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# ANNUAL CONFERENCE

Sunday, March 26 – Tuesday, March 28

CASINO RAMA RESORT, RAMA

# SHIFT HAPPENS



Time for a Reset.

# 2023 ANNUAL CONFERENCE • CASINO RAMA RESORT

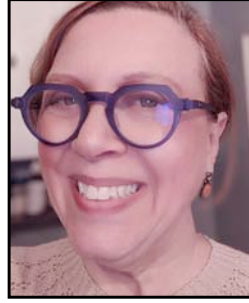
## S P E A K E R S



**Leanne Bouteiller**  
Toronto District  
School Board



**Larissa Barr**  
Toronto District  
School Board



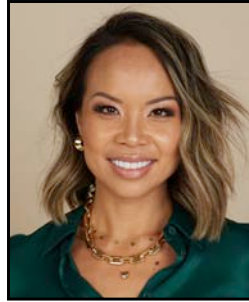
**Verity Dimock**  
OTEC



**Adam Morrison**  
OTEC



**Rebecca Godfrey**  
CBRE Tourism Consulting



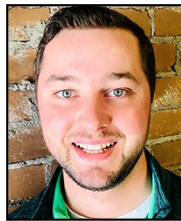
**Donna Chang**  
Google



**Richard Anderson**  
Smart Serve



**Jerry Feltis**  
Clublink



**Jack Hopkins**  
Clublink



**Mark Downing**  
Fern Resort



**Don Buckle**  
Living Water Resort



**Greg Elmhirst**  
Elmhirst's Resort



**Sara Cromwell**  
Abell Group



**Jason Stanton**  
Bayview Wildwood



**Ken Murray**  
Hockley Valley Resort



**Jo-anne Snyder**  
Beachwood Resort



**Emily Stroud**  
Georgian Bay Hotel



**Dianne Hounsomer**  
Hamlet Consulting



**Didier Dolivet**  
J.W. Marriott,  
The Rosseau Muskoka  
Resort & Spa



**Sean Billing**  
Frontenac Inn

# 2023 ANNUAL CONFERENCE • CASINO RAMA RESORT

## A G E N D A

### Sunday, March 26, 2023

3:00 pm **WELCOME AND OPENING REMARKS** Anishnaabe A/B  
**Speakers:** Yvonne Stephenson / Jo-anne Snyder

3:15-4:15 pm **INSPIRING AND ENGAGING OUR YOUTH - Learn More About Experiential Co-op Programs**

**Presenters:** Leanne Bouteiller, Coop Teacher, Experiential Learning (TDSB)  
Larissa Barr, Assistant Coordinator, Experiential Learning (TDSB)

Our speakers, both from the Toronto District School Board (Experiential Learning), are presenting timely and relevant information on the central coop programming provided to the youth population in Grades 11 and 12, and specifically on the SHSM (Secondary High School Major) program and the "Be Our Guest" hospitality coop program. These programs offer invaluable opportunities to the resort sector to better attract and engage this youth population. This opportunity around experiential learning coop programs are ideal for coop placement opportunities, an amazing pipeline and resource for our stakeholders throughout the province. This is an exciting opportunity to learn about these programs as it relates to career exploration and engagement within our vibrant industry through connecting directly with these experiential learning educators within the high school community, allowing students to connect to mentors in the field, develop relevant skills, often leading to post-secondary choices or employment.

4:15-5:15 pm **HOW TO EFFECTIVELY MEASURE YOUR MARKETING**

**Speakers:** Jerry Feltis & Jack Hopkins, ClubLink

Our presenters Jerry and Jack provide incredibly valuable insights on how to measure the effectiveness of your marketing. This process includes UTM tracking through google analytics, simply and reliably, to better track the sources of your website traffic, conversion and revenues generated.

5:15-6:00 pm **STRESS MANAGEMENT**

**Speaker:** Verity Dimock, Vice-President, Business Development and Learning Services, OTEC

Organizational stress can hugely and negatively impact your business processes, productivity, service delivery, and ultimately your bottom line. For leaders, unchecked stress leads to burnout and often job turnover. So, investing in practical wellness and stress management techniques and programs is a business imperative as our sector focuses on continued recovery. Verity Dimock, OTEC's Vice President of Learning Services, will engage us in a discussion about stress and burnout and demonstrate fun, interactive, stress management techniques that are easy to apply in our workplaces without the need for big investments of time or money.

**DINNER ON OWN**

**WELCOME HOSPITALITY AFTER HOURS**

### Monday, March 27, 2023

9 am **WELCOME TO DELEGATES** Anishnaabe A/B  
**Conference Chair:** Yvonne Stephenson

9:15-10 am **THE JOB MARKET AND THE FUTURE OF WORK – an Ontario Perspective** Anishnaabe A/B

**Speaker:** Adam Morrison, OTEC

Adam Morrison, CEO of OTEC, an organization which collaboratively creates solutions to address the workforce challenge of the day and the future, will share the realities around these challenges in context of facts and figures while also sharing insights around the mindset, skills and perceptions of this population with implications for the hospitality sector. Adam will share his perspectives and provide information, offer solutions, tools and resources to help industry operators to continue to build and grow their business amidst on going change.

# 2023 ANNUAL CONFERENCE • CASINO RAMA RESORT

## A G E N D A

### Monday, March 27, 2023 (cont)

10-11 am **SURVIVING AND THRIVING AMIDST THE CHALLENGE**

Anishnaabe A/B

**Moderator:** Jerry Feltis, ClubLink

**Panelists:** Mark Downing, Fern Resort | Don Buckle, Living Water Resorts;  
Greg Elmhirst, Elmhirst's Resort | Sara Cromwell, HR Director, Abell Group

These panelists will each share individual experiences and best practices successfully applied to their operations. These insights will include unique approaches and innovative practices implemented in order to manage the dynamics of workforce shortages rekindling a team approach, successfully implementing recreation for guests, leveraging technology and all in all, successfully delivering on the overall guest experience.

11-11:15 am **Coffee Break**

Anishnaabe A/B

11:15 am **BUILDING BACK THE BOTTOM LINE:**  
-12:30 pm **Labour and Profitability in the Resorts Sector**

Anishnaabe A/B

**Speaker:** Rebecca Godfrey, CBRE Tourism Consulting

Rebecca of CBRE Tourism Consulting will provide a rounded view on the realities of the 2022 business cycle, with specific insights and an outlook for the overall Canadian accommodation sector and resort sector specifically. CBRE will cover projections on the economic climate and facts and figures to assist resorts in their planning for 2023, with a view to inflation, room rates, and getting back to profitability. Rebecca will also cover insights on the labour challenge from a P & L perspective looking at what has happened to departmental costs as a comparative to 2019.

12:30-1:45 pm **LUNCH – followed by Resorts of Ontario Annual General Meeting**

Anishnaabe Ballroom

2-5:30 pm **TRADE SHOW**

Silvnightingale ABC Room

Attend a compelling one-stop marketplace featuring an amazing range of products and services, offered by our preferred supplier vendor members. See firsthand the range and type of goods and services that will be of interest to your discerning guests. Benefits include the opportunity to meet knowledgeable vendors who freely share their insights on the marketplace, their expertise and whether they can service your buying needs.  
GREAT PRIZES ON OFFER!

5:30-6 pm **RoO Board of Director's Meeting - Elections of Officers**

Wendat Room

CELEBRATING

80

YEARS

Resorts of Ontario

### PRESIDENT'S RECEPTION & DINNER

7 PM - Anishnaabe Ballroom

Join us for a night which celebrates Resorts of Ontario's 8 decades of resorting and hospitality. Come attired in your favourite decade – choose the 40's through to 2022, and be sure to wear your dancing shoes!

Music by Jamie Williams

# 2023 ANNUAL CONFERENCE • CASINO RAMA RESORT

## A G E N D A

### Tuesday, March 28, 2022

8-9 am **Breakfast**

Anishnaabe Ballroom

9-10 am **KEEPING UP WITH CONSUMER EXPECTATIONS**

Anishnaabe A/B

**Moderator:** Jason Stanton, Bayview Wildwood Resort

**Panelists:** Ken Murray, Hockley Valley Resort | Jo-anne Snyder, Beachwood Resort  
Emily Stroud, Georgian Bay Hotel

As business got back to business and doing what they do best amidst a generational work force shift, servicing the guest by providing a hospitable experience, how have operators overcome the hurdles around guest expectations? As we dig deep into this topic, we will tackle some provocative questions around guest expectations, guest value amidst soaring costs of doing business, with the dialogue revolving around delivery of the resorting experience.

- What is hospitality and what is your service culture?
- What are the issues that sets a guest off and / or upsets the customer?
- Are there common themes of frustration for the guest, and for the resort?

10-11 am **KEEPING UP WITH THE EVOLVING TRAVELLER**

Anishnaabe A/B

**Speaker:** Donna Chang, Tourism Lead, Google

Learn about the latest travel trends, how travelers' expectations have evolved and why digital matters more than ever.

11-11:15 am **Coffee Break**

11:15am **FUTURE PROOFING YOUR BUSINESS SUCCESS**

-12:15 pm

Anishnaabe A/B

**Moderator:** Dianne Hounsome

**Panelists:** Didier Dolivet, J.W. Marriott | Jerry Feltis, ClubLink | Sean Billing, Frontenac Club

Our moderator leads a dialogue on strategies developed by operators to support business' success through the pandemic and how these strategies were shaped to help resort operations thrive for future growth. Panelists will share their insights and experiences resulting through the pandemic and steered to future proof the opportunities realized and challenges which ensued.

12:15-1:30 pm **Lunch**

Anishnaabe Ballroom

**Speaker:** Richard Anderson, Executive Director, Smart Serve

On July 1, 2022 the Alcohol & Gaming Commission of Ontario (AGCO) approved Smart Serve Recertification every 5 years. This session will outline the recertification process and will touch upon the new Liquor License and Control Act (LLCA) and how it may impact you. Q+A session will follow.

1:30-2:30 pm **"BEAR PIT" NETWORK SHARING FORUM**

Anishnaabe A/B

**Trading Policies and Practices**

**Moderator:** Mark Downing, Fern Resort

This forum is an invaluable network vehicle which often provides useful nuggets of great information, great tools and resources, best practices, tried and true practices and so much more. Some key topics for this year's forum include:

- How do you deal with diversity addressing individuals easily without offending? Noun (he/she; and more)
- How do you manage and approach guests who seem ill causing general lack of ease with other patrons?
- Best practices & tools on managing controlled tips, daily pay outs...and more!

3 pm **CLOSING REMARKS**

2023 ANNUAL CONFERENCE • CASINO RAMA RESORT

THANK YOU  
TO OUR PARTNERS



THANK YOU  
COMMITTEE MEMBERS!

**Chair:**

Yvonne Stephenson – Blue Water Acres Resort

**Committee:**

Don Buckle – Living Water Resort

Heather Ford – Green Acres Inn

Jason R. Traviss – The Commodities Group

Leah Leslie – Destination Coach

Doug Rolling – Abell Pest Control

ACCOMMODATIONS



Casino Rama Hotel | 5899 Rama Rd, Orillia, ON L3V 6H6

Accommodations are available at Casino Rama for an exclusive rate of \$139.00 plus applicable taxes and resort fee.

To book a room call 1-800-832-7529 and quote Booking Code - **RESC23A**.

Cut-Off Date for rooms is Thursday, February 23rd, 2023.