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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

## A G E N D A

### Sunday, March 26, 2023

3:30 pm **WELCOME AND OPENING REMARKS** Anishnaabe A/B  
**Speakers:** Yvonne Stephenson / Jo-anne Snyder

3:30-4:30 pm **SYMPOSIUM: INSPIRING AND ENGAGING OUR YOUTH**  
This round table symposium includes representation from secondary schools in pivotal roles to influence the youth population as potential workforce employees and leaders. Dialogue with this experienced group of educators will provide amazing insights, suggestions and ideas on how to better engage this youth population, placement opportunities all channeled to career exploration and certification.

4:30-5:30 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.

**STRESS MANAGEMENT** TBD  
**Speaker:** Verity Dimock, OTEC

**WELCOME HOSPITALITY**

### 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.

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

# 2023 ANNUAL CONFERENCE • CASINO RAMA RESORT

## A G E N D A

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

- 11:15 am -12:30 pm **BUILDING BACK THE BOTTOM LINE:  
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** Silvernightingale 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** Hospitality Suite

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

Followed by after hours **Hospitality Suite**

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## 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 | speaker TBA

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**

Anishnaabe A/B

-12:15 pm

**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**