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Wednesday May 3 REAL District Regina

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# Membership Matters!

Hospitality Saskatchewan represents the united voice of the tourism, hotel, and hospitality industries in this province. We stand up for hotels, bars, restaurants, conference and convention centres, brew pubs, nightclubs, cannabis producers, and other tourism and cultural attractions. We advocate on behalf of the industry, forge new relationships, and influence policies that directly impact our members.

## OUR COLLECTIVE STRENGTH

There is strength in numbers. We are a group of likeminded individuals who are willing to support new members and advocate on one another's behalf. We represent your interests to the provincial government and other hospitality stakeholders. We work tirelessly on your behalf to ensure that Hospitality Saskatchewan is a benefit to you, your business, and the overall industry.



**JOEL KISH**  
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## HOSPITALITY SASKATCHEWAN

# 2023 Board Of Directors



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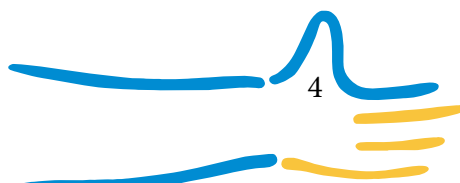
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**Jim Bence**  
President & CEO  
Hospitality Saskatchewan





## CEO MESSAGE

# “A Seat at the Table”



**JIM BENCE**  
Hospitality Saskatchewan  
President & CEO

Merriam-Webster Dictionary defines Advocacy as:

Advocacy: ad-vo-ca-cy *ad-və-kə-sē*  
: the profession or work of an advocate  
: the act or process of supporting a cause or proposal : the act or process of advocating

**G**athered at the dinner table almost 10 years ago, my kids asked me “Dad, what’s your job?”. When I told them I was an advocate, they looked sideways at each other, and after a few moments, my 7-year-old turned to me and said “Isn’t that the green stuff mom puts on her salad?”

A few minutes into explaining the difference between an avocado and an advocate, I realized the old maxim of “if you are explaining, you are losing” to be undeniably true.

For over 90 years, our reason for being, the reason we exist, is to advocate on behalf of our members. In early days our advocacy efforts were laser focused on battling government on the issue of liquor pricing, distribution and retail sales and the war raged on for decades.

For all of those years there was relatively no give on either side and the negotiating table looking more like a WW1 battlefield than a place to find common ground. Both sides had drawn a line in the dirt, dug their trenches and engaged in years of exhausting, often pointless pseudo conversations that left all stakeholders frustrated and angry.

Annual meetings began to devolve with tempers reaching fever pitch with infuriated people standing on chairs, banging fists on tables, voicing their

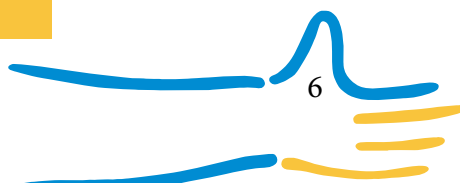
opinions through yelling and everyone shouting over the objections of others. Just short of self-immolation, these “bearpit” sessions rarely, if ever, accomplished anything of substance.

What the table needed was a complete reset. Setting the table with issues was the easy part, they hadn’t changed in almost a century. It was the invitation list that was the critical piece. Not that the individuals had to necessarily change but the approach and the attitude had to.

For advocacy to be effective, clearly understanding your own position is critical. Understanding the position of your counterpart, even more so important. The key is to get as close as you can to their position as possible, be able to articulate their issues even better than they can, and then find the place at the center of the table where there is commonality.

Table now set, the single highest priority for all good advocates, the number 1 rule that lobbyist’s can never lose sight of is, “never EVER lose your place at the table!” It can be incredibly hard to get to the chair and so very easy to lose. All it can take is a momentary lapse in judgement, choosing the wrong tactic, using language that inflames or offends, zigging when you should have zagged. Before you know it, you’ve pushed yourself and your coveted seat away from the table and it may take moving heaven and earth before you are allowed back at it.

To be good at this stuff, you must be strategic and deliberate. Tactful and diplomatic. Focused and firm. Unrelenting yet collaborative. Embrace passion as your fuel and never let emotions govern your actions. And wait. Be patient. There is value in taking the time to understand all the



players at the table and how they will act and behave.

Being a great advocate is like being a good comedian. Key is #1 knowing your audience and #2 timing is everything. Waiting for someone at the table to lose their cool and light their hair on fire can sometimes provide a unique opportunity for better positioning. Being the voice of reason and perceived as a possible collaborator, champion or even defender can be powerful contributions to building the foundations of trust within relationships.

Some will argue this point, but it needs to be said. If you are to remain at the table and have a measurable influence on the decisions being made, the "other side" had better trust you in some way, shape or form and believe that you are trying to work with them.

If the only trust they have in you is the knowledge that your contribution will likely

be emotional, ill conceived or irrational, you have essentially pushed yourself away from the table and out of the conversation and any opportunity to influence any of the decisions being considered.

Like in poker, as long as you have a chip and a chair, you have a chance to win. Our chair is now at a table with players other than just SLGA. Our advocacy work now extends to the Saskatchewan Government ministries of Tourism, Immigration and Career Training, Park Culture Sports, Labour Relations and Workplace Safety (WCB), Education, Advanced Education, Justice, Corrections (Human Trafficking) and Government Relations. In addition, we now have federal connections with the Ministries of Tourism, Labour and Immigration, Refugees and Citizenship Canada.

To be clear, none of this is easy and almost every aspect of it takes a lot of work. But the work pays off, as we saw, particularly during the pandemic. We had a seat at the

table and were able to influence dozens of decisions that were in the best interest of all stakeholders, members, ministries and the public at large. Advocacy comes with considerable challenge which tests everyone's patience and resolve. Those with the cooler heads prevailed, kept their chair, and stayed in the conversation.

Others, not so much. Which really means that depending on your approach, you are either an advocate or an avocado, you can't be both.

Almost a decade later, my kids have a much better understanding my role than they did at the beginning but still prefer to describe me as the "avocado for the tourism & hospitality industries of Saskatchewan". Kids have a way of keeping a dad humble.



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# Pile O' Bones Brewing Company

By Meghan Haukaas,  
Benchmark Public Relations



Since 2016, the Pile O Bones Brewing Company has been producing and distributing some of the most popular beers in the province. Backed by a strong sense of integrity that is rooted in shared company values, the business (and the beer) has made itself a household name on the prairies and across the country.

Josh Morrison, one of the founders of Pile O Bones, said the business came together when four members of the Ale and Lager Enthusiasts of Saskatchewan (ALES) club decided to try their luck at professional brewing.

"We had learned to work together, run events, and do competitions, so when we got an opportunity to lease a brewery that had been mothballed, we said 'Hey! Let's go pro!' and we were off to the races," he said.

With plenty of experience experimenting and creating new flavours, POB was bursting with potential from the very beginning. "The four guys that started POB were all award-winning, home brewers back in our day, so we all have our own recipe books and trade recipes to figure

out what we might like to try and brew next," Morrison said.

With the combined talents of Morrison, Glenn Valgardson, Brent Babyak and Nathan Kary – the team had a recipe for success. Now all they needed was a title.

The name itself has drawn significant attention through Regina's unofficial nickname "Pile of Bones," which is based on the Anglicization of the original Cree name for the city – oskana ka-asastēki, often shortened to Wascana or Oskana. Morrison said he chose the name to remind people that Cree, Saulteaux, Nakota, Lakota, Dakota, and Métis people were the original inhabitants of this land.

Morrison, a citizen of the Métis Nation - Saskatchewan was instrumental in coming up with the name because he felt it was important to recognize the unique history of the city, while acknowledging the Indigenous perspective. Pile O' Bones is the only verified Saskatchewan Metis Business in the province.

"We could have named our brewery the 'Queen City Brewing Company' and

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everyone would know we were local, but that would ignore thousands of years of history,” Morrison said. The Pile O Bones (POB) logo even depicts a Plains Bison, symbolizing the animal that supported life on the prairies for thousands of years before Canada ever existed.

These values have certainly contributed to the business’ consumer experience – complete with a neon buffalo sign on the wall surrounded by arts produced predominantly by Indigenous artists. After six years of success, the startup has officially grown too big and now a much-needed facility expansion is well-underway.

“The current Expansion is primarily to increase our production because we have just not been able to keep up with demand over the last 12 months,” said Morrison.

“Having too many orders is a good problem to have, but it’s still a problem – so this expansion was necessary to allow us to meet current demand and hopefully grow for another couple of years before we have to invest in production again.”

He added that, “we’ve poured the foundation, built the walls and just installed the roof back in January so we are on track to start production there sometime in April.” Morrison said that it’s an interesting build, extending the existing facility by 22 feet with the new roof towering over that of the original building – measuring a whopping 28 feet high.

Morrison said this will enable them to triple their capacity. “The existing brewhouse is still going to be used; we are just going to be able to brew a lot more.”

POB typically keeps anywhere from 13-14 different beers available in the tap room, with multiple tanks dedicated to their best-selling White IPA. The new addition will allow them to designate a few large tanks for their go-to brew while freeing up space to experiment with new flavors.

Over the next few months they will be featuring their Scotch Ale which is described as full-bodied, robust and packed with notes of caramel. Morrison also mentioned their new Buds and Spuds Potato Pilsner, which was the result of a collaboration with the Medicine Hat



Brewing Company. Mitch Dalrymple, who previously served as the head brewer at the Bushwacker Brewpub in Regina, helped perfect the recipe.

“As the name describes, it is literally brewed with potatoes,” Morrison said. “It’s going to be a Pilsner beer with a nice mineral character with some spicy kind of noble hops.” Finally, POB’s Cucumber Kveik should be hitting the taps as we approach the warmer months.

Morrison said Pile O’ Bones is always on the lookout for community collaboration opportunities. “Coming up later this spring, we will be featuring an art exhibit by Nakota artist Torrie Ironstar, who is a deaf two-spirited Indigenous painter.”

He added that Ironstar is one of the most talented artists he has come across in recent years and is considered a rising star in the Indigenous community. “His art will fill the taproom with bright, bold colours and very bright patterns, and we hope this will make the taproom feel like spring, and shine on all through the summer.” [www.pileobonesbrewing.com](http://www.pileobonesbrewing.com)

With no shortage of new and exciting flavour profiles to try, Pile O’ Bones is the ultimate taste-testing tourism experience. Head to 1808 Cameron Street in Regina to try a flight of beer, or visit their Facebook page to stay up to date on the newest brews and upcoming events <https://www.facebook.com/PileOBonesBrews/>.



REAL DISTRICT REGINA – WEDNESDAY MAY 3

# Food & Beverage Expo 2023

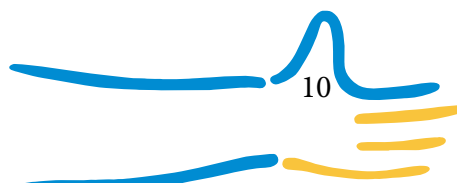
**H**ospitality Saskatchewan has again partnered with the Saskatchewan Liquor & Gaming Authority (SLGA) and Sysco Prairies to produce Saskatchewan's premier food and beverage event. This one-day event will include a morning of informative sessions, breakfast and an afternoon tradeshow featuring marketing representatives for food and liquor and others that supply goods and services to industry.

## SLGA RETAIL STORE PERMITTEE (RSP) SESSIONS

For RSP's Only

## HOSPITALITY SASKATCHEWAN SESSIONS

- **A Look into the Future of the Foodservice Industry in Saskatchewan**  
Restaurants Canada - Develop your business' current and future growth strategies with this detailed forecast of industry performance by segment.





- **Hospitality Strategies for 2023 and Beyond**  
Sysco Prairies - How Marketing and Brand is more important than ever.
- **Western Financial Group – Hospitality Insurance Program (HIP) Update**  
The Hospitality Insurance Program (HIP) works in partnership with Canadian hospitality associations to provide commercial insurance and employee benefits solutions that are tailored to the unique needs of hotels, motels, bars, and pubs.
- **From Zero to Hero: How to Use social media to Build Your Foodservice Brand with Authenticity**  
The objective of this presentation is to provide foodservice operators with a practical understanding of how to leverage social media to build their brand with authenticity. Attendees will learn how to create a strong online presence that resonates with their target audience and aligns with their brand values with social media. Just using their phones!!!
- **Food & Beverage Expo Tradeshow**  
Join us for Saskatchewan's premier food & beverage tradeshow featuring over 160 booths of food and liquor and others that supply goods and services to Industry.

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# ‘It’s very exciting’: CTV News Saskatoon Blackstrap glamping resort set to open this summer



Glamorous camping, known as glamping, is coming to Blackstrap Provincial Park this summer.

The Blackstrap Glamping Resort is set to feature six 500-square-foot geodesic domes. The all-season domes will have a king-sized bed and a loft above — equipped with a bathroom, shower, and kitchenette. Outside, each dome will have its own hot tub and lounge area. Two years ago, Saskatchewan Parks issued a Request for Proposal (RFP) to build a resort.

Josh Turner and his business partner, Jane Rusbridge, were awarded the proposal for their concept. Turner got the idea to bring the domes to Blackstrap after seeing them while travelling in Europe.

Josh Turner and his business partner, Jane Rusbridge, were awarded the proposal for their concept. Turner got the idea to bring the domes to Blackstrap after seeing them while travelling in Europe.

<https://blackstrapglampingresort.ca/>

## Hybrid Cook Level One Apprenticeship



**DIANE COHOON**  
Tourism Industry Consultant

Saskatchewan Apprenticeship and Trade Certification Commission, Saskatchewan Polytechnic and Tourism Saskatchewan successfully launched the 2023 Hybrid Cook Level One Apprenticeship Training in January 2023.

To graduate from each level of the program, an apprentice must successfully complete the required technical training totaling at least 1800 hours of on-the-job experience each year.

Apprentices in Level One complete 20 weeks of online training and 100 hours of practical training scheduled over five weekends. Subjects in Level One include: common occupational skills; vegetables and fruit; stocks, soups, and sauces; starches and legumes; meat and poultry; fish and shellfish; cheese and dairy; salads and sandwiches; baked goods and desserts; and mathematics. The practical component of the program is delivered at Saskatchewan Polytechnic, Saskatoon campus. Successful completion of Level

One provides the opportunity to continue to Level Two and Three and eventually to Red Seal Cook.

The apprentices who came from across Saskatchewan had a broad range of experience, with some new to the trade and others with years of cooking experience. Many are furthering their career path after participating in Ready to Work programs offered by Tourism Saskatchewan. These apprentices are obtaining their on-the-job experience in a variety of kitchens across Saskatchewan including hotels, northern camps, and restaurants.

Congratulations to the Level One Apprentices!

If you are interested in cook apprenticeship training, please contact the Saskatchewan Apprenticeship & Trade Certification Commission at 1-877-363-0536 or Email: [apprenticeship@gov.sk.ca](mailto:apprenticeship@gov.sk.ca)



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# Moving into 2023



**DANIEL HIRSCHKORN**  
Saskatoon Immigration &  
Employment Consulting Services Inc.

**A**s we entered 2023 it was hard not to talk about the severe national labour shortage, and how the province and federal government had to step up their processing of files to help alleviate it for employers seeking out foreign workers. What we have seen to date is that the province has not only gotten slower on file processing but is making it far more difficult for employers to receive approvals to recruit foreign workers. Sadly, we have also noticed a trend of foreign workers starting to choose other provinces to settle because of this.

Employers needing foreign workers now should be focussed on the federal foreign worker program, via a Labour Market Impact Assessment application, known as LMIA. This program has moved online

slowly over the last few years and as of April 2023 will only be online. The program itself has not changed dramatically over the years, but every so often we can see a special program that will benefit certain industries. For example, any application received up to April 30, 2023 for low-wage positions in Accommodations and Food Services will be allowed to have 30% of staffing as foreign workers, which is a higher cap than most other industries.

In terms of sourcing your new workers, hiring friends and family members of local residents will result in quick and effective settlement, and will surely result in a higher retention rate for the province. So, if you cannot fill your skill and labour shortage locally, there are still resources available. [www.siecsi.com](http://www.siecsi.com)



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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.



# Making Yourself the Priority

Do you ever notice that when your stress goes up, your self-care often goes down?

Why does this happen?

Everything starts with awareness, and recently I became painfully aware that I was “full”.

Once we have awareness, our next step requires action.

So, on that afternoon I closed my laptop, left my office, and made my way home.

After communicating to my family that I needed some time for self-care without any interruptions, I went for a soak in our hot tub.

The reality is this. We can't help others without helping ourselves first.

Unfortunately, many individuals feel guilty when they place their own needs before the needs of someone else.

This script does not serve us well and stands in the way of our wellness.

I would argue that taking care of your own needs has nothing to do with being selfish. Rather, I believe that making yourself a priority has to do with self-respect. In other words, you are saying that you value yourself so much that you are going to advocate for what it is that you need.

If you are feeling overwhelmed today, I hope that you will take the time to make your well-being a priority.

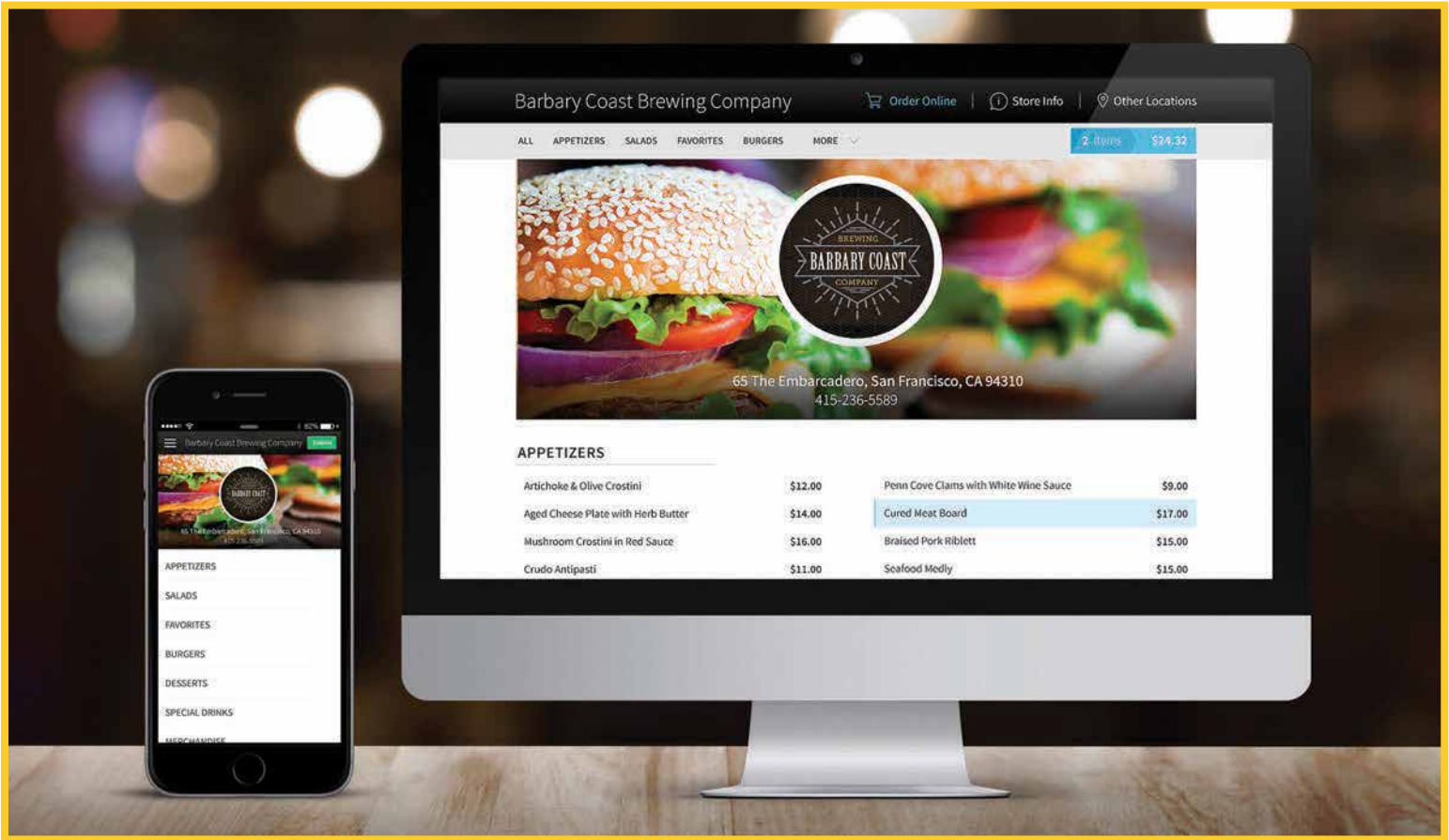
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