre-pandemic levels, except in the tourism and hospitality sector. Tourism & Hospitality Emergency Recovery is working with partners across Canada to drive recruitment and support sector recovery. Access tools and strategies that can be tailored to your region, including a readiness assessment, destination snapshot using real-time data, and workshops for businesses. Visit LetsGetReady.ca to learn more.

LetsGetReady.ca



Tourism & Hospitality
Emergency Recovery

WHERE DOES UKRAINE FIT IN TO ALL OF THIS?



Daniel Hirschorn
Saskatoon Immigration &
Employment Consulting Inc. (SIECSI)

It's virtually impossible to talk about immigration these days without spending some time discussing the Ukraine situation. It is very important to note that our federal government has stepped up to the plate with assistance in immigration matters, with Saskatchewan doing similar.

So how can you, as a Saskatchewan employer, hire a Ukrainian foreign national now, which will help all parties involved? The answer is not so simple. While there is indeed a willingness to expedite any file for a Ukrainian applicant, by both the feds and the province, so far there is no way around the numerous requirements needed by employer and applicant.

Having said that, if you know a Ukrainian citizen who you would like to hire, do pursue this. The province will expedite the SINP portion of the file, and the federal government has agreed to expedite the work permit portion of the file. However, do keep in mind that anyone you choose to hire must still meet the minimum work, education and language requirements as laid out by SINP.

As a follow up to my last article about the recently announced Hard to Fill Skills Pilot Project, I would encourage all employers to take a good look at this program. It truly sets the standard nationally for what a common-sense program looks like, focussed on the needs of employers in Saskatchewan. In today's climate of staffing shortages, this program may be your saving grace. www.siecsi.com

CONGRATULATIONS TO TOURISM SASKATCHEWAN'S READY TO WORK TEAM!



Diane Cohoon
Tourism Industry Consultant

Twenty Ready to Work projects with over 240 students were recruited despite all the challenges of the last two years. As the restrictions attached to the COVID-19 pandemic are lifted the coordinating team and facilitators should be acknowledged for the adjustments required to reach this success.

Students in a Ready to Work Project begin their training with workplace essential skills, including being positive, adaptability, taking responsibility for learning, and valuing safety are the first acquired outcomes.

Essential skills including communication, the ability to understand and work with numbers, technology, and computers, managing information, working with others, critical thinking and job search skills are the second set of outcomes. Demonstrating tourism knowledge and serving customers professionally are the last outcomes in the workplace essential skills portion of the training.

Pre-pandemic skill development in food and beverage service, bartending, line, and prep cook were most often provided by hosting guests in a pop-up restaurant in the community where the program was delivered. Students prepared and served meals in a variety of styles including plate and buffet service. Meal service shifted through the pandemic to a model where community organizations including shelters, Food Banks and youth support groups received meals.

In addition, other qualifications including Serve It Right Saskatchewan, Food Safe and other Safety training were included.

Originally launched in 1994 as Tourism Careers for Youth, and rebranded in 1999 as Ready to Work, this Tourism Saskatchewan program has trained over 6000 students in over 50 Saskatchewan communities. The program has been adapted many times to meet the needs of students and employers in the tourism industry.

TOURISM SASKATCHEWAN DEMYSTIFIES APPROACHES TO CONTENT MARKETING AND SOCIAL MEDIA

Tourism Saskatchewan appreciated the opportunity to participate in the Hospitality Saskatchewan conference and trade show, held in Saskatoon in September 2021. Management and staff led sessions that addressed the current state of tourism and strategies for recovery, details about niche markets, programs to build business and more.

In a presentation on content marketing and social media, Mitch Serbu, Digital Marketing Consultant, and Andrew Hiltz, Content Creation Specialist, provided delegates with valuable takeaways to enhance their online presence and activities. The session demystified some of the concepts that marketing professionals take for granted and offered down-to-earth advice.

Here are a few of the insights shared:

- Tourism Saskatchewan employs a digital-first, consumer-focused, influence-driven approach to content marketing. This means focusing efforts on digital channels and online activities for greater consumer reach and engagement at less cost; understanding target audiences to appeal to their interests and needs; and creating meaningful content (stories, videos, blogs, photo essays, podcasts) that influences travel and buying decisions.
- Up-to-date market research is essential to know who potential visitors to Saskatchewan are, where they live and what motivates them to travel.
- The three stages of the customer journey (discovery, consideration/commit, travel/advocate) require different content and types of engagement.
 - » Inspire and entice consumers at the point of discovery.
 - » Given them more concrete details in the consideration stage and make it easy for them to commit.
- » Engage them as advocates during or shortly after their trip.
- Donkeys and Unicorns is an actual concept to identify and enhance content. There are a lot of donkeys – pieces that rate average performance or below. Unicorns are the rare stories that perform well and get great engagement. It's important to recognize unicorns, analyze them and apply the formula elsewhere.
- Social media can entertain, educate and inform people. How can content be tailored to these themes?
 - » Evocative images (photographs and videos) and meaningful stories entertain.
 - » How-to videos can be educational (i.e. demonstrating how to dress properly in winter, what to pack for a road trip or where to go to enjoy certain experiences). With a bit of creativity, they can be entertaining, too.
 - » Sharing a post about nearby businesses or a blog listing of upcoming events informs people about all that is happening in a community or destination.
- Photography tips – Use natural light, keep the horizon level and include people. Representation matters (gender, age, ethnicity, sexuality, size, etc.). Do people see themselves in your content and feel welcome?
- Video tips – Platforms like Instagram and TikTok favour homemade, authentic videos over professionally produced content. Cell phone videos perform well. Great videos hook the viewer in, evoke emotion and tell a compelling story that has a beginning, middle and end.

PowerPoint slides from this and other sessions are available on Tourism Saskatchewan's Business Hub, Business.TourismSaskatchewan.com/en/industry-events-and-presentations.

#1 tip for delicious food photography

Cell phones can be used to capture high-quality photographs and videos. Natural light is ideal and achieves richness and clarity. Food photographs sizzle under natural light. Take plated menu items out of the kitchen and away from heat lamps. Place them near a window where the sunlight will naturally bring out colours, highlight textures and make an image scream "delicious."



ACOUSTIC CEILING TILE CLEANING



Brighten your guest rooms!

There was a time when acoustic cleaning simply didn't exist. Acoustical tile act as "sponges" for sound. They soak up excess noise to create a more pleasant environment, but they have plenty of other advantages as well. They hide many different installments that keep the building operating smoothly as well as being humidity-resistant and fire-resistant.

In time ceilings and walls become discolored from UV rays, grease stains and nicotine. They trap carbon monoxide, oils, grease, smoke, and carbon. These factors along with other unsanitary pollutants have found their way to the ceiling to create the sick building syndrome. Thin layer of dust particles keeps accumulating with each day on the acoustic ceiling tiles through the HVAC systems while air is circulating.

Professional cleaning solutions can break down the dirt film into micro-dust particles that evaporate into the atmosphere and are filtered away through the air handling system. This common cleaning technique is called oxidation reduction.

Depending on the nature of your acoustic ceiling tile there are slightly different processes and techniques. This technology can clean any type of acoustic tile effectively. The sound-deadening acoustic ceiling tiles are made of fragile material that would crumble or show spots and streaks when cleaned with traditional methods.

When dust and grime are removed the natural reflective properties of the ceiling is restored. The entire room will be much brighter and more appealing in appearance. You can see an instant improvement in lighting. Sometimes up to 60%! When you remove the dust and grime the original acoustical benefit of porous ceiling tiles is restored creating a much more ambient sounding environment instead of a dirty one that is louder and tends to echo. When a careful cleaning is complete, the environment will look and sound better. Removing the oil and dirt particles, accelerants, the original fire retarding properties of the ceiling tiles are restored. I warrantee my work as my client's satisfaction is very important to me.

How does the acoustic cleaning work?

1. Inspection of the site.
2. Prepare the entire area to prevent any damage. This includes covering work areas.
3. Remove loose dust and grime using powerful tools and soft brushes. Paying special attention to the vents around the ceiling and pre-treat stains.
4. Prepare biodegradable enzyme cleaning solution. Then start spraying from the outer edges toward the center. Then wiping wall edges, T-bars, vents, and lights after each segment. Then move onto the next segment.
5. When complete there is check and any areas needing a touch up or a second spray are redone (for example around vents).
6. Removal of the protective covers and cleaning up any mess that was created.

A1 Spar-Klean Ltd
 Contact Christy christya9991@gmail.com
 1-306-640-7339 or 1-306-533-1220

HUGE WIN FOR SASKATCHEWAN VLT OPERATORS WITH SIGNIFICANT COMMISSION INCREASE



Hon. Jim Reiter

After months of productive consultation and conversations with Minister Jim Reiter, Minister Responsible for SLGA, we were extremely pleased with the budget announcement regarding an increase to commissions for VLT operators.

The Saskatchewan Party budget will put \$6.7 million more in revenue from video lottery terminals (VLTs) into the pockets of bar and restaurant owners. Effective April 4, 2022, the VLT site commission rates will increase from 15 per cent to 18 per cent. Total commissions are forecast to rise from \$33.3 million to nearly \$40.0 million, with this 20% increase.

Hospitality Saskatchewan thanks Minister Jim Reiter for working closely with our VLT Committee and members. Minister Reiter has stated on several occasions how impactful the conversations with our group were.

We are very appreciative of the open two-way dialogue between the government and our industry and look forward to further conversations regarding meaningful policy and regulatory enhancements.

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TOURISM SASKATCHEWAN INTRODUCES MAKE SAFE TRAINING ON WORKPLACE VIOLENCE AND HARASSMENT

Tourism Saskatchewan's new Make Safe online course gives hospitality employees practical and effective tools to recognize and respond to sexual harassment in the workplace.

The nature of hospitality jobs can make employees more vulnerable to unwanted sexualized behaviours from customers or colleagues. Customers may also face sexual harassment and violence in these places of work.

The course is presented in five online modules that take approximately 30 minutes each to complete.

Enrolment is free until May 31. Use the discount code MAKESAFE2022 at checkout.

The Make Safe program was developed jointly by Tourism Saskatchewan and Tourism HR Canada, and is available nationally. Tourism Saskatchewan especially thanks Regina Downtown Business Improvement District, Regina's Warehouse Business Improvement District and the Tourism Saskatchewan Industry Validation Team for their time, ideas, and expertise in the development of this program.

Tourism Saskatchewan comprehensive training programs available for reimbursement

The Pathway to Recovery Training Series is part of Tourism Saskatchewan's plan to support the tourism industry through pandemic recovery.

The series consists of 14 comprehensive training programs designed to ensure that workers in tourism businesses are equipped with the skills needed to keep workplaces operational and adjust to pandemic and post-pandemic safety protocols. Training is completed in interactive online environment, with support from Tourism Saskatchewan to assist participants in completing their training.

Two streams of training are available for each program:

- Training only, ideal for employees with limited or no previous experience, resulting in Record of Completion.
- Training with emergit Professional or Specialist Certification, recommended for experienced employees. In addition to a Record of Completion, the employee is awarded National emergit Professional or Specialist Certification including Tourism Certified Professional (TCP) or Tourism Certified Manager (TCM) designation.

Employers may be eligible to apply for reimbursement of training costs under the Re-Skill Saskatchewan Training Subsidy.

Tourism Professional Development Bursary applications open May 1

Applications open May 1 for the 2022 Tourism Professional Development Bursary.

The bursary makes it more affordable for workers to upgrade their skills and gain recognition for the high-quality standards attained by tourism professionals in Saskatchewan.

Tourism Saskatchewan pays all applicable fees for either of:

- emergit Professional or Specialist Certification and related training resources, or
- tuition for tourism Apprenticeship Trades

Applications must be submitted by the employee. The application portal allows candidates to add a collaborator, such as a colleague or supervisor, to assist with their application. Candidates have until May 31 to complete their application.

Tourism & Hospitality Emergency Recovery

Tourism Saskatchewan is proud to be a partner in Tourism & Hospitality Emergency Recovery (THER), supporting the province's tourism businesses.

THER is a national workforce recovery initiative to connect workers to career opportunities in the tourism and hospitality sector and to support business recovery across Canada. Resources are available at the THER website, LetsGetReady.ca.

The website provides timely information, resources, and services to help businesses conduct workforce planning and decision-making, as well as links to funding and other programs that support business recovery.

For workers, THER offers self-guided training, videos, and other resources to help employees enter and build a career in tourism and hospitality. There is a strong emphasis on persuading industry veterans to return to an economic sector that needs them now more than ever.

THER is led by OTEC Workforce Solutions and funded by the Government of Canada's Future Skills Centre. THER activities and resources are being expanded to support business recovery across Canada.

Canada Digital Adoption Program announced

On March 3, the Government of Canada announced the new Canada Digital Adoption Program to help small businesses adapt to the digital economy through enhancing their online presence and adopting digital technologies.

As part of the program, the federal government has partnered with the Saskatchewan Economic Development Alliance, Saskatchewan Polytechnic, Digital Main Street and Economic Development Regina to deliver the Grow Your Business Online grant to small businesses. Micro-grants of up to \$2,400 will be available to assist with costs related to adopting e-commerce. Support is available through a network of e-commerce advisors.

Eligible businesses include:

- registered or incorporated for-profit businesses (including for-profit social enterprises and co-operatives)
- consumer-facing businesses (virtual or storefront)
- businesses with a minimum of one employee (full- or part-time)

Micro-grants are available for costs related, but not limited to, the following:

- implementation or improvement of a digital e-commerce plan (i.e. website development, electronic payment)
- website search optimization
- installation of an e-commerce platform (including subscription fees)
- back-office solutions to support e-commerce strategy
- social media advertising
- customer database creation

Interested businesses can submit their contact information and will be notified when the formal application process is open.

Clean It Right this Spring

Clean It Right training provides reassurance that a business cares about its guests. This short online course helps hospitality establishments regain consumer confidence by showing their commitment to providing a clean and safe environment for customers and employees.

Springtime is an ideal time to offer this training to staff, especially new workers hired for the upcoming tourist season.

Tourism Saskatchewan is continuing to provide Clean It Right free of charge to help the province's tourism and hospitality employers during recovery from the pandemic.



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Beyond natural gas, Connect Energy has teamed up with Shell Energy to provide a cost-effective way to reduce your electrical costs and carbon tax with ConnectedControl.

2021

BBB Scam TrackerSM RISK REPORT

Highlights

TOP 5 RISKIEST SCAMS REPORTED BY CONSUMERS

1

ONLINE PURCHASE

Scammers use technology to offer attractive deals, but once the payment is made, no product or service is delivered. In some cases, fraudsters send low-quality or counterfeit products.

2

CRYPTOCURRENCY

Investors are scammed into paying money or trading their own digital assets, known as cryptocurrencies, even though the scammer has no intention of building a company. These scams also involve scenarios in which investors store cryptocurrencies with fraudulent exchanges.

3

EMPLOYMENT

Job applicants are led to believe they are applying for or have just been hired for a promising new job when instead they have given personal information via a fake application or money to scammers for "training" or "equipment." In another variation, the victim may be "overpaid" with a fake check and asked to wire back the difference.

4

HOME IMPROVEMENT

Door-to-door solicitors offer quick, low-cost repairs and then either take payment without returning, do shoddy work, or "find" issues that dramatically raise the price. These types of schemes often occur after a major storm or natural disaster.

5

INVESTMENT

These scams take many forms, but all prey on the desire to make money without much risk or initial funding. "Investors" are lured with false information and promises of large returns with little or no risk.

ONLINE SCAMS
CONTINUE TO
DOMINATE

**More than
one third**

(37.4%) of all
scams reported in
2021 **were online
purchase scams.**



59.8%

reported
**shopping
online more**
this year as
the pandemic
continued.



46.4%

reported
spending
**more time
browsing
online and/or
social media.**

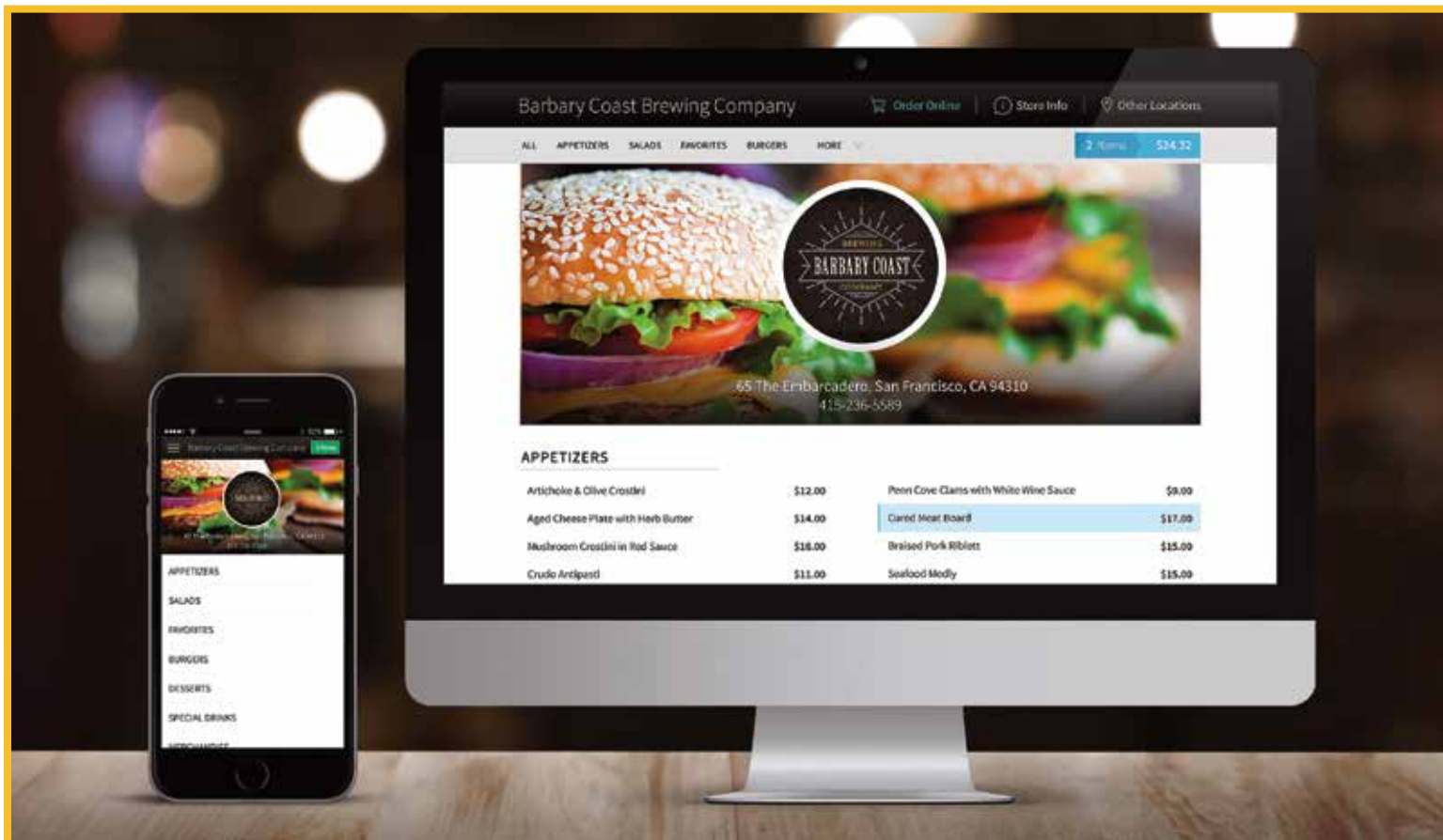


**Almost 3
out of every 4**

(74.9%) of those
targeted by online
purchase scams
**reported losing
money.**

**\$ Online
scams**

**were more
likely to result
in a reported
monetary loss**
than those
perpetrated
in person or
via phone.



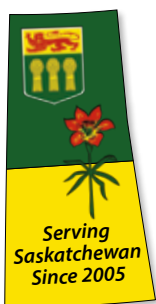
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FOOD & BEVERAGE EXPO 2022



Hospitality Saskatchewan has partnered with the Saskatchewan Liquor & Gaming Authority (SLGA) to produce Saskatchewan's premier food and beverage event taking place at Prairieland Park, Saskatoon on Wednesday May 4th.

Restaurant, bar, and off-sale managers please mark your calendar and plan to attend informative sessions and meet with marketing representatives for food and liquor, beer, wine products and others that supply goods and services to industry.

\$51.45 (includes GST)

<https://www.hospitalitysk.ca/food-beverage-expo>

Watch our website for the detailed schedule coming soon



**Saskatchewan
Liquor and Gaming
Authority**

