



# 91st ANNUAL CONVENTION & TRADE SHOW PROGRAM

THE FAIRMONT CHATEAU LAKE LOUISE – APRIL 17-19, 2011

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# 2011 AHLA CONVENTION & TRADE SHOW

## Alberta Hotel & Lodging Association

### 91st Annual Convention & Trade Show

April 17 - 19, 2011

### The Fairmont Chateau Lake Louise

See what happens "When the Stars Align" at the AHLA's 91st Annual Convention & Trade Show. This year's theme highlights the belief that there are no limits to what can be achieved when AHLA members gather to share ideas, celebrate achievements, and connect with colleagues.

This year's convention offers:

- Educational sessions that address our members' greatest challenges and deliver practical solutions that can be implemented quickly and easily.
- A two-day trade show, which offers a tremendous one-stop shopping opportunity that will allow AHLA members to meet industry suppliers and get a head start on deals that will benefit them throughout the year.
- Award presentations that provide the opportunity to celebrate the accomplishments of the properties and people in our industry who work diligently day by day to achieve their success.



Honouring our commitment to the environment is essential, which is why the AHLA's 2011 Convention & Trade Show is a carbon neutral event. With the support of the EcoStay Program, all of the unavoidable emissions resulting from this year's event have been balanced off through carbon offsets from emission reducing projects.

Inspiration, innovation, and insight can all be found at the AHLA's 91st Annual Convention & Trade Show. We are thrilled you have joined us to see all that is possible....*When the Stars Align!*

Welcome to Lake Louise!

### Convention Dress

Convention dress is business casual, except for the following:

*Housekeeping Awards Gala* - cocktail/business attire

*Chairman's Dinner* - cocktail/business attire

### Registration Desk Hours

Sunday 2:00 pm - 9:00 pm

Monday 7:30 am - 7:00 pm

Tuesday 7:30 am - 1:30 pm

*Prize draws take place throughout the convention. Delegates must be present to win. Cash bars are available at all receptions and dinners.*

The AHLA Convention & Trade Show Guide is published by EMC Publications,  
19073 63 Avenue, Surrey BC V3S 8G7 1-800-667-0955 info@emcmarketing.com  
Publications Mail Agreement No. 40026059

## 2011 SPONSORS

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# WHEN THE STARS ALIGN

## SCHEDULE OF EVENTS

### SUNDAY, APRIL 17

2:00 - 9:00 pm  
Larch Lounge

#### DELEGATE REGISTRATION

4:00 pm  
Beehive/Lakeshore Room

#### ALBERTA HOTEL & LODGING ASSOCIATION ANNUAL GENERAL MEETING

Attend the AHLA's Annual General Meeting to learn more about your association. Hear a full report of the AHLA's 2010 activities and discover plans for the future. Results of the AHLA's online elections for the 2011 - 2012 Board of Directors will also be announced. Membership dues must be paid in full to attend.

**Alberta Hotel Safety Association Annual General Meeting to follow.**



5:00 - 9:00 pm  
Mount Temple Ballroom

#### OPENING RECEPTION & TRADE SHOW

Sponsored by The Fairmont Chateau Lake Louise

One of the most popular hospitality industry trade shows in Canada, the AHLA's trade show attracts exhibitors from a wide range of services and suppliers to the industry. This show offers innovative, profit driving, and cost saving products and ideas. Get practical solutions for the challenges you face today, and inspiration to plan for the future while networking with your industry peers.

*Prize draws will take place throughout the evening. You must be present to win.*

### MONDAY, APRIL 18

7:30 am - 7:00 pm  
Larch Lounge

#### DELEGATE REGISTRATION



8:00 - 10:00 am  
Victoria Ballroom

#### OPENING BREAKFAST

Sponsored by Connect Logistics Services



#### Keynote Address - John Furlong

Sponsored by Western Financial Group Insurance Solutions

**The 2010 Winter Games - Celebrating the Possible** - As the world celebrated the 2010 Olympic Games, John Furlong became a familiar figure to all watching. As the Chief Executive Officer of the Vancouver Organizing Committee, John led the teams that organized and staged the 2010 Olympic and Paralympic Winter Games. Join John as he shares his views on the inspiration that can be drawn from the Olympic and Paralympic Movements and the Games celebrations. John will provide an overview of the games and offer insights into the resulting human legacies. Learn how he handled seemingly insurmountable setbacks to achieve a runaway success and ultimately a pivotal moment in Canadian history.

9:00 - 9:45 am  
Heritage Hall

#### EXHIBITORS' BREAKFAST



10:00 am - 1:30 pm  
Mount Temple Ballroom

#### TRADE SHOW & LUNCHEON

Sponsored by ENMAX

ENMAX welcomes all delegates to the trade show luncheon. Current market conditions make now a great time to secure a contract - be sure to stop by their booth to find out about the new power program for AHLA members. Don't miss this chance to find out about the newest products and services on the market!

*Lunch will be served from 11:30 am to 1:00 pm.*

*Passport prize draws start at 12:30 pm sharp.*

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# 2011 AHLA CONVENTION & TRADE SHOW



2:00 - 3:00 pm  
Victoria Ballroom



Lakeshore Trail Room



Plain of Six Glaciers/  
Saddleback Room



3:15 - 4:15 pm  
Victoria Ballroom



Lakeshore Trail Room

## BUSINESS SESSIONS

### Social Media & Storytelling

Sponsored by Best Buy/LG Electronics

Hoteliers have always been great storytellers and the advent of social media has provided unprecedented platforms and audiences for sharing them. In this session, you will discuss how to use storytelling elements in social media to capture the attention of travellers and convert them into guests. Topics include where to source content, how to present content for maximum impact, and how to encourage the most compelling storytellers of all: your guests.

### AGLC - Play it Smart

Social responsibility, sustainable revenue streams, VLTs, changing regulations - how do they affect your property and what do they mean? Join representatives from the Alberta Liquor & Gaming Commission as they discuss the future of liquor and gaming in Alberta.

### Thrive vs. Survive: Best Practices for Dealing with Price Wars

Sponsored by STR - Smith Travel Research

In volatile markets and down economies, hoteliers often find themselves in a unique battle for business. Five-star properties steal from 4-star...4 from 3...3 from 2...and so on. There's no easy solution when hotels "hijack" demand. But there are some "best practices" that are much less damaging than simply using price as your primary strategy. Join us for a lively session as a leading revenue management specialist offers some sage advice on dealing with price wars.

## BUSINESS SESSIONS

### Online Reputation Management

Sponsored by Best Buy / LG Electronics

Social media has wrestled control over what is being said about hotels out of the hands of the hoteliers and placed it into the hands of the guests - and then handed them a megaphone. In this seminar, learn how to regain some of this control and wield your influence to enhance your property's online reputation. Topics include how to monitor and respond to online review and social media feedback, how to recruit advocates, and how to generate positive reviews and feedback.

### Learn with Connect Logistics Services

Connect Logistics Services is the sole liquor distribution agent authorized by the AGLC to distribute spirits, wine, coolers, and imported beer to licensed buyers in Alberta. In this unique training session, you will learn how to effectively use the CLS online system from the experts.



**ALBERTA HOTEL & LODGING ASSOCIATION**





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# WHEN THE STARS ALIGN



Plain of Six Glaciers/  
Saddleback Room

## Protect Your Most Important Resource

Sponsored by Alberta Hotel Safety Association

For your hotel to be both productive and profitable, it is essential to “protect your most important resource - your people”. This informative seminar, hosted by the Alberta Hotel Safety Association, will discuss the importance, value, and your responsibilities in ensuring you are in compliance with health and safety in the workplace.

4:30 - 5:00 pm

## THE FAIRMONT CHATEAU LAKE LOUISE PROPERTY TOUR

Take a unique guided tour behind the scenes at one of Alberta’s premier resort properties, and discover firsthand why The Fairmont Chateau Lake Louise is recognized globally for progressive environmental stewardship and responsible tourism. Learn what it takes to make this grand luxury hotel run smoothly on a daily basis! You must sign up at the AHLA convention registration desk to take part in this tour.

4:30 - 6:00 pm

Agnes Room

## CAMPGROUND MEMBERS’ MEETING

AHLA campground members are invited to a special meeting with their colleagues to discuss the challenges and opportunities that face their businesses. The Recreation Vehicle Dealers Association of Alberta will be on hand to provide attendees with an update and recap of the highlights from the past year.

5:00 - 6:30 pm

Beehive/Lakeshore Room

## HOUSEKEEPING AWARDS CHECK-IN

Staff from properties who have achieved the 2011 Housekeeping Award are asked to check in prior to the Housekeeping Awards Gala.



6:00 - 7:00 pm

Heritage Hall

## STAR QUALITY COCKTAIL RECEPTION

Sponsored by Canadian Star Quality Accommodations



7:00 pm

Mount Temple Ballroom

## HOUSEKEEPING AWARDS GALA DINNER

Sponsored by Travel Alberta

Join your colleagues for an amazing evening of celebration! This popular and prestigious gala dinner will celebrate the front line staff members whose skill and hard work helped to earn their property the 2011 Housekeeping Award.

Gift bags and grand prize provided by SERTA.



7:00 pm

Alpine Room

## CAMPGROUND MEMBERS’ DINNER

Sponsored by the Recreation Vehicle Dealers Association of Alberta

AHLA campground members are invited to meet and mingle with their peers for a fun-filled evening of networking and celebration!

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## TUESDAY, APRIL 19

7:30 am - 1:00 pm

Larch Lounge

## DELEGATE REGISTRATION



8:00 am

Victoria Ballroom

## SUNSHINE BREAKFAST

Sponsored by Alberta Hotel Safety Association

Start your day off right! The Alberta Hotel Safety Association is pleased to present the Certificate of Recognition to those properties who have earned this great achievement.



9:30 - 11:30 am

Mount Temple Ballroom

## BUSINESS SESSIONS

### Alberta Accommodation Outlook

Sponsored by Alberta Tourism, Parks & Recreation Tourism Development Branch

This session will provide hotel owners and operators with a current and comprehensive outlook for Alberta’s accommodation industry. The session will include vital information about the health of our sector today and tomorrow, including economic and market conditions, projected supply and demand trends and financing related issues. This session will be invaluable to anyone involved in the development and operations of hotels and fixed-roof accommodation in Alberta.

# 2011 AHLA CONVENTION & TRADE SHOW



9:30 - 10:30 am  
Beehive/Lakeshore Room

## So You Really Like Working With People?

Sponsored by Kinasewich Benefits Consulting

**Five Principles for Finding Personal Fulfillment on the Road to Service Excellence** While most hospitality and guest service training focuses on the “how to” component of customer service excellence, such as interpersonal communications techniques, phone etiquette, and service recovery tactics, little is said about the “What’s In It For Me?” from our staff’s perspective. This session gives you training tools to help your operations team remember how fun this business can be, despite its numerous challenges, and how much easier our workdays become when we get on the road to service excellence.



9:30 - 10:30 am  
Mount Temple Ballroom

## Leadership, Teamwork & Winning

Sponsored by Best Western International

Join Jim Bearden as he delivers a customized leadership development seminar that is fast-paced and highly interactive. Drawing on his personal leadership experiences (US Marine Corps, Corporate America, parent of 3 children) and his warm sense of humour, Jim offers practical insights on the requirements, characteristics, and roles for leaders as facilitators of essential organizational activities. This session is for anyone who wants to become a more effective leader and create a more engaged team.



10:45 - 11:45 am  
Beehive/Lakeshore Room

## A Minute In Time

Sponsored by Alberta Hotel Safety Association

A split second decision is all it takes to impact your hotel’s operations. Join the Alberta Hotel Safety Association, as they lead you through an incident investigation workshop to discover the why, the how, and the costs associated with a workplace incident.

10:45 - 11:45 am  
Mount Temple Ballroom

## Talent Management - A WestJet Perspective

Recruiting, on-boarding, and employee development all lead up to the fact that companies want better employees. Aligning business goals with employees allows them to see what integral part they play in the bigger picture of the company. Join Blair Pollard, Vice President of Talent Management for WestJet, as he shares his insights on how a successful company achieves positive results in the world of human resource development.

11:30 am  
Agnes Room

## GOLD KEY AND EMPLOYER OF CHOICE RECIPIENTS’ CHECK-IN

Gold Key and Employer of Choice recipients are invited to check in prior to the Gold Key and Employer of Choice Luncheon.



12:00 noon  
Victoria Ballroom

## GOLD KEY AND EMPLOYER OF CHOICE AWARDS LUNCHEON

Sponsored by Coast Hotels & Resorts

Join your peers in celebrating the employers and employees who are committed to making Alberta’s tourism and hospitality industry the best that it can be! The AHLA’s Gold Key Award celebrates the contributions of employees at all levels who, in their careers, have shown the attitude and dedication needed to serve our guests. The Employer of Choice Award recognizes properties that have achieved the highest standard of human resource practice in Alberta’s tourism and hospitality industry.



2:00 - 4:00 pm  
Mount Temple Ballroom

## THE ATTITUDE STRATEGY™: How to Engage in 30 Days and Build Morale and Customer Focus

Sponsored by Bennett Jones LLP

**How Is Culture Related To Attitude? Culture = Behaviour.** How people behave toward each other and customers, toward work ethic and engagement on the job, toward management and stress are ALL learned behaviours - attitudes. Using hilarious stories and a real-world, you-are-here focus, Kevin Burns offers ten strategies to give you the tools to out-perform, out-manage, out-lead, out-service and out-smart your competitors and to become a category of one built on a solid corporate culture of workable attitudes. This is one session you do not want to miss!

4:00 - 4:30 pm

## THE FAIRMONT CHATEAU LAKE LOUISE PROPERTY TOUR

If you missed it the first time, this is your second chance to take this unique guided behind the scenes tour. You must sign up at the AHLA Convention registration desk to take part in this tour.

6:00 - 7:00 pm  
Red Room

## CHAIRMAN’S RECEPTION



7:00 pm  
Victoria Ballroom

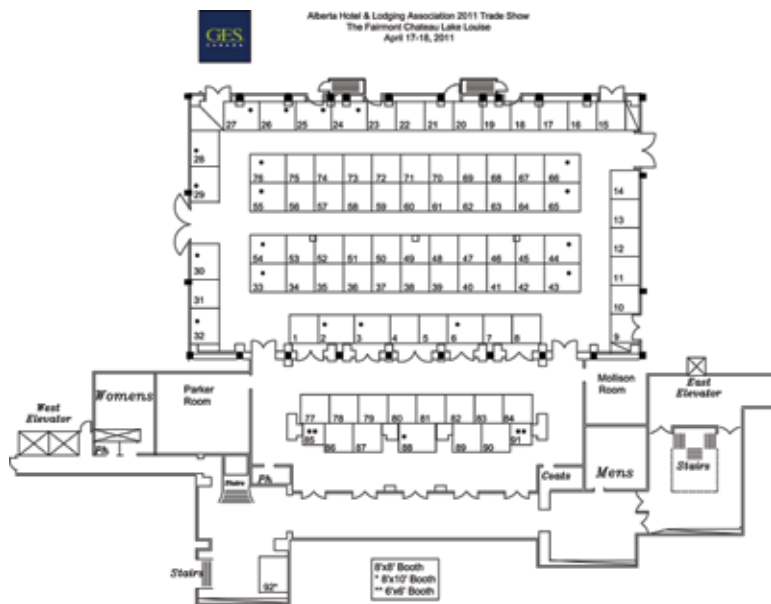
## CHAIRMAN’S DINNER

Sponsored by Sysco Calgary

Our 91st Annual Convention will close with an elegant evening of dinner and entertainment, including the presentations of the Award of Distinction and Life Membership to AHLA members whose service has contributed to our association and Alberta’s tourism and hospitality industry.



Grand Prize of an Edmonton - Jasper return trip for 2 sponsored by VIA Rail




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# 2011 AHLA CONVENTION & TRADE SHOW

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