

SEPTEMBER 2022  
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# Hospitality

SASKATCHEWAN

SASKATCHEWAN'S TOURISM INDUSTRY MAGAZINE



September 26 – 28th at the DoubleTree  
by Hilton Hotel & Conference Centre in Regina

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**DETAILED SCHEDULE INSIDE...**

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## CEO MESSAGE - "THE ARENA"



**Jim Bence**  
Hospitality Saskatchewan  
President/CEO

"It is not the critic who counts; not the one who points out how the strong person stumbles, or where the doer of deeds could have done them better. The credit belongs to the one who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly; who errs, who comes short again and again, because there is no effort without error and shortcoming; but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends themselves in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if they fail, at least fails while daring greatly, so that their place shall never be with those cold and timid souls who neither know victory nor defeat." Teddy Roosevelt

When Roosevelt wrote those words so many decades ago, did he have a crystal ball, was he able to see into the future and somehow try to communicate to us directly? No of course not. He was speaking of conditions that existed in 1910 and honor the resiliency of some people. The struggle was real then and it's real today.

And here we are. Here YOU are. 30 months of pitched battle and we made it through a summer of recovery. You fought valiantly and dared greatly, even if it was just for your very survival. You are not one of the cold and timid, you have emerged victorious. Perhaps a little worse for ware but still standing proud.

And now as the dust settles after a fantastic summer and we have a look around the arena and gather our thoughts, we ask "What could possible be next?" We wonder is COVID-19 finally finished with us? Where am I going to find staff? Where is the ceiling on this crazy inflation? Can I afford a 100% increase in my insurance? How are the catastrophic events in Ukraine going to effect Europe, the globe, us here at home and how can we help?

The short answer is "Nobody Knows". There are theories, projections, and forecasts but really, it's anybody's guess right now. We are still in the arena and know that at any moment another gate will open, and another opponent will appear. Is this a whole new problem or a mutation of an old one? How will we respond? What will be the right tactic to be triumphant yet again?

Although there are so many unanswered questions and unknowns like these right now, there are a few things we have came to understand over the last 30 months.

#1. That despite what the critics might say, we will stay the course and we will thrive.

#2. We are going to be hitting all sorts of challenges and obstacles in the coming months, come up short on occasion, but that's ok, we know how to plow our way through it.

#3. "This" is a worthy cause, and we will continue to strive to do these deeds with great enthusiasm, great devotion and daring.

#4. Even after a good brawl, faces stained with dust, sweat and blood, we're still damn good looking!

Although the next few months hold many uncertainties, we know that we are through the worst of it and with a little soap and water to scrub off the dust, we are now uniquely prepared to take on anything the arena has to offer.



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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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## HOSPITALITY SECTOR IS A LIVELY UNDERTAKING



Denny Joyal  
1st Vice-Chair Hospitality  
Saskatchewan

*By Meghan Haukaas*

Although he may have begun his career as a funeral director, Denny Joyal now spends his time managing lively businesses in the hospitality sector.

He's breathed new life into the Waterfront Beach Bar and Grill in Regina Beach and is part of management groups with interests in various Regina nightclubs as well as the Lumsden Hotel and Steak Pit. He joined the Hospitality Saskatchewan board of directors in 2016.

Despite his past career experience being in a very different kind of customer service, Joyal had plenty of exposure to hotel operations growing up. His uncle owned the Royal Hotel in Weyburn for 25 years and that helped lay the foundation for his career.

Being part of the Royal Hotel while growing up gave Joyal a certain knack for the industry that eventually led him back to the family business. "There was a point in my life where it made sense to explore the opportunity to work with my uncle and make that change," he said.

After moving to Weyburn, Joyal began helping his uncle with various ownership tasks. He said it was about five years later that they decided to sell the business and move on to their next venture. In 2009, Joyal and his wife moved out to the beachside community and took over operations of what is now known as The Waterfront Beach Bar and Grill.

"Our ownership group came in and spent a quarter of a million dollars renovating the building, gave it a new name, a huge facelift, and then rebranded and started from scratch," Joyal said, "So, the building has been here forever, but we really made it our own."

With years of combined experience, he and his uncle joined a managing group to expand their opportunities. Joyal took the responsibility of managing a few nightclubs in the city when the beach bar business started booming. When his wife became pregnant with their first child, Joyal decided to focus on the Regina Beach business fulltime.

Setting down roots did not mean Joyal would be stuck in one place. In 2014, he decided to join more managing partners in taking over the Lumsden Hotel and Steak Pit located in the scenic Qu'Appelle Valley near Regina. "They run independently so they have different ownership groups, but I help manage them both," he said.

His long-time entanglement with the hospitality industry eventually led him to the Hospitality Saskatchewan board of directors. When a board member retired and suggested Joyal take his place, he jumped at the opportunity. "The previous CEO, Tom Mullen, had just stepped down, so it was kind of a new beginning," he said.

"I'm able to work with some amazing people and meet a lot of people who are new to the industry," he said, "So many people come to us with the same issues we are having, so it's kind of a shared experience."

Joyal said his experiences during the pandemic were surprisingly uplifting. Government was responsive and concerned with the problems business owners were facing. "I thought that was a real turning point for the board in the sense we had a real impact on the decisions the Provincial government was making, which was obviously beneficial to everyone in the industry," he said.

He noted that all members of the hospitality sector benefit from the association's work. Employment is a major factor in that work. With an influx of refugees and immigrants coming from other countries, Joyal said it is fulfilling to offer people jobs while simultaneously bulking up the service sector. "I think that has had a huge impact in helping businesses when dealing with such a massive labor shortage."

Although he takes pride in the work he does and the people he helps, Joyal said his board membership also helps his own business. "Being on the board, you not only have access to knowledge and resources but also certain benefits and programs," he said, "It's just a great opportunity overall."

These opportunities have only grown over the last six years. "The organization has evolved so much since I started," Joyal said, "We are able to create these relationships between government and our lobby group because of all the hard work this board does."

## Tourism Awards Nominees Announced



The Hospitality Saskatchewan Awards recognize and foster excellence in our province's tourism industry. These industry awards honour people, places, businesses, organizations, and events that go above and beyond to offer superior tourism experiences to visitors and residents. The award winners will be announced at a dinner on Monday September 26 at the DoubleTree by Hilton, Regina

**Employee of the Year Award Nominees:** Deanna Wood, Historic Reesor Ranch; Steve Terlesky, Prairie River Cruises; Shannon Davies, Discover Saskatoon

**Indigenous Experience Award Nominees:** Cree North Adventures; Dakota Dunes Resort; Wanuskewin Heritage Park

**Rookie of the Year Award Nominees:** Little Kahunas Tiki Bar; Regina Winter Festival Committee; The Prairie Grazer

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# GATHER AGAIN



# 2022

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

### MONDAY SEPTEMBER 26<sup>TH</sup>

**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 27<sup>TH</sup>

**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**

### INDIGENOUS DESTINATIONS SASKATCHEWAN LAUNCH

*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 KĀNIYĀSIHK CULTURE CAMPS Owner/Operator - Kāniyāsihk 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 Adventure Coordinator - Dakota Dunes Resort added Indigenous experiences into their programming to connect their visitors to the land and its people through adventure and discovery with activities such as Fishing, Dakota History, Bannock and Bonfire 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 28<sup>TH</sup>**

**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*

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## GOVERNMENT LIQUOR TAX HIKE BENDER NEEDS TO END

*Author: Robin Speer , Canadian Taxpayers Federation*

If you thought the taxes you paid on your favourite case of beer or bottle of wine or liquor were high today, the Trudeau government is now saying, "Hold my beer!"

Imagine hearing two bartenders whispering about running up your bill. That would probably lead to an animated conversation if not incite some sort of hullabaloo at the bar. But that's exactly what politicians are doing with liquor taxes.

While the federal government is about to binge on a huge and sneaky increase in excise taxes, it's important to know how high liquor taxes already are when all the federal and provincial taxes are added up.

When you crunch the numbers, about half of what you pay for beer is in federal and provincial taxes. It's more than 60 per cent of the retail price for wine and about 80 per cent for liquor.

Picking up a case of beer on the way to the beach in Prince Edward Island this summer will cost you more just in taxes on a case than the total retail price of a case of beer in 25 American states.

That's only one example of how outrageous some of the provincial liquor markup or consumption taxes can be. All provinces have them.

To rub margarita salt in the wound, the sales tax is a tax-on-a-tax added onto your liquor tax bill.

But as if this isn't enough, before your favourite tasty beverage even leaves the manufacturing facility where it's made, the federal government has already been tipling, charging among the highest alcohol excise taxes in the world.

And the Trudeau government is going to be spiking that tax in a big way, without a vote, every year.

The most important job of your Member of Parliament is to stand and vote in Ottawa. That's especially true for taxes. If the government is going to take more of our money, our elected officials must take responsibility for the decision. That's the cornerstone of responsible government.

However, on April 1, the federal government is automatically increasing liquor taxes without a single vote in Parliament. The excise tax will rise by the rate of inflation, which was running at 8.1 per cent in June. This increase will happen every April 1. No joke. That's the definition of unaccountable government.

If the government thinks liquor taxes are too low, it could easily increase them in the budget and MPs could vote on it. This annual and automatic escalator tax isn't about efficiency, it's about cowardice.

Taxpayers have a right to know how much tax they're paying when they crack cold one or sip a Sauvignon blanc. They have a right to hold their MPs accountable if they push sky-high liquor taxes even higher. Politicians are hoping taxpayers don't notice the escalator tax, but we can't let them get away with running up our bar tabs.

Excessively high levels of liquor taxes and the new skyrocketing escalator tax increase hurts you, the consumer.

The tax hurts the brewers, distillers and vintners who employ thousands of Canadian workers and contribute billions of dollars to Canada's economy.

The tax hurts the hospitality and tourism sector while restaurants and bars try to recover from the rollercoaster of pandemic rules.

The tax even hurts the agriculture value chain, including Canadian farmers who grow the barley, rye, wheat and corn for this important market.

While the federal government laughs all the way to the bank.

There's one thing that will stop politicians from jacking liquor taxes: people noticing.

On the undemocratic escalator liquor tax hikes, it's time to tell the federal government they're cut off. They've had enough.

This column was first published in the Toronto Sun on July 20, 2022.



# CONGRATULATIONS HOUSEKEEPING ROOM ATTENDANT EMERIT NATIONAL CERTIFICATION



**Mona Hepper**  
Microtel Inns & Suites by Wyndham  
Weyburn

Mona is new to the hotel & hospitality industry having started her new position as a Housekeeping Room Attendant in April 2022 following a career in the trucking industry. Mona came to her position well versed in the essential skills; comfortable as part of a team, a critical thinker and problem solver, a life-long learner, and she maintains a positive outlook.

Soon after she was hired, the hotel team was snowed in at the property due to blizzard conditions and she saw this as an opportunity to observe all aspects of the hotels operations and connect with her colleagues.

Mona has worked hard to learn the skills required in her new occupation. She has completed workplace safety training including WHMIS, Clean It Right, Slip and Fall Prevention, Fire Extinguisher Safety and First Aid and CPR. To assist with breakfast service, she completed Food Safe and to assist in the lounge she completed Serve It Right Saskatchewan (SIRS). She used both the workbook and on-line emerit "Housekeeping Room Attendant Training", passed both the Provincial and emerit National Certification exams and has accumulated the industry hours required for her Professional Certification. All training components were provided by Tourism Saskatchewan.

Mona is committed to providing the best possible guest experience at Microtel Inns & Suites and being a positive team member and coach for other new hires. Mona's positive attitude provides long term guest satisfaction to visitors to Saskatchewan.

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## THE LABOUR SHORTAGE - WHAT ARE MY OPTIONS?



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It almost seems like there is no end in sight this current labour shortage. And with a tight labour market nationwide, it's certainly given workers more discretion to choose from more than one job offer.


The options for sourcing international workers have not drastically changed recently, but the national labour shortage has meant attracting these workers to your workplace has become much more challenging. So looking out of Canada is looking more and more attractive.

Fortunately, Employment and Social Development Canada, responsible for administering the Labour Market Impact Assessment (LMIA) process, has made changes which will be of interest to employers. One big change is that any LMIA approval will be valid for 18 months, which allows you that amount of time to find your worker. For some, not all, of the LMIA streams, the maximum length of employment has increased from 24 months to 36 months.

Of greatest interest to employers in Accommodation and Food Services is that the government finally ended the moratorium in regions with an unemployment rate of 6% or higher, though most regions by now are less than that. And finally, these employers can also hire up to 30% of their workforce through this foreign worker program. This last change alone will be of great benefit to many employers.

Using the Saskatchewan Immigrant Nominee Program is still a great option. But processing delays in that process has made LMIAs look more attractive these days. And of course, using both may be a strategic choice.





# 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](mailto:chan-william@avendra.com)







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