



CENTRAL REGION WINTER CONFERENCE

DELEGATE PROGRAM



JANUARY 29 – FEBRUARY 1, 2012



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Message from the Committee

Dear Delegates,

On behalf of the entire Central Region Conference Committee, we welcome you to the 2012 CUCCOA Central Region Conference in Toronto! This year we welcome 43 participants from 34 institutions in Ontario for an unforgettable experience, where the sky is the limit!

The Canadian University and College Conference Organizers Association is a national association committed to fostering growth and the promotion of conference services for its member institutions. This year's conference exemplifies these traits by providing you with many opportunities for networking, professional development and access to resources. The Central Region Conference theme of "The Sky is the Limit" is resembled through the Anthurium flower, meaning hospitality, happiness, and abundance. The upward movement of the Anthurium flower symbolizes the fostering and growth of educational institutions by overcoming challenges and innovation.

The four day conference begins on Sunday evening with a welcome dinner and group activity to kick off the days to come. Throughout the rest of the week, you will have the opportunity to hear from engaging speakers who will tell their stories and share their wisdom on business and the hospitality industry. Various group activities and networking sessions will take place for you to meet delegates from other universities and colleges. A list of fun and exciting social events has been planned for your entertainment, taking place within the heart of Downtown Toronto, including the one-of-a kind Ballroom Bowling! That's not all, the final Gala Dinner will take place at the legendary CN Tower, truly exemplifying that the sky is the limit at this year's conference!

We would like to take the opportunity to thank everyone who made this conference possible. From our committee team, to our speakers and sponsors, and the CUCCOA Association, we would like to thank all of you for your participation this year!

We hope you enjoy the weekend and we look forward to meeting each and every one of you throughout the conference!

The 2012 CUCCOA Central Region Executive Committee

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Conference Itinerary

SUNDAY, JANUARY 29, 2012

3:00PM	5:00PM	Registration	Hotel- Main Lobby
		Dinner & Passport Activity	
7:00PM	9:00PM	Travel the room and meet other delegates and learn their hidden secrets! (Business Casual Attire)	Hotel-Wood Room

MONDAY, JANUARY 30, 2012

8:00AM	9:00AM	Hot Breakfast (Business Casual Attire)	Hotel-Wood Room
		Opening Remarks	
9:00AM	9:15AM	John Corallo, Ryerson University Business Services	Hotel-Wood Room
		Session #1- Tony Conte	
9:15AM	10:30AM	Putting Our Students First: A student Approach to our Work	Hotel-Wood Room
10:30AM	10:45AM	AM Break	Hotel-Wood Room
		Session #2- Yola Marshall	
10:45AM	12:00PM	Room & Revenue Management	Hotel-Wood Room
12:00PM	1:00PM	Buffet Lunch	Hotel-Wood Room
		Group Activity	
1:00PM	2:00PM	Let your True Colours Shine Through...	Hotel-Leaside Room
		Session #3-Jordan Wood	
2:00PM	3:15PM	Managing a Hotel & Residence Managing Bedrooms & Conferences	Hotel-Wood Room
3:15PM	3:30PM	PM Break	Hotel-Wood Room

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Session #4-David Burkitt

Do you Need a Full Time sales
Manager? Heck NO!

3:30PM

4:45PM

Hotel-Wood Room

Bus Pick up to Ballroom

Bowling/Dinner
(Casual Attire)

5:45PM

Hotel-Main Lobby

Networking Suite

(Casual Attire)

10:00PM

12:00AM

Hotel-Room 1704
(17th floor)

TUESDAY, JANUARY 31, 2012

7:30AM

**Bus Pick up to Ted Rogers School of
Management**

Hotel-Main Lobby

8:00AM

9:00AM

Hot Breakfast
(Business Casual Attire)

TRS Student Lounge 1-1003
(7th floor)

9:00AM

10:30AM

Session #5-Winter Region Meeting

TRS Student Lounge 1-1003
(7th floor)

10:30AM

10:45AM

AM Break

TRS Student Lounge 1-1003
(7th floor)

10:45AM

12:30PM

Session #6- Andrea Myers
Green Key Rating Program

TRS Cara Commons Lounge
1-148(7th floor)

Plated Lunch

Served by the Ryerson University
Hospitality and Tourism Management
Students

12:30PM

1:30PM

TRS Cara Commons Lounge
1-148(7th floor)

1:30PM

3:00PM

Session #7-Chuck Salem
Building, Owning and Selling
your Brand

TRS Cara Commons Lounge
1-148(7th floor)

3:00PM

3:15PM

PM Break

TRS Cara Commons Lounge
1-148(7th floor)

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3:15PM	5:30 PM	FREE TIME	Options: Shopping at Toronto Eaton Centre/ Explore the City (Own Transportation Required)
	3:30 PM	Bus Pick up to Marriott Courtyard Hotel	TRS Main Lobby (Ground Floor)
	5:45 PM	Bus Pick up to CN Tower	Hotel-Main Lobby
7:00 PM	9:00PM	Gala Dinner Enjoy Toronto's most spectacular dining experience with breathtaking views! (Semi-Formal Attire)	CN Tower-360 Restaurant
	9:00PM	Bus Pick up to Marriott Courtyard Hotel	CN Tower Main Lobby
10:00PM	12:00AM	Networking Suite (Casual Attire)	Hotel-Room 1704 (17th floor)

WEDNESDAY, FEBRUARY 1, 2012

8:00AM	9:00AM	Hot Breakfast (Business Casual Attire)	Hotel-Wood Room
9:00AM	10:15AM	Session #8-Duff Shaw Expanding you Business and Profits	Hotel-Wood Room
10:15 AM	10:30AM	AM Break	Hotel-Wood Room
10:30AM	11:45AM	Session #9- Duff Shaw with Leslie Wright, Les Selby & Catherine Paull. Getting my Business Panel Discussion	Hotel-Wood Room
11:45AM	12:00PM	Closing Remarks	Hotel-Wood Room
	12:00PM	Lunch	Pay Own



Guest Speakers

Tony Conte – Ryerson University Student Services

Putting Our Students First:

A student Centered Approach to Our Work

Over the course of his career; Tony has worked in Student Affairs, Human Rights, and Human Resources. He has worked at Western, Carleton, and McMaster before landing at Ryerson University in 2001. He now serves as the Director of the Office of the Vice Provost of Students. On his own time, Tony travels across the country speaking on diversity, leadership and motivation.

In this session, Tony will talk about how we can endeavor to bring a student centered approach to our work. Using some valuable lessons learned from his cute Italian mom, Tony will share his perspective on working with student leaders. Using the "enlighten, empower and entertain" approach, we will explore ways to engage students in our work in meaningful ways.



Yola Marshall – *Director of Sales and Marketing of the InterContinental Toronto*

Room and Revenue Management

Yola brings with her an in-depth understanding of the epitome of customer service and sales savvy gleaned from more than 24 years of hospitality experience. Her scope of knowledge has come from working with some of Ontario's best loved resort and meeting destinations including Director of Sales with Vintage Hotels in Niagara –on –the-Lake and Director of Sales with Deerhurst Resort in Huntsville. She has also held positions as General Manager with Sandalwood Suites in Mississauga and has worked with Hilton and Park Hyatt.

The drive to increasing bedroom revenue is a constant and ensuring that you are prepared to look at new ways to manage your bedroom inventory and reach your goals will be detailed in this session.

This session will highlight hotel modeled revenue management strategies that will be able to carry over into your current efforts and will also speak to future trending in Revenue management processes.





Jordan Wood – Tier One Hospitality Solutions

Managing a Hotel & Residence

Managing Bedrooms & Conferences.

As the Directory of Technical Sales and Support for Tier One Hospitality Solutions, Jordan is responsible for the consulting on new projects, maintaining and developing partnerships, upholding client service standards and overall client management. Jordan is a hospitality professional, providing many different types of properties in the hospitality industry with various solutions designed to solve the problems that are faced day to day.

Using two systems as one complete solution, Epitome.NET to manage bedrooms and Rendezvous to manage conferences provides your property with the necessary tools to manage your business. With the way that these two systems share data back and forth, various departments are able to communicate better, faster and more efficiently.



David Burkitt – *Manager of Summer Sales & Service at Algonquin College*

Do you need a Full Time Sales Manager? Heck No!

David Burkitt is the Manager of Summer Sales & Service at Algonquin College in Ottawa. David has returned to selling campus accommodations after 4 ½ years as the Director of Sales with extended Stay Hotels.

If you have Bedrooms on your Campus, don't let them sit empty this summer. Ideally we all would have at least one full time Sales Professional but most of us don't. Join our presenter David Burkitt in learning how to maximize your sales efforts using existing staff and resources.

You will be provided with the tools, methods and examples on what you can do to increase your business. This session will provide you with templates that you can customize in your hotel room and take it back to the office to start the week off selling for success! We will learn about some everyday Hotel Sales tools you can use on campus too.





Andrea Myers – Director of Green Key Eco-Rating Membership Program

Green Key Eco-Rating Program

The Green Key Eco-Rating Program is a graduated rating system designed to recognize properties that are committed to improving their environmental and fiscal performance.

After the completion of a comprehensive environmental self-assessment, hoteliers are awarded a 1-5 Green Key rating and provided with guidance on how to "unlock" opportunities to reduce environmental impacts and operating costs through reduced utility consumption, employee training, and supply chain management.



Chuck Salem – President of Unique Venues

Building, Owning, and Selling your Brand

Chuck has served as President of Unique Venues since 2007. Chuck has direct experience working in an academic environment having served as Assistant Vice President for Conference and Auxiliary Services at the Johnstown campus of the University of Pittsburgh in Pennsylvania. There, Chuck spearheaded the effort to build and operate the award-winning Conference Center at The University of Pittsburgh at Johnstown. Chuck also served as a Board member and President of the Association of Collegiate Conference and Events Directors International (ACCED-I).

Many college and university venues are saddled with the daunting task of having to use a set of brand rules that are designed and developed to promote higher education. Trying to find where your brand fits in and how to articulate your message to your external target audience is focus of this workshop.

How do you infuse a message that is unique to your product yet is congruent to that of the institutions? How do you position your product within the guidelines of the institution? What are the steps in brand development and how do you implement a plan? This session is geared for conference managers and marketers of all levels of experience.





Duff Shaw CMP. CHTE, – Instructor Emeritus of Ryerson University

Expanding your Business and Profits

Duff Shaw CMP CITE is a hospitality industry professional with over 35 years experience. He is a founding member of Meeting Professionals International (Canada) and the Society of Incentive and Travel Executives (Canada). Duff was a Marketing Vice President for a major Canadian life insurance company and later President of Incentives International Inc. His incentive travel company specialized in international programs in Europe and Asia. Following the sale of his incentive company Duff became a full time instructor at Ryerson University, School of Hospitality and Tourism.

This presentation will identify business sources and their characteristics. This will enable you to examine your product and match it to meet the needs and requirements of your prospects. Marketing ideas will be presented to help you reach the sources and what you can do to earn the right to their business. Being able to look through the buyers eyes will enhance your chances of turning Prospects into Customers.



Panel Discussion

- Led by Duff Shaw

Getting My Business

Three seasoned industry professionals representing Association Management, Independent Meeting Professionals, and Corporate Meeting and Convention Professionals will "tell you the way it is". What do you have to offer to get their business? Under what circumstances would they consider an academic facility? What can you do to make their decision easier to book your facility?

Panel Participants

Leslie Wright

Executive Director, Meeting Professionals International

Les Selby CMP CMM

Manager Strategic Delivery, Aima

Catherine Paull CMP

Director, Catherine Paull Meeting Management



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Leah & Melody
Humber College



Aldo
University of Toronto



Melisa
Ryerson University



Agnes
Ryerson University



Louisa
Ryerson University



David
Residence &
Conference Centre



Additional Information

CONTACTS

Marriott Courtyard Hotel

475 Yonge Street
416-924-0611

Beck Taxi

416-751-5555

Atrium on Bay

Doctor's Office

595 Bay Street
416-598-1703

St. Michael's Hospital

30 Bond Street
416-864-5094

Ryerson University

Security

416-979-5040

BCML-Bay College

Medical

790 Bay Street
1-800-667-0923

LEGEND



**Marriott Courtyard
Hotel**



**Ryerson Athletic
Centre (Former Maple
Leaf Gardens)**



Toronto Eaton Centre



**Ted Rogers School of
Management**

