

GATHER AGAIN



2022

DoubleTree by Hilton, Regina / September 26 – 28, 2022

MONDAY SEPTEMBER 26TH

4:00 – 4:30 PM **HOSPITALITY SASKATCHEWAN'S ANNUAL GENERAL MEETING**

The purpose of the Annual General Meeting is to receive reports, approve the 2020 audited SHHA Financial Statement, vote on resolutions and vote in the election of new directors (that have been received and filed prior to the meeting)

5:00 – 6:00 PM **PRE-DINNER RECEPTION**

6:00 – 8:00 PM **Hospitality Saskatchewan Tourism Awards Dinner**

Awards to be presented for activities that took place from January 1, 2020 – July 31, 2022. In recognition of the exceptional circumstances of the past 2.5 years, these awards will be reflective of this period. We are proud to honour tourism businesses that rose to the challenges posed by the COVID-19 pandemic and continued to innovate and engage with partners and their communities.

TUESDAY SEPTEMBER 27TH

8:00 – 9:00 AM **BREAKFAST**

9:00 – 10:00 AM **INTRODUCTION** *Jim Bence, President & CEO, Hospitality Saskatchewan*



OPENING REMARKS *Jonathan Potts, President & CEO Tourism Saskatchewan*

After a long, tough stretch, it's time to talk about our industry's growth again. Tourism Saskatchewan CEO, Jonathan Potts, will speak to the many opportunities that lie ahead for the province's tourism sector. Jonathan will discuss Tourism Saskatchewan's work to reach the

Saskatchewan Growth Plan goal of \$3.6 billion in visitor spending by 2030. He will share highlights about programs, research, and strategies to help industry capitalize on existing opportunities and emerging trends, increase visitation, and grow tourism.

10:00 – 11:00 AM **MLT LEGAL UPDATE** *Jianna G. Rieder, Labour & Employment Law, MLT Aikins*



Overview of the latest legal topics impacting your workplace such as vaccination policies, disclosure of vaccination status, and the ongoing impact of COVID-19.

Jianna Rieder provides advice on all matters relating to labour and employment for both unionized and non-unionized workplaces, including wrongful dismissal, human rights complaints, employment contracts, workplace policies and discipline.

10:00 – 11:00 AM **Hotel Financial Literacy** *David Lund*



Create hotel teams who know how to Increase profit. David Lund is The Hotel Financial Coach, a hospitality financial leadership pioneer. He has held positions as Regional Controller, Corporate Director, and Hotel Manager with an international brand for over 30 years. David authored an award-winning workshop on

financial leadership and has delivered it and others to hundreds of hotel managers.

10:00 – 11:00 AM **CREATE CUSTOMER CONNECTIONS WITH COMPELLING CONTENT** *Tourism Saskatchewan*



Creating valuable and relevant content is essential to any strategic marketing plan. Join Tourism Saskatchewan staff for a panel discussion about how compelling content can help create connections with your target customers, build trust and nurture leads. Learn practical tips and best practices to create great content for your business.

PRESENTERS:

Moderator: *Amy McInnis, Vice-President, Marketing & Communication*

Tourism Saskatchewan Panelists:

Brooke Lochbaum, Executive Director, Marketing, Tourism Saskatchewan – Brooke will share the central role content marketing plays Tourism Saskatchewan's marketing strategy with examples from recent campaigns.

Andrew Hiltz, Saskatchewaner – As Saskatchewan's official travel blogger, Andrew shares amazing stories of the provinces diverse people and places. Andrew will share his insights into what makes great content and the real-world impact it has on the tourism businesses he visits.

Mitch Doll, Content Creation Consultant, Tourism Saskatchewan – Mitch, a talented in-house content creator at Tourism Saskatchewan, will share about how he combines stunning visuals and compelling Saskatchewan characters to weave meaningful storylines to inspire visitors.

11:00 – Noon

CULTIVATING INDIGENOUS PARTNERSHIPS AND PROCUREMENT IN THE HOSPITALITY SUPPLY CHAIN

Christin Boyle, Owner and Principle Service Provider of Glyph Creative Strategy.

Acting on Reconciliation by reducing barriers for entry to Indigenous participation in the Hospitality sector supply chain.

This session will be co-hosted by the Sask Indigenous Economic Development Network and Hospitality Saskatchewan.

It will focus on identifying opportunities for Indigenous entrepreneurs and companies to provide goods and services through procurement with the hospitality sector. Best practices, successful models, and benefits will be discussed in this presentation.

Christian Boyle is the Owner and Principal Service Provider of Glyph Creative Strategy, an economic development consulting agency with a focus on tourism development. Christian has worked professionally in the tourism and economic development sectors for the past 16 years. Christian firmly believes that the key to developing a transformational tourism-based economy hinges on building high quality experiences rooted in the stories that tie cultures to place and forging partnerships to deliver them in a meaningful way that is sustainable to the economy, land and community.

Christian sits on the Board of Directors for the Sask Indigenous Economic Development Network. The organization is seeking to connect its network of Indigenous professionals to inclusive economic development opportunities.

1:30 – 2:30 PM **CYBER SECURITY**
Western Financial Group

It is no secret that cyber threats continue to plague the hospitality industry. With a high volume of transactions and customers, hotels can be attractive targets for data breaches,

ransomware, and other cyberattacks. This presentation will provide you with an overview of the current and emerging cyber security risks, the legal implications following a cyber attack or a data breach, and how you can be prepared.

Noon



LUNCH / TOURISM INDUSTRY ASSOCIATION OF CANADA KEYNOTE

Minto Schneider, Destination Specialist, Government Affairs Canadian Destinations Leadership Council, Tourism Industry Association of Canada

Minto has more than 30 years' experience in the tourism industry including hotel marketing, destination marketing and management. She brings extensive knowledge of the Canadian market including more than 20 years working in DMO roles.

Most recently, Minto spent 9 years as CEO at Explore Waterloo Region where she led the development for a business event specific marketing strategy, working closely with Destination Canada. Destination development in Waterloo Region focused on sport and the outdoors under Minto's leadership. In August 2022, Minto joined TIAC as a Destination Specialist, Government Affairs. In this role, she is advocating for the interests for destination organizations.

Minto's career also includes significant time spent in Nova Scotia at the provincial marketing organization and prior to that, Minto was with Hilton Canada in hotels across Canada in senior sales and marketing roles. Minto has served on the boards of the Tourism Industry Association of Canada, the Destination Marketing Association of Canada, Destination Ontario, and Destination Canada's Business Events Advisory Committee. She currently serves on the boards of the Tourism Industry Association of Ontario and Meetings Mean Business Canada.

1:30 – 2:30 PM **AN INTRODUCTION TO INDIGENOUS DESTINATIONS SASKATCHEWAN**
Indigenous Tourism Association of Canada Update

The Indigenous Tourism Association of Canada (ITAC) is a global leader in the marketing and development of Indigenous tourism experiences. ITAC's members are Indigenous-owned and controlled businesses from every province and territory in the country. Indigenous Destinations Saskatchewan is a new industry association designed to support Indigenous tourism and the development of authentic Indigenous experiences.

Presenters:

Tara Saunders, a member of The Qalipu First Nation, works with the Indigenous Tourism Association of Canada as Director of Business Development. In her role, Tara is responsible for implementing programs, tools and resources to help develop the Indigenous tourism industry across Canada, as well as helping to develop and stabilize regional Indigenous tourism associations.

Kelly Fiddler of Waterhen Lake First Nation, has over 15 years of service in Indigenous economic development, including starting the Waterhen Lake First Nation Development Corporation and directing the HireFirstNation program.

Chris Standing is from the communities Beardy's & Okemasis First Nation and Wahpeton Dakota First Nation. Currently, Chris is the Adventures Coordinator at the Dakota Dunes Resort.

1:30 – 2:30

HUMAN TRAFFICKING - AWARENESS AND TRAINING FOR THE ACCOMMODATION SECTOR

Jim Bence, President & CEO, Hospitality Saskatchewan



There are many misunderstandings about human trafficking in Canada. Learn more about common misperceptions and the realities of human trafficking.

2:30 – 3:30 PM

HOSPITALITY INSURANCE PROGRAM (HIP) UPDATE

*Western Financial Group
Matthew Friesen – Vice President
Commercial Sales*



Matt oversees commercial insurance programs and products alongside his team of nationally licensed insurance experts at Western Financial Group. In this interactive session, Matt will review key concepts of commercial insurance for hospitality ventures, along with important updates to the Hospitality Insurance

Program administered by Western Financial Group, and available exclusively to Hospitality Saskatchewan members.

2:30 – 3:30 PM

DIVERSIFYING YOUR TOURISM BUSINESS

Tourism Saskatchewan



Join a panel discussion that focuses on three businesses from across the province who have been successful applicants to Tourism Saskatchewan's Diversification and New Market Program. Learn about their business, why they decided to apply to the program, the development journey, and their outcome(s) of being a part of this funding program.

Panelists:

Gerard Milburn from Prairie Bee Meadery in Moose Jaw will share with you their journey of relocating their storefront in downtown Moose Jaw, partnering with the Grant Hall Hotel and introducing Moose Jaw's newest tour to their city.

Kyla Bouvier from Back2Nature Wellness will share with us how her outdoor wellness experiences have grown from stand up paddleboarding on the South Saskatchewan River in Saskatoon to overnight excursions down the river and how this expansion has helped grow her business and her customer base.

Cindy Ouellet is co-owner of the T&D Amisk Camp in northeast Saskatchewan at Denare Beach. Cindy and her

husband recognized the need to offer year-round facilities and accommodations to their guests to make them a four-season resort, adding in new amenities to attract a new type of customer demographic.

3:30 – 4:30 PM

SHIFTING THE PARADIGMS OF WORKFORCE RETENTION

Tourism Saskatchewan



Three imaginative Saskatchewan employers share their strategies for success in recruiting and retaining a skilled hospitality workforce during the current labour shortage. Employers are intensely feeling the effects of The Great Reshuffle, which predicts a sustained mass exodus from the traditional workforce. This ongoing, worldwide economic trend shows no sign of letting up. Businesses in all sectors are expected to experience labour shortages beyond 2035. Innovative employers have been able to buck this trend, finding new ways to retain their human resource capital and recruit new workers to support business growth. In this panel discussion, three business leaders describe what works for them, how they stay optimistic, and why all businesses can benefit by taking a fresh look at their recruitment and retention practices.

Presenter(s):

Wayne Beckett, Moosomin and District Regional Park

Gary Farstad, Dakota Dunes Resort

Sherri Harty, Elk Ridge Resort

3:30 – 4:30

INDIGENOUS TOURISM DEVELOPMENT IN SASKATCHEWAN

Three Indigenous-owned businesses from across our province will provide a panel discussion to share insights about their tourism development projects, including successes and challenges.

Panelists:

Michaela Carriere Aski Holistic Owner/Operator - Aski Holistic Adventures provides engaging, year-round adventures in the wilderness of the Saskatchewan River Delta with a unique Indigenous perspective.

Kevin Lewis KÂNİYÂSIHK CULTURE CAMPS Owner/Operator - Kâniyâsihk Culture Camps is celebrating 20 years of offering immersive, land-based experiences that welcome indigenous and non-indigenous participants and bridge generations, cultures, and disciplines.

Chris Standing Dakota Dunes Resort Adventures Coordinator - Dakota Dunes Resort added Indigenous experiences into their programming to connect their visitors to the Whitecap Dakota land and history through adventure and discovery with activities such as E-bikes, Bannock on a Stick, Indigenous games, Wagon Rides, Pow Wow Dance performances and much more.

3:30 – 4:30 PM **POWER IN NUMBERS**

QUASEP & First Onsite

Navigating Labour and Supply Chain Challenges Through Group Purchasing / William Chan, Account Manager Saskatchewan, QUASEP; Anna Wilson, Director, Strategic Partnership & Engagement Supply Chain Management, ARAMARK and Avendra Group & Melissa Kesegic, Commercial Business Development Manager First Onsite



William Chan



Anna Wilson



Melissa Kesegic

Group purchasing is often misunderstood to be only about rebates and food. For those who are new to the concept, the most common question is “what’s the catch?” While rebates and food may drive the conversation there are often overlooked opportunities that can help operators find viable solutions to current and future challenges.

In this highly informative session, join Andrew Crombie and William Chan from QUASEP to learn more about what group purchasing is all about and how it can make a positive impact on your operations (including the bottom line), what the current supply chain challenges are and why no one is immune, and ideas to help address the labour issue. As a bonus participants will also hear from First Onsite about why there is money to be had in emergency preparedness.

Participant Learning Outcomes:

- Learn more about what exactly group purchasing is all about and how can it make a positive impact to your bottom line.
- Find out what is driving the current supply chain challenges and why no one is immune.
- Discover ideas to help address the labour issue.
- Understand the importance of emergency preparedness and how it can help to reduce costs later.
- Use this opportunity to ask questions!

5:00 – 9:00 PM **DELEGATE DINNER & HOSPITALITY SUITE**

WEDNESDAY SEPTEMBER 28TH

9:00 – 10:00 AM **CONTINENTAL BREAKFAST**

11:00 – 4:00 PM **TRADESHOW**

Join us for Saskatchewan’s premier show for the tourism & hospitality industry, including an awesome day of exhibits, delicious food, and great prizes.

**Sessions subject to change*

Register at

<https://www.hospitalitysk.ca/news/gather-again-2022>

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