



# **Achieving Excellence Sprinting to the Finish Line**

**Central Region – Winter Meeting  
St. Jacobs, Ontario  
February 3 – 5, 2010**



*Come join us for our Olympic themed regional meeting as we learn ways to effectively sprint to our conference finish line with enthusiasm, positive thinking and new ideas!*

## **ACCOMMODATION**

A block of rooms have been set aside at the Best Western St. Jacobs Country Inn for the CUCCOA Central Region Winter Meeting until **January 22, 2010**.

Room rates start at \$119.00/night (for 1 king bed) and \$114.00/night (for 2 queen beds) plus applicable taxes. There is an additional charge of \$10.00 if two guests staying in the room and there is no additional charges for parking or internet. To reserve call 519-884-9295.



## **CUCCOA OLYMPIC SCHEDULE**

### ***Wednesday, February 3, 2010***

- 2:00pm to 5:00pm Check into Best Western St. Jacobs Country Inn Hotel Register
- 5:00pm Bus Pick Up in Hotel Lobby
- 5:30pm to 7:00pm Reception & Dinner in the Hawk's Nest at Wilfrid Laurier University
- 7:00pm to 9:30pm **Opening Ceremonies with Flip Events**



With the 2010 Vancouver Olympic games fast approaching, what better way to join in the celebrations than to participate in a series of galvanizing indoor challenges that will simulate the games experience in a low-tech environment?

### ***Thursday, February 4, 2010***



- 6:00am to 9:00am Breakfast  
All overnight guests enjoy a complimentary hot breakfast served in the Verandah.

- 7:00 to 9:00 am Market Day at the St. Jacob Market  
The vibrant agricultural heritage of Waterloo Region has helped make St. Jacobs Farmers' Market a popular attraction for local shoppers and visitors alike, all year around! Here you will find indoor and outdoor vendors in a picturesque rural setting. Come fill your market basket!




- 9:00 to 10:00 am **Event #1 - Flip Events/GS Hospitality Connections**  
Victor Pianosi from Flip Events and Gabby Schick from GS Hospitality Connections will lead us through an interactive session to identify why meeting and conference planners should consider college and university venues as their #1 location choice. We will discuss the importance of building alliances and how to make sure we provide attractive options for our customers.

- 10:00 to 11:00 am **Event #2 – Keeping Control of Your Head Without Losing Your Mind**  
To survive in the bottom-line focused, harder-faster, more-with-less workplace of today, you need to figure out how to stay afloat, roll with the punches and keep your head (without losing your mind). This upbeat and entertaining presentation is filled with humour and tried and true principles for success that you will remember long after the session is over. Cathy Shaughnessy is a Certified Executive Coach and has been working with people as they boost their performance in the workplace for almost 25 years. She is the author of Cultivating Initiative in Your Staff and My Perspective in Action. Learn more about Cathy at [www.perspectiveinaction.com](http://www.perspectiveinaction.com).

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| 11:00 am to 12:00 pm | <b>Freestyle Event - Round Table Discussions</b><br>Bring your questions, concerns and advice to this freestyle event to seek ways to help reach your goal of being a gold medal conference operation.   |   |
| 12:00 to 1:00 pm     | Lunch  |   |
| 1:00 to 2:00 pm      | <b>Central Region Winter Business Meeting</b>  |  |
| 2:00 to 3:00 pm      | <b>Event #3 - Office Techniques</b><br>In our busy environment it is difficult to keep up with current trends and techniques about how communication and updated office techniques are essential to our daily business. Learn some quick and helpful ways that will help to keep your skills polished while being connected to members of your team. |   |
| 3:00 to 4:00 pm      | <b>Event #4 – The HST is Coming</b><br><b>Learn More About How it Will Affect Your Conference Operation</b>  |   |
| 4:00 to 6:00 pm      | Free Time<br>Shopping at the St. Jacobs Outlet Mall<br>Discover more than 30 brand outlets under one roof at St Jacobs Outlet Mall. The outlet mall is located directly across from the hotel. Open daily till 9pm.  |  |
| 6:00 pm              | Bus Pick Up in Hotel Lobby   |   |
| 6:30 to 9:00 pm      | Reception & Dinner at the University Club at the University of Waterloo  |   |

**Friday, February 5, 2010**

|                     |  |   |
|---------------------|--|---|
| 6:00 to 9:00 am     | Breakfast<br>All overnight guests enjoy a complimentary hot breakfast served in the Verandah.  |   |
| 9:00 to 10:30 am    | <b>Event #5 – Creating an Outstanding Guest Experience</b><br>In order to be remembered by your guests and create their loyalty you have to earn a position in their mind. Theresa Syer from Syer Hospitality will inform us about how to create, implement and maintain a guest experience that will differentiate you from others. Learn more about Syer Hospitality at <a href="http://www.syerhospitality.com">www.syerhospitality.com</a> . |  |
| 10:30 to 11:00 am   | Energy Break   |   |
| 11:00 am to 12:00pm | <b>Event #6 - Closing Ceremonies</b> - Update on the Tourism Industry<br>As General Manager of the Waterloo Region Marketing Tourism Corporation, Susan Cuddahy has an extensive background in economic development and tourism related industry issues. Susan will share her experiences, identify some of the challenges that tourism is facing and where the industry is headed in the near future.   |   |
| 12:00 pm            | Boxed Lunches To Go  |   |



## ACHIEVING EXCELLENCE Sprinting to the Finish Line



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**Registration - \$270.00** (amount includes GST – GST # 860917376)

Includes: registration kit, welcome reception, complimentary – hospitality suite, 2 dinners, 2 breakfasts, 2 lunches, 3 refreshment breaks, guest speakers and transportation to venues.

### DEADLINE FOR REGISTRATION – JANUARY 20, 2010

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Institution: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Dietary Restrictions: \_\_\_\_\_ Allergies (please specify): \_\_\_\_\_

### METHOD OF PAYMENT (Sorry, no personal cheques):

Visa       MasterCard       Institutional Cheque (Payable to CUCCOA)

### Credit Card Information

Card Holder: \_\_\_\_\_

CARD #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

**RETURN COMPLETED FORM (WITH PAYMENT) TO:  
CUCCOA, 312 Oakwood Court, Newmarket, ON L3Y 3C8**

**Email: [inquiries@cuccoa.org](mailto:inquiries@cuccoa.org)**

Tel: 905.954.0102

Fax: 905.895.1630

### To make changes or to cancel your registration:

Cancellation of your reservation (or any part thereof) must be sent to the CUCCOA office in advance. You may cancel or change your reservation up to two weeks prior to the conference without penalty. Cancellations or changes received within two weeks of the conference will be subject to a 50% cancellation/change fee. Credits will not be issued for any unused portion of your reservation. Confirmation of your reservation will be emailed to you upon receipt of your application and full payment. No Shows will forfeit full payment.