



The Site Canada 2013 Golf Tournament
Photo courtesy of The Image Commission

Welcome to the Fall edition of 'sitelines' for 2013 your Site Canada Newsletter

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'sitelines' is published six times a year to keep you informed of what's happening in Canada and around the World, what's new, upcoming events, and linkages to members and other Site Global Chapters.

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President's Message

The celebrations never end! 2013 is both the 40th anniversary of Site Global and the 25th anniversary of Site Canada. The Chapter Meeting on September 25th is a special tribute to these milestones. Past presidents of our Chapter are invited to join us and be recognized for their contributions to our growing success. We have extended invitations to active Past Presidents, and if you know any inactive Past Presidents, please pass on our invitation for them to join us!

The Site Golf Tournament was the signature event of the summer. With sold out participation, we created great value for the sponsors and participants, and expanded the audience for the Gain InSite program. So many thanks go to Joanne Keating for her leadership with Tracey Manion and John Crowe and to their early rising dedicated volunteers. The seamless perfection is a result of their never ending commitment to the tournament's success.

Many of you will have seen our booth at IncentiveWorks where we gave out tokens for the Gain InSite Token Challenge. Our sister chapter, Site Florida and Caribbean joined us at a reception where they too, were introduced to the Token Challenge. We must continue to spread the good word! Remember that the member with the most tokens, wins free registration to next year's Education Day!

You will read about the very active Young Leaders activities and programs. This initiative has taken on a life of its own with contagious energy and enthusiasm, which is a great indicator of our future leadership.

The much heralded Volunteer Champion Program is another signature program of our chapter, in which peers nominate peers. The notice is scheduled to be sent out in mid-September. Volunteering is the backbone of our chapter's success, and I encourage you to use this opportunity to acknowledge and recognize your peers' contribution.

Nomination forms are now available for the 2014 Site Canada Board. Make sure you complete one if you are interested in serving. It's the perfect way to expand your horizons and give back to this inspiring industry. Another example of our Value Proposition: Connect – Grow - Lead

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...President's Message continued

What's Next?

25th Anniversary Chapter Meeting on September 25th, and our famous Education Day on November 13th. Watch the website for our fall event at the InterContinental Hotel in Montreal.

Site Global conference registration is now open at <http://www.siteglobal.com/p/cm/ld/fid=240> and we are hoping to see a record number of Canadians represented.

I look forward to seeing our members and prospective members in the coming months - embracing our Value Proposition and the new Gain InSite initiative. Together, we all GAIN!

**Pam Graham, DMCP
President, Site Canada**

JPdL Destination Management named one of the world's top 25 DMCs

Special Events magazine has published its annual 'look at those who know what's hot, where it is and how to get it. On this occasion JPdL Destination Management Canada has been named amongst the top 25 DMCs in the world by Special Events Magazine. This is the ninth year in which Special Events Magazine has compiled this list, with 2013 marking JPdL's first appearance. JPdL was the only Canadian DMC to receive the honour.

As part of the JPdL family, congratulations to Grant Snider and his JPdL Toronto & Niagara team on this excellent recognition.

Site Canada Education Scholarships Announced

The Scholarship committee is very pleased to announce scholarships have been awarded to members to attend the Site Global Conference in Orlando, FL, December 7th - 10th.

Diane Alexander	Meridian
Melaya Horsten	ignite magazine
Natalie Lowe	Celebrate Niagara

Congratulations to our winners! Well deserved.

Certified Incentive Specialists (CIS) Announced

Congratulations to the following Site Canada members who have achieved the CIS, Certified Incentive Specialist, a new certification program from Site Global.

Mary-Louise Barbieri, CIS	Centennial College
Marie-Claude Bouffard, CIS	Avanti Meetings and Incentives
Debbie Cotton-Burinski, CIS	Event Spectrum
Roni Feldman, CIS	Ronnie Feldman & Associates
Vladimir Haltigin, CITE, CIS	PDM(i)
Danyelle McCullough	Tourism Toronto
Thomas Rado, CIS	Gibraltar & Palme Group
Melissa Truong, CIS	Rogers Communications
Maxine Trusty-Francis, CIS	RBC Insurance
Christiann Wright, CIS	SM+i
Zoe Warner, CIS	BMO

The intent of the CIS program is for incentive professionals from around the globe to acquire a broad comprehension of the incentive travel industry. It is designed for Site members and non-members to enhance the knowledge that Site serves as a source of expertise, knowledge and personal connections that will catapult and sustain professional growth, and help build the value of extraordinary motivational experiences worldwide.

Building Your Brand with Social Media

At the recent AIBTM trade show in Chicago, Sima Dahl, a marketing consultant, social media strategist and personal branding expert, presented a class on the art of social networking.

She had some unique analogies, which really help to position Social Media, and how personal branding is an important attribute to consider for planners.

Dahl's advice was to think of social networks as a series of communities. People congregate in communities. They share information and content."

Facebook is compared to a casual barbeque

Twitter, meanwhile, is like a cocktail party

LinkedIn, is a professional event, and you have to be dressed for the occasion

It's a fascinating insight into the importance of personal branding, and is well worth the read.

<http://www.internationalmeetingsreview.com/meetings-events/building-your-brand-social-media-95970>

Vlad Haltigin, CITE

A Refreshing Incentive Works 2013

No matter how long you have been in this industry, there is always something new to learn, and lots of information to keep you on the right track. So, it turned out this way at IncentiveWorks in Toronto in August. In just two days, IncentiveWorks brought together over 3,000 Business Event Professionals and almost 200 Hosted and VIP Buyers.

As the IncentiveWorks team themselves identify the show seemed bigger this year, with almost 700 suppliers on the trade show floor, who represented a wide array of local, national and international suppliers. The ever-popular education sessions were varied, and the keynote speakers, Sally Hogshead, an innovation consultant, and astronaut Colonel Chris Hadfield were outstanding.

A common theme among presenters in these education sessions was to look at the future of meetings through the use of technology, and adapt to the radical changes taking place. There was much talk of the importance of using creativity to jump start it, and using emotional engagement with passion and enthusiasm to deliver truly memorable incentive programs. Don't be afraid of change and of doing something different, and if necessary, strongly expressing your beliefs. These are not new messages, but oh, so accurate. As someone who has espoused these values for many years, they will truly aid memorable programs. However, as a word of caution you have to earn the respect and trust of the corporate executives to whom you are presenting.

In today's frenetic business world, people's values are still paramount, but ensure you are fully prepared, and have asked sufficient questions of the client beforehand. Make sure your excitement for your particular destination/solution presented is couched in terms of the value to the client's business, with detailed costs, including ROI's if necessary, and how it will create special moments for their participants. In your presentation, it's not important that a hotel has 200 rooms and 20,000 square feet of meeting space, but rather the impressions and feelings that everyone will have once they arrive, and the unique experiences that you have planned for them. Make it as personal as possible. If the client accepts and believes enough in your proposal, it's amazing what can happen behind the scenes: many times they will find ways internally to fund the program you have proposed.

The keynote speakers were among the best that IncentiveWorks has offered, certainly with lots of that passion, enthusiasm, deep-held beliefs, and even bravery on display. Sally Hogshead, a Brand Innovation Consultant delivered a most unexpectedly interesting, yet very personal talk on how to use your personality to influence decision making. Beforehand, I had no idea I had a 'fascination advantage' with my clients, but I went along with the discussion, and after completing a quick series of questions on-line, I was amazed that Sally's process had me nailed...I was told I was bold, artistic, and unorthodox...in fact I was described as a 'Rockstar'! Not literally, of course (much as I may wish!), but in my incentives life the descriptions were remarkably accurate. Now, the challenge for me is to translate that into how best to influence my clients. Fascinating indeed!

As a climax, a truly enthusiastic standing ovation greeted Colonel Chris Hadfield, the proudly Canadian astronaut who had recently returned to Earth from the International Space Station... now a true rockstar himself, after his scientific and musical feats in space. This was one of his first speaking engagements following his historic 5 month voyage as Commander of the ISS. What an amazing human being...so super bright both in intellect and personality, he was very engaging and funny, yet remarkably practical. Colonel Hadfield even showed his first space ship as a young boy...he was sitting in a cardboard box from Quaker Oats pretending he was an astronaut! That's creativity for sure! His message encouraged meeting planners to sustain high level performance, just like him, and to remember how important their work in the meetings industry is locally, and all around the world. Colonel Hadfield added that people meet for a reason...to learn, to have some fun, and to take away something that is good and meaningful for those around you... bang on!

The IncentiveWorks show floor layout appeared larger than usual, but yet more relaxed. It must have been the Connection Lounge with some really comfortable seating to relax and meet after visiting the many supplier stands. It was a nice mix of not only destination suppliers, but also venues, merchandise, events, and AV services. The choice of food, too at the trade show was an improvement from the past.

There were Knowledge Pods offering mini sessions on emerging topics, including tweet chats/ups explained; to tip or not to tip; and building stronger relationships with co-workers, clients, vendors and employers.

The Appointments Tool, so actively used at bigger shows, like IMEX, is one that is gaining traction at Canadian trade shows, and will help planners use their time at the trade show even more effectively.

New at Incentive Works was a line up of new items this year. There was a program Test Lab; a Presentation Theatre to learn about hotel, destination, and product updates; a personal one-on-one coaching opportunity with an expert panel to get advice on networking, career development and personal organization, and even a guppy Pod, the world's smallest photo booth kiosk... cute.

All in all, it was an excellent two days at IncentiveWorks filled with refreshing new approaches and ideas. Always a good investment of the professional planner's time.

Vlad Haltigin, CITE

Members Musings

Welcome New Site Canada Members

A very warm welcome to our newest Site members:

Danyelle McCullough, CIS
Thomas Rado, CIS

Tourism Toronto
Gibraltar & Palme
Group

Maxine Trusty-Francis, CIS
Christiann Wright, CIS

RBC Insurance

Zoe Warner, CIS

SM+i

Queenie Yee

BMO

Q Events

Site Canada Young Leaders Update – September 2013

Site Canada's Young Leaders have had a very busy and productive summer! Beginning in June with the Site Canada Summer Social, our YL's contributed significantly to the success of the event, with half of the eight person Committee being a Young Leader. Joined by an industry veteran, two very recent graduates and a new up-and-coming first-year member, the team rocked the event in the Artifacts Room at the Liberty Grand. The team also welcomed ten students from Ryerson University who were given the opportunity to see how an event like this comes together. The students helped with set up, as well as the chance to make important industry connections during the cocktail reception. With solid networking opportunities, a delicious plated dinner, incredible silent and live auction prizes and high energy entertainment, the event was a smashing success and raised an amazing amount of money for the Site Canada Education Reserve Fund and for Childhood Cancer Canada.



YL Summit 2013 – from left to right: Trina Arjoon, Jessica Petrakis, Hayley Bishop, Christy Wright, Diane Alexander, Melaya Horston

Then, on August 14th, the Young Leaders Committee gathered for a strategic planning/FAM day in Niagara-on-the-Lake. We started our day with a tasting and tour of Stratus Vineyards and practiced the art of blind tasting – not as easy as we thought! Over lunch, provided by Treadwell Farm-To-Table Cuisine, the Committee got to work defining its purpose, creating a new structure for the program, building a succession plan for the YL program as well as brainstorming ways that we can be more active in recruiting new Young Leaders and growing our Chapter and International presence. Many great new initiatives were created and presented to the Board in early September. Stay tuned for news on what our Young Leaders will be introducing in the coming year! Our afternoon continued with tours and tastings at Oban Inn Spa Restaurant, The Victorian Villas Boutique Suites, Sanctuary Day Spa, OLIV Tasting Room, Niagara Oast House Brewers, and Dillon's Small Batch Distillers. The Committee sends a big thank you to all of the hosts and sponsors for making the day a great one!



YL IW 2013 – from left to right: Jake Megrikian, Jenn Glynn, Trina Arjoon, Diane Alexander, Pam Graham, Hayley Bishop

At the Incentive Works trade show in Toronto, the Young Leaders Committee gathered at the Site Canada booth for a cocktail reception with international counterparts who were attending the trade show. With fantastic support from our sponsor, Meeting Encore, the committee welcomed Jake Megrikian, the Co-Chair of the Global Young Leader Committee, as well as many potential new Young Leaders. It was a great opportunity for us to meet, exchange ideas and encourage new members to join our Chapter as they stopped by the Site booth. Our Chapter was also highlighted on the Global Young Leader Facebook and Twitter pages for hosting this event!

There is momentum gathering within our Chapter with our Young Leaders, and we are very excited to take things to a new level and become the new standard for Chapters around the world. Our plans for the coming year will be announced in the near future!

Diane Alexander

2013 Upcoming Events...

Wednesday, September 25
Chapter Meeting

Wednesday, November 13
Education Day

December 7-10 2013
Site Global Conference - Orlando

Thursday, December 12
Holiday Social

Back to the Future of Luxury Travel

The luxury experience is always top of mind for Site Canada members with programs heavily influenced by the destination factor for incentive events.

Join us as we celebrate the 25th anniversary of Site Canada and the 40th anniversary of Site Global with compelling research from an iconic Canadian brand.

Jeff Doane, vice-president of Sales & Marketing, Americas, Fairmont Hotels & Resorts, will join us as we mark these auspicious milestones and toast our chapter and Site Global's success. Come out for a "sneak peek" at the research and some of the findings that the Fairmont Hotels & Resorts portfolio has done on the luxury travel market.

Don't miss out, to register visit the Site Canada website <http://www.sitecanada.org/>

Site Education Day 2013

Wednesday, November 13th at the Westin Harbour Castle Hotel

Exclusive registration for members only is now open until October 1 – membership does have its privileges! Do not wait to register as we expect a sell out once again this year. Non-members will be able to register after October 1.

Our exciting roster of speakers includes:

Doug Keeley - , Founder and Global CEO of The Mark of a Leader.

Angie Pfeifer - C.M.M., Vice-President, Event Marketing & Corporate Travel, Investors Group

Michael Dominguez - CHSE, Senior Vice President of Sales, MGM Resorts International

Kevin Hinton - Chief Staff Officer, Site International Foundation

Stuart Ellis-Myers - a.k.a. Twitchy, President, iTwitch Inc

The diverse topics which our speakers will cover are certain to provide "take aways" for everyone no matter what your role is in the industry. There will also be ample opportunity to network with other attendees, our sponsors and speakers.

Looking forward to seeing you at the Westin Harbour Castle on November 13th.

Don't forget to register early!

For all of the details visit the Site Canada website at <http://www.sitecanada.org/>

Ellie MacPherson
Director Education

Consider Attending the Site Global Conference

Here are some reasons to attend the 2013 Site Global Conference in Orlando from your fellow Site Canada members:

"International connections, sharing of best practises and industry focused education results in a WOW experience" **Cathy O'Connor- Carlson Rezidor Hotel Group**

"You should attend the Site Global Conference to ensure that Canada continues to have a voice on the global stage." **Joe Orecchio, Road Ahead Meetings & Events**

"A world class event put on by a global organization and it's only a short 2.5 hour flight away." **John Crowe Metracon Travel Group Inc.**

"The Global Conference is an opportunity to network, collaborate and converse with our members from around the World." **Joanne Keating, Meridican**

Join Pam Graham and me in Orlando this December. Cheer on our Chapter on as we vie for Chapter of the Year!

Register at <http://www.siteglobal.com/p/cm/ld/fid=240>

Jenn Glynn
President-Elect

Nominations Being Accepted for 2014 Site Canada Board of Directors

Site Canada has experienced substantial growth and success over the past few years. Our Chapter has been recognized by Site Global as one of the best Chapter's in the organization. Our success is based on our members' engagement and volunteer commitment.

Would you like to be a part of our continued success? Nominations are now being accepted for the 2014 Board of Directors. Elected Directors will serve a two year term.

Members outside of Ontario are encouraged to submit a nomination for the Board of Directors as participation at Board meetings can be by conference call.

Deadline for applications is September 30th, 2013.

Additional information can be found on the Site Canada website or by calling the Site Canada office at 905-812-Site(7483).

Joanne Keating
Past President

Five Years and Going Strong

Site Canada's 5th Annual Golf Tournament



Photos courtesy of The Image Commission

Despite extremely early wake up calls, the Site Canada Annual Golf Tournament continues to be a sell out success. It has become the "kick off" event for IncentiveWorks year after year promising a day of networking, golf, and plenty of food and drink.

Angus Glen continues to be our host course. Located just north of Toronto, this golf course offers just the right challenge to all 110 golfers with varying levels of golf skills.

The day began with a full breakfast buffet and concluded with an awards luncheon where door prizes were awarded to buyers and winners of the many contests held during the tournament. Many thanks to Leading Hotels of the World and Patrick Smith for sponsoring both the breakfast and lunch this year.



The Image Commission kept track of all on-course and off-course antics throughout the day documenting some very "fancy" swings and helping out with some "lost" golf balls. All golfers received a picture of their foursome.

Congratulations go to the following winners:

Men's Closest to the Pin – Russ Kembel
 Ladies' Closest to the Pin – Kari Lynn Larsen
 Men's Longest Drive – Paul Minich
 Ladies' Longest Drive – Jennifer Delacruz
 Most Accurate Drive – Anne Marie Obdam
 Longest Putt – Paula Jones

First Place Team: Randy Phillips, Mark Dosman, Dawn Hatanaka
 Second Place Team: Cameron McCullough, Frank Di Rocco, Amy O'Keefe, Frank Mule
 Third Place Team; Anup Israni, Mark Waxer, Alicia Bodanis, Matt Bairnes

On behalf of the Board of Directors for Site Canada we would like to thank all the sponsors but especially our title sponsor, Allied PRA. This tournament is not possible without sponsor partnerships including the many generous gifts of door prizes from suppliers.





We would also like to thank the many volunteers who set that alarm clock bright and early on golf day, and of course to the Golf Committee who diligently plan, coordinate and execute all year long.

- Tracey Manion – Meridian Incentive Consultants
- Morag Donald – Incentive Insight
- Susan Lanc – Hilton Hotels Worldwide
- Joanne Keating – Meridian Incentive Consultants
- Susan Bernad – ALHI
- Terry Manion – Meridian Incentive Consultants

Registration for next year's tournament will be up and running my mid April 2014. Be sure to mark August 18, 2014 on your calendar. The Sixth Annual Site Canada Golf Tournament will take place at Angus Glen Golf Club and is sure to be another outstanding event.

John Crowe
Chair, Site Canada Golf Committee

