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### DISTRIBUTION

PRAIRIE ADVERTISING LTD.  
Regina, Saskatchewan

Publication Mail Agreement #42084516

Return undeliverable mail to:  
Circulation Department  
302 - 2080 Broad Street  
Regina, SK S4P 1Y3

PRINTED IN CANADA

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## CEO MESSAGE: TOGETHER WE MOVE FORWARD



**Jim Bence**  
Hospitality Saskatchewan  
President/CEO

Look at us! Look at you! We did it. We made it through 2021. We are, after almost 2 years, starting to see the light at the end of the tunnel. The light shone bright in September as we were able to gather again at our annual conference and trade show and it might have been the most important 2 days of the entire year.

It was important not just because it was something that we have missed so much over the last 20 months, it was important because it was us “living” again. It was important because it was us, as a group, shouting from the roof tops that we, as an industry weren’t going anywhere.

We also recognized that Covid wasn’t going anywhere either. That conference was essential though as it was our declaration that we knew how to live with Covid. We can’t go around it, we can’t go over it and we can’t go under it. We were going to go through it. We are going to go through it deliberately and with purpose. We are going to go through it safely and we are going to go through it together.

Together means we take every opportunity to reacquaint ourselves with the old friends and customers.

Together means that we reach out and make new connections and get to know others in perhaps a different way that we have in the past. Together we move forward, and we will use our small size as a province to our greatest advantage. There isn’t 6 degrees of separation in Saskatchewan, there sometimes only 6 feet.

Over the past 20 months, we as an organization have worked very closely together with many other associations (nationally and provincially), industries (The Sask Business Council), with the media (70+ interviews) and many ministries within our own provincial government.

Our one singular message to government, clear and unwavering, has been the mantra of “keep us open!”. We would deal with whatever other restrictions that need to come our way, just allow us to keep our doors open and some of our staff employed.

We saw all other provinces waver, vacillate, and capitulate as successive waves of the virus took hold and public pressure mounted. Ours did not. Clearly many of us in the business community, benefited from the direct and straight forward tactic of the government as we did not, for the most part, close.

This approach came with risk. Not everyone agreed, opposing voices were loud and sometimes harsh as scared people will sometimes say and do ugly things. Yet, despite all of that, Premier Moe, and Minister Harrison, with the help of Dr. Shahab, stayed the course and did everything possible to resist the temptation to change tact.

Still being in business today is a testament to that. We are still open. We remain at full capacity, and we have been able to survive, even if barely. There are many who couldn’t weather this storm and for those of us still in the fight, there is much hard work yet to do.

But we will win this battle because we will do it together. We really do see the light at the end of the tunnel and know that no matter what Covid brings next, we will live with it, get through it and see a fantastic rebound in 2022.

From all the board, Warren, Cynthia and I, we thank you, our membership, for staying the course with us and wish you and your loved ones a very merry holiday season.

# HAPPY HOLIDAYS FROM HOSPITALITY SASKATCHEWAN'S 2022 BOARD OF DIRECTORS



Back row from left: Dave Hill, Saskatchewan Restaurateur; Ed Fahlman, Owner, Kenosee Inn; Brad Dupuis, Owner, Shellbrook Hotel; Denny Joyal, Owner, Waterfront Beach Bar & Grill, Regina Beach; Glenn Weir, Owner, SureStay Plus by Best Western Seven Oaks Regina; Lance Grosco, Owner, Duck Lake Hotel. Front row from left: Corrine Lund, GM, Alt Hotel, Saskatoon; Jim Bence, President & CEO, Hospitality Saskatchewan; Darlene Brander, CEO, Wanuskewin Heritage Park; Gary Hoffert, Regional VP, Canalta Hotels (Past Chair); Joel Kish, Owner, The Ice House, Emerald Park (Chair of the Board); Tracy Fahlman, President & CEO, Regina Hotel Association.  
Missing: Herman Zentner, Shotz on Eleven; Carmen Lien, Chop Steakhouse & Bar, Regina; Tom Morris, Dragon Growers

## CEO DARLENE BRANDER TAKES LEAPS FORWARD WITH A NEWLY RENOVATED WANUSKEWIN



Darlene Brander  
Wanuskewin Heritage Site  
President/CEO

*Connecting to the past to bring forth a better future: how CEO Darlene Brander is re-inventing the Wanuskewin Heritage Site*

By Conchita Galvez

The tranquil and majestic plains of Wanuskewin hold over six thousand years of rich history. Wanuskewin meaning “gathering place” is a centre of excellence — a unique heritage site that teaches and shares the sacred relationship between the Northern Plains Indigenous peoples and the land.

“It was a place of spirituality and it was a place where people talked truth. When you are talking truth, you are also facilitating healing — what you’re seeing is reconciliation in action,” said Darlene Brander, CEO of Wanuskewin Heritage Site.

Appointed CEO on March 4, 2019, Brander began her career at the heritage site in 1998 as an Aboriginal Awareness Education Manager. After two years at Wanuskewin, Brander took positions with not-for-profits, gaming institutions, municipal governments, and First Nations organizations. With over two decades worth of extensive experience, Brander eagerly returned to Wanuskewin as CEO.

“I am humbled to be working in a place like this. It is one of my great joys in life and one that I am really happy with. I have pledged to myself and to my family that I am going to do my best and recognize all of those that have come before me. I recognize I am doing work for folks in the future,” said Brander.

A Band Member of the Red Earth Cree First Nation, Brander holds a Bachelor of Education from the University of Saskatchewan and a Chartered Professional in Human Resources. She sits on multiple boards including Saskatoon Tourism and Hospitality Saskatchewan.

This passionate CEO carries out her day-to-day tasks guided by the 2017 capital campaign called “Thundering Ahead.” This capital campaign contains pivotal pillars that include elevating Wanuskewin to an international centre of excellence, preserving the Opimihaw Valley, returning bison to the park, and striving to become a UNESCO world heritage designation.

“Wanuskewin is on the tentative list for the UNESCO Heritage Site. My goal is to make sure we make it down to the path to becoming a UNESCO world heritage designation,” said Brander.

Among Brander’s many achievements, there is one that is especially meaningful to her — welcoming bison back to Wanuskewin in 2019. The heritage site brought back a herd of 11 bison after a 150 year absence.

“It was historic, it was spiritual, it was a legacy that I am proud to be able to lead for the people, for my grandchildren, and for the community,” she said.

When asked what was going through her mind when she saw bison walking on the plains, Brander said she was thinking of the past. She was reflecting on the Elders who expressed their wishes to see bison grazing at Wanuskewin again.

“To see bison in their element is really special. Some people feel the bison very spiritually and some very culturally. It gives people that connection to humanity,” she said. “The return of the bison affected people powerfully — to tears and deeply to the soul.”

Among other noteworthy improvements are the newly-renovated meeting facilities at Wanuskewin. After completion of a multi-year renewal project, the heritage site re-opened with an expanded interpretive centre, gallery spaces, meeting rooms, playground, restaurants, and trail connections. The most notable of the spaces include the Paskaw Round which holds 350 in rounds and up to 600 reception-style and outdoor amphitheatre which holds over 250 people.

"What this has done is allowed us to bid on bigger conferences than we used to," said Brander. "This build has allowed us to host larger events and with these larger events we can also go national and international," she added.

Brander said local corporations have been making good use of the variety of meeting spaces. The expanded and renovated site offers a wide range of unique venues with exquisite views of the northern plains.

"We want to give people a portfolio of experiences so that when we are hosting them, it isn't a repeat of the same experience but rather something different," she said.

Brander says being a member of Hospitality Saskatchewan has provided Wanuskewin with the resources, knowledge, and networks to be successful in a changing hospitality environment.

"They have done an excellent job making sure members are talking to the right people — that they are advocated for. They make sure our needs are being heard and that there are solutions that are being presented," she said.

"We need to work together. Being a part of the Hospitality Saskatchewan board and being a member of this tremendous group is really a great step forward not only for Wanuskewin but also for the province."



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## CEO TRACY FAHLMAN IS AT THE HEART OF REGINA'S HOTEL INDUSTRY



Tracy Fahlman  
Regina Hotel Association  
President/CEO

By Conchita Galvez

Advocating on behalf of hotels, the Regina Hotel Association (RHA) is imperative for Saskatchewan's capital city. The association is a not-for-profit organization that works to represent 23 different hotels with over 3,000 hotel rooms. At the heart of this organization is Tracy Fahlman, president and CEO of 12 years.

In her senior years of high school, Fahlman took a keen interest in politics and government. Enrolling at the University of Regina political science program and also receiving a certificate in business administration, Fahlman applied her educational background to land a post-graduate job at the Department of Highways and Transportation.

Throughout her career, Fahlman gained a considerable amount of experience in both government and the private sector. Taking on a direct and involved approach, Fahlman has over 20 years of experience in leadership roles.

"Working for government provided me with foundational knowledge and when I moved into the private sector, I was able to tap into that learned experience as an advocate for the business community. Dealing with issues on both sides was very different and it was an incredible learning experience," she said.

Starting by working with the government and then later with the Regina Chamber of Commerce, the CEO transitioned to directional roles within the business industry, including a position as executive director of the Regina Downtown Business Improvement District (RDBID).

"I fell in love with working in the association world early in my career," she said.

Today, Fahlman oversees the strategic leadership as well as the destination marketing program — a pivotal investment fund crafted towards marketing Regina as a destination for special events including sports and business functions. A leader in the non-profit, member-based association, the CEO advances the business interests of Regina's destination hotels.

"We've grown into a successful marketing association that delivers meaningful ROI, insights and benefits to our members," said Fahlman. "Achieving our lofty goals as set out in strategic plans for the last 15 years has resulted in our 100 per cent member retention."

The RHA needed to adapt and diversify their marketing strategies after the financial blows of the COVID-19 pandemic. The association worked to regain traction and intends to sponsor nearly 50 events in 2022 through the destination marketing program — a program designed to increase occupancy and build event tourism.

"Today, we are working through the pandemic and rebuilding. We will release a new five-year strategic plan in the next couple of weeks," she said.

The association also created a social-media driven program called "Behind the Bell" — promoting the people behind hotels as well as showcasing the vast career opportunities within the industry.

The association provides support to owners and general managers of the hotels — support which positively impacts employees. By directly working with the hotel management teams, the RHA advocates for the city to hold crucial events.

"We are looking forward to the full return to in-person events and conventions in 2022, including the return of SARM and SUMA conventions as well as a couple of amazing national events —



including the Federation of Canadian Municipalities conference and Grey Cup,” said Fahlman. “We are also excited to hit the road and promote Regina as a host destination at a dozen trade shows across Canada next year.”

The association has a proven long-lasting partnership with Hospitality Saskatchewan. Fahlman says the organization brings together the hospitality industry throughout the entire province. Through connecting restaurants, attractions, breweries, and hotels, the organization unites tourism businesses in times of success and hardship.

“We have been a member of Hospitality Saskatchewan since the incorporation of the Regina Hotel Association 15 years ago. The power of Hospitality Saskatchewan really lies in bringing together like-minded people from across the province to achieve what we can’t do alone,” she said.

Describing Hospitality Saskatchewan as a fundamental link to the industry, Fahlman says the association provides essential support and advocacy services to help businesses run smoothly and effectively while meeting their profit goals.

“Tourism is a big industry and Hospitality Saskatchewan brings us together for a common purpose and delivers ROI,” she said.



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## ONE SMART INVESTMENT CREATED A SUCCESSFUL RIPPLE EFFECT FOR RESTAURANT SHAREHOLDER DAVE HILL



Dave Hill

By Conchita Galvez

Combining their finances and taking a bold stride into the unknown, Dave Hill and his business partner Norm Hales purchased their first restaurant in 1986. With no prior experience in the hospitality sector, the two made the ambitious decision to purchase a Smitty's restaurant in Moose Jaw after learning the owner was moving provinces and selling the establishment.

"It was one of those things where we were young and didn't know any better and saw an opportunity that came along. We paid \$375,000 for it back then and we hardly had a nickel to our names," said Hill.

Acquiring the funds to purchase the restaurant was not an easy feat. Two business partners owe plenty to their family and friends for helping them make the investment.

Hill says the venture gave him on-the-job experience about the fundamentals of running a successful business. Acknowledging the hospitality sector as a difficult industry to succeed in, Hill said he and his partner "fumbled along the first few years" learning the business through trial and error.

"We had zero experience. We worked construction and we were both firefighters and it was something we wanted to take up on the side and it ended up becoming a lifelong pursuit," he said.

Today, Hill and his partner are shareholders in seven different establishments including

Smitty's Family Restaurant, Clarks Crossing Brew Pub, Moxies Classic Grill, The Thirsty Scholar, Bugsy's Irish Pub, Birmingham's Vodka and Ale House, and Chillers Pub affiliated with Trifon's Pizza.

"At the first restaurant, we were heavily involved — especially when you don't have a clue" Hill said with a chuckle. "When you start out in business, you always think you know everything."

Hill and Hales received a two-week course from Allen Bates — a successful businessman who previously owned the establishment. Bates provided on-going mentorship on how to effectively run the newly-purchased Smitty's without altering how the business was operating.

"Our wives were a significant help. They got right in there and helped with the hospitality and all of that. It was all self-taught," he said.

Ambitious and opportunistic, the two business partners were constantly keeping an eye out for new opportunities. When asked if he ever had stints of self-doubt after set-backs, Hill responded with "not once." He recognizes that success is met through lived experiences and the willingness to persevere.

"We've had some failures along the way where we bought into a few little places that didn't turn out so good, but you live and you learn kind of thing," he said. "We got involved with A&W for a while and then with a Burger King. We found fast-food wasn't our forte so we learned from that," he added.

Hill has since transitioned from the forefront of the restaurant business and is now dealing with suppliers, handling leases and insurance, and attending weekly meetings with both partners and managers to ensure operations are running smoothly.

The restaurant owner stood firm in his belief “people make the business.” Hill believes those running the operation — from the front-of-house to the back-of-house staff, are at the centre of a thriving restaurant business.

“As long as people try to give good value and good service, I think we will continue to be fine. Things are changing and so are habits, but we have some great people that have been with us since day one. We try our best to treat them good and in return they treat our customers good,” said Hill.

Valuing his employees, Hill made the decision to register all of his businesses with Hospitality Saskatchewan. He says it is important for businesses — especially those in the food and beverage sector – to have a voice.

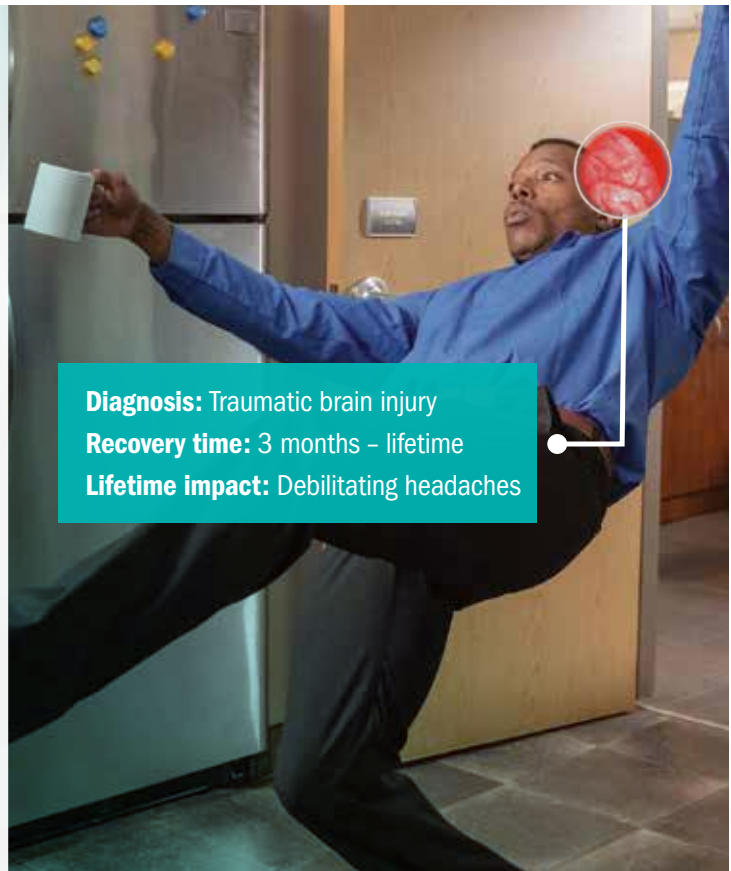
“All of the other sectors seem to have a good representation in the province, so I think it is important to work together,” he said.

The association advocates on behalf of the hospitality sector by creating positive relationships and influencing policies that will benefit the future of the restaurant industry. Hill uses the membership to ensure his employees get treated equitably.

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## A NEW WAY TO HIRE FOREIGN WORKERS



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

Most of you have been involved in the hiring of foreign workers in one way or another. Over the past 10 years or so, the two most common options would be either through the federal foreign worker program or via the Saskatchewan Immigrant Nominee Program. Due to changes in the foreign worker program several years ago, this meant that any employer interested in either of these streams would be focussed on skilled workers only. Unfortunately, room cleaners and kitchen helpers have been two occupations which have been very difficult to fill.

Good news was announced last week by the province. The newly announced "Hard-to-Fill Skills Pilot" project will now allow Saskatchewan employers to use the SINP program to recruit new positions, which include such relevant position as Janitors/Caretakers, Kitchen Helpers and Room Attendants. The program is designed somewhat like the federal stream, as employers must show advertising four weeks prior to submission of a job for approval.

Employers, who must hold a Certificate of Registration from Labour Relations, must also assign a 'culturally sensitive on-the-job mentor' to the foreign worker, and must undertake a variety of tasks to ensure compliance, tasks of which will be identified already in the "Employer Supports Form".

This is a very important program for any Saskatchewan employer, and it should be one of many recruitment activities undertaken to deal with this ongoing labour and skills shortage. Hiring locally is always preferred, but if you have exhausted that resource, perhaps it's time to look at this new program. You can contact my office with any questions. [www.siecsi.com](http://www.siecsi.com)

## WORKING IN HOSPITALITY



**Diane Cohoon**  
Tourism Industry Consultant

An interesting perspective on the biggest barriers to recovery from the downturn caused by the pandemic came from interviews with representatives of all five of the tourism sectors ...number one barrier was the inability to find qualified staff. Many operators had the perception that when the Canadian Recovery Benefit was ended there would be an abundance of people for the jobs that we are recruiting so hard to fill. This has not been the case.

I recently overheard the comment, "Isn't it sad that we are recruiting foreign workers for hospitality jobs because they will work for a lesser wage, and this was taking away opportunity from our youth for entry level jobs". An interesting perception as we do not have enough young people to fill existing jobs and foreign workers receive the same salary.

We were in labour crisis before the pandemic because we simply did not have enough people to fill the available jobs, and we depended on immigration to make up the shortfall. This has not changed and unless we are prepared to shrink our economy to match available labour, we desperately need immigration.

We can also build relationships with educational institutions and encourage students to consider jobs in hospitality, and we can identify non-traditional labour pools and invest in the supports necessary to find and keep people for entry level positions. In any case, our labour crisis requires all of us to work together.

## WHAT'S THE PLAN? START WITH TRUST.



Customer loyalty is one of the most critical factors to your business' growth — just a 5% increase in retention can increase sales by 25% or more. (1) Additionally, loyal customers typically buy more often, spend more per purchase, and are more likely to refer their friends and family. Here are some tips for building brand integrity and trust:

- Deliver a consistent product or service. Your customers expect the same quality of goods or services every time they shop with you. If you have multiple locations, the quality should remain consistent across the board.
- Be transparent. Transparency and integrity go hand in hand. Businesses can unintentionally get caught up in scandals. If this happens, the best approach is always to be transparent. Loyal customers will be quick to forgive you if you accept responsibility for your mistakes and address how you plan to stop the error from repeating itself in the future.
- Provide exceptional customer service. Make sure that you consistently deliver excellent customer service. Provide a straightforward way for customers to find help when they need support, train employees on how to handle upset customers, and have a proactive plan to make problems right so you can win back disgruntled customers.
- Ask for feedback. No business is perfect — everyone has areas to improve. When a company asks for feedback and genuinely makes an effort to implement suggestions, it shows customers that the organization wants to improve and has integrity.
- Create a loyalty program. If you want to boost customer loyalty, show your clients you care about them. A loyalty program can incentivize future purchases and help customers feel valued and appreciated.
- Showcase your company values. Build customer trust by sharing your company values. When you show your priorities and vision to your clientele base, you're giving them insight into what you want to achieve with your business. In turn, customers will feel excited to support you, especially if your beliefs align. Even emphasizing that you're a local business can bring out loyal customers who believe in reducing their carbon footprint and supporting small businesses.

In a market saturated with companies vying for customers, BBB Accreditation gives consumers confidence that they're dealing with an ethical and vetted business. Visit [bbb.org/get-accredited](http://bbb.org/get-accredited) to learn more about BBB Accreditation and how it can help your business.

1 Reichheld, F. (October, 2001). Bain & Company, Inc. Prescription for cutting costs: Loyal relationships

## AMY MCINNIS NAMED TOURISM SASKATCHEWAN'S EXECUTIVE DIRECTOR OF MARKETING AND COMMUNICATIONS



**Amy McInnis**  
Tourism Saskatchewan  
Executive Director of  
Marketing and Communications

Tourism Saskatchewan is pleased to welcome Amy McInnis to the role of Executive Director of Marketing and Communications. McInnis joined the organization in 2009 and held positions in travel media, travel trade and industry development prior to becoming Marketing Manager in 2017, then Director of Marketing three years later. Throughout 2020-2021, she has been integral to planning and implementing actions for tourism recovery and rebuilding the visitor economy.

Congratulations Amy from your friends at Hospitality Saskatchewan

## CONGRATULATIONS TO WHEATLAND EXPRESS!



Over the last eighteen months, the training wheels at Wheatland Express Excursion Train kept turning, resulting in new learning opportunities and credentials for the team!

**Haley Beswick:** Haley has completed training for emerit Food and Beverage Server and Event Co-ordinator. Before joining Wheatland Express, Haley was a certified journey person in the Guest Services Representative trade, which includes Front Desk Agent and Reservation Sales Agent emerit professional certifications. Haley also completed Serve It Right Saskatchewan (SIRS), the official provincial responsible service of alcohol program, Service Best for Leaders, a Tourism Saskatchewan signature customer service program and Clean It Right Saskatchewan, a program for advanced cleaning protocols during Covid-19.

**Bill Noble:** Bill completed national emerit certification as a Heritage Interpreter and added training for emerit Food and Beverage Server to his training development. He also completed Serve It Right Saskatchewan ; Service Best, a Tourism Saskatchewan signature program for customer service and national emerit Workplace Trainer, a program for the development of workplace skills to his portfolio.

**Ashlyn Weninger:** Ashlyn completed national emerit certification as an Event Coordinator and national emerit certification as an Event Manager. She also completed Service Best for Leaders and Workplace Trainer.

Wheatland Express Excursion Train is now offering Christmas Excursions on the Magical Christmas Express

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## YOU ARE NOT ALONE: MENTAL HEALTH RESOURCES FOR ALL

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](http://www.sk.cmha.ca)
- Visit Mobile Crisis Services online ([www.mobilecrisis.ca](http://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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## WELCOME TO TOMMY'S SPEAKEASY



Tommy's Speakeatery staff from left, Delisa Prosko, Amanda Schnell, Dan Celis, Kelsey Gray, Emma Busch & Geena Holding, look forward to seeing you this Holiday Season!

By Pat Rediger

As soon as Prohibition went into effect in 1917 in Saskatchewan, law enforcement agents began shutting down bars and clubs across the country. However, the ban on alcohol didn't keep people from seeking it out, and almost as quickly, speakeasies began to emerge. Thousands of people across the province partook in the underground life of the speakeasy.

Speakeasies were often located in dens or dark saloons that did not draw much attention from the outside. Speakeasies were mainly discovered by word of mouth and had varying requirements for entry. For example, some speakeasies only let in known customers; some required passwords; some required speakeasy cards (an identification card, of sorts, that told the proprietor it was okay to let the person in). In fact, the term speakeasy is thought to have come from the patrons having to whisper (or, speak "easy") when attempting to enter the hidden bar.

Speakeasies may not be necessary since Prohibition was repealed in 1924; you can still have a taste of the experience at Tommy's Speakeatery in Regina. The neighborhood pub is located across from Kiwanis Waterfall Park, which makes it a great location for a quick business lunch, a few drinks after a game, or a casual dinner with your friends.

"There's no other speakeasy type place in the city," explains General Manager Dan Celis. "Once a month we'll do a speakeasy Saturday where the staff are dressed as flapper girls and the guys have old fashioned clothes with suspenders. We'll do something similar for special events such as New Year's Eve and Valentine's Day."

Tommy's Speakeatery is a gastropub – a pub which sells high-quality food. Patrons have the opportunity to enjoy signature craft cocktails, local craft beers and fresh Saskatchewan ingredients served in its appetizers, elevated pub food and signature entrees.

The restaurant is located in the former Chimney Restaurant, a long-time traditional steakhouse. The original owners had long sold the restaurant and Celis was friends with the current owners when he joined the ownership team about four years ago. He had previously worked in the restaurant industry but had spent the last 10 years working in sales and marketing.

He welcomed the opportunity to get back into the industry and felt that the restaurant should be rebranded as a neighborhood pub. He got his wish when Tommy's Speakeatery opened about a year after he started.

"We relaunched it with a new name, new signage and had conducted some minor renovations at that point," said Celis. "We had a lot of space at that time but during the COVID lockdown our lease was up and so we decided that we should look at our options."

The owners decided that the prudent move was to close about half of the restaurant since it was mainly used for special events and overflow. The renovations reinforced the speakeasy concept. For example, the former steakhouse didn't have any windows (which was traditional at that time for a steakhouse) and a speakeasy usually doesn't have windows to keep it away from the watchful eyes of the police.

"We started doing demolition and operated on one side of the restaurant while the other half remained opened. It took us about six and a half weeks to get it all done and we did it ourselves. We also tried to reuse and recycle as much of the building supplies as we could. We took parts of the siding and ceiling, put it through a planer, and re-used it for the bar," said Celis.





Today Tommy's Speakeatery features a dining side and a lounge side which also features VLTs. Seating capacity was reduced from about 180 seats to 70 during the renovations, which adds a new touch of intimacy for the establishment – a key ingredient for a neighborhood bar. The clientele includes regulars from the local area as well as people from other parts of the city who are looking for a new and unique experience.

As the renovations and the pandemic impacted the business, Celis said he was pleased to support Hospitality Saskatchewan in its advocacy efforts for the industry. Small business owners are simply too busy with their own daily tasks to focus on bigger picture items and that's where the association fills the gap.

"It's great having an organization that representing us to government," he said. "Whether its advocating, having conversations, sending emails, making phone calls to politicians, it's just great that they are looking out for our industry while we have our own things to deal with each day."

For those who are unfamiliar with the restaurant, Celis suggests coming for a visit and giving the food a try. It's all made from scratch, bread and buns are handmade and baked in-house daily, and the steak is all AAA Canadian beef aged a minimum of 45 days. As well, all soups, sauces and dressings are made in house, "just how mama used to make it!" [www.tommysregina.ca](http://www.tommysregina.ca)

### History of Prohibition in Saskatchewan

- March 1915: Premier Walter Scott announced that all of Saskatchewan's bars would be closed by July 1, 1915 putting 406 bars, 38 wholesale liquor dealers, and 12 clubs out of business. The provincial government then opened 23 dispensaries.
- In cities across the province, doctors did a roaring trade, but only those who could afford to pay \$2 for the prescription and \$3-\$5 to the druggist for the whiskey had access to alcohol. In Winnipeg one druggist and staff were famous for having filled 180 prescriptions per hour.
- December 13, 1915: Seven Saskatchewan districts vote to close their local dispensaries.
- December 11, 1916: A plebiscite was called to decide if Saskatchewan was to maintain the government-run stores or to go dry. Voters opted to go dry.
- May 1, 1917: Complete and total prohibition of alcohol takes effect in Saskatchewan.
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- May 1, 1917: Complete and total prohibition of alcohol takes effect in Saskatchewan.
- 1923: It was estimated, in an RCMP report, that there were "more illicit stills" in Saskatchewan, with a population of 760,000, than there were in all the rest of Canada with a population of over 8 million.
- July 16, 1923: Saskatchewan, by a decisive majority of nearly 40,000, discarded prohibition and reverted to a system of government liquor control.
- 1924: Prohibition in Saskatchewan came to an end. The end of Saskatchewan's prohibition provided residents with an opportunity to sell liquor to the still-dry United States.

## HOSPITALITY SASKATCHEWAN'S CONFERENCE & TRADESHOW A HUGE SUCCESS



"Gather Again 2021" was a perfect example of a safe and successful event!

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This "Must Attend Event" included a kickoff delegate dinner and 2 days of informative sessions, networking opportunities, and a tradeshow which featured a wide variety of exhibitors that supply goods and services to the hospitality & tourism industry.

Special guests included Ministers Jeremy Harrison and Don Morgan who brought best wishes from the province. As well, our colleagues from across Canada attended and hosted presentations including Beth Potter, President & CEO of the Tourism Industry Association of Canada (TIAC); Keith Henry, President & CEO of the Indigenous Tourism Association of Canada (ITAC); Philip Mondor, President of Tourism HR Canada; and, Mark von Schellwitz, VP Western Canada of Restaurants Canada.

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